**The Kaieteur Institute For Knowledge Management**

# THE e-KNOWLEDGE BASED INNOVATION  SEMINAR

## OVERVIEW

### ➢ Introduction

*Knowledge* is a new form of renewable and intangible energy that is transforming many organizations. The e-Knowledge resource is now too precious to waste and companies need
to move beyond ad hoc management of it. The challenge is, how do we accelerate learning and innovation, in a planned, intelligent, and systematic way.

### ➢ Who Should Attend ?

The course is designed to be useful to senior executives and decision-makers who need to better understand how to optimize the management of knowledge assets within their organizations. It is intended to provide a critical level of understanding that will contribute to
a more confident and profitable deployment of human capital and knowledge assets.

### ➢ Why Should You Attend ?

Organizations and individuals are suffering from rapid change, elevated risk, information overload, shrinking market cycle times.
They face knowledge stress from the pressure to make sound decisions quickly. How to retain talent and give people the incentives to contribute great ideas and share knowledge is also a growing problem. How to cultivate a community of shared learning and to support team collaboration are also significant contemporary issues.

The seminar will better equip you with strategies and skills for
- improving time to knowledge
- managing risk
- developing communities of practice
- leveraging the most appropriate new knowledge enabling  technologies
- capturing customer knowledge and growing customer capital
- learning to improve your knowledge competencies across several  key
  performance dimensions
- visualizing your business through a knowledge lens
- coming up with a new knowledge based business model

➢ **What You Will Learn ?**

This course will provide you with a solid, comprehensive, and
in depth understanding of state of the art knowledge management  practices, methods,
and technologies.
It addresses fundamental competencies in Knowledge Management in an organized,
systematic, and pragmatic manner. How to build sustainable capabilities in :-

- **Knowledge Generation & Creativity**
- **Knowledge Acquisition & Capture**
- **Knowledge Exchange, Knowledge Transfer, & Knowledge Sharing**
- **Knowledge Accumulation & Protection**
- **Knowledge Distribution & Dissemination**
- **Exploitation, Utilization, Leveraging & Packaging Of
  Knowledge & Intangible Assets**

- **How Can This Be Applied To Improving My Business ?**

You will come away with a better appreciation of how to condition
- Your business to be a better knowledge production system
- How to carry out sustainable and strategic knowledge innovation
- How to optimize and augment human capital, knowledge capital, and intangible assets

- **Advantage Of This Course Over Others**

At The Kaieteur Institute For Knowledge Management  we are deep students of the
growing discipline of knowledge management.
We are independent and also walk the talk by developing our own intellectual capital
through researching and testing the latest developments in the field. Our strength comes
from an ability
to move our customers forward on a fast path to the latest proven techniques and software
innovations. Innovation comes from thinking differently. What we offer that's unique, is
a deep understanding of knowledge enabling software, codification of e-Knowledge
performance pathways into identifiable patterns. By helping customers to understand and
recognize these patterns and how they work, we provide superior guides to taking

profitable action. We also help clients to rethink their businesses in the light of new mental and knowledge business models. This is a critical avenue for unlocking knowledge innovation and creativity. Finally we bring to our customers cutting edge insight into next generation e-knowledge market thinking. This is also a powerful new lever for potential new value creation and for providing the enterprise with an adaptive framework and business ecosystem, more appropriate to operating in the global knowledge-based economy.

The integration of these fresh but powerful and effective conceptual frameworks for knowledge augmentation in one complete seminar, are simply not available in other educational offerings.

**Course Instructor**



**Bryan Davis**

Bryan Davis is founder and President Of The Kaieteur Institute For Knowledge Management in Toronto. The Institute is currently conducting advanced independent research into knowledge enabling software, knowledge business models, knowledge-flow, knowledge-based innovation, knowledge business patterns, knowledge markets, and competitive intelligence. He has over 20 years of experience in the fields of knowledge management, information management, document management and workflow automation. He was a Vice President of Knowledge Management Strategies and Research with the Delphi Group Canada / Spearhead Knowledge Management Inc. He is a past President of the Toronto Chapter Of The Canadian Information & Image Management Society.

**THE KNOWLEDGE BASED INNOVATION SEMINAR**

**AGENDA**

**DAY ONE**

➢ **Introduction**
- what is knowledge management ?
- a review of where we are today
- the knowledge based economy
- the growing knowledge intensity of work
- characteristics of a knowledge based organization
- the many new competencies required
- the range of knowledge domains we are going to cover
- an introduction to three specific secrets to knowledge mastery
- key frameworks to guide our development
- pattern recognition and understanding knowledge patterns
- harnessing the expanding universe of knowledge enabling software tools and our market model
- an introduction to the knowledge market concept
- summary and inter-active discussion

# KNOWLEDGE ACQUISITION AND CAPTURE

- what you will learn in this session
- defining knowledge and knowledge management
- setting the context
- defining the issues and problems
- the benefits of doing this effectively
- a summary review of where we are at today
- select practices and case histories

➢ **Human Capital issues**
- people as investments
- the incentive issue
- how do we become smarter
- people and communities
- team collaboration and knowledge sharing

- cultural impediments and accelerating unlearning and facilitating new learning
- **Knowledge Acquisition & Capture Processes**
  - competitive intelligence
  - taxonomization
  - knowledge mapping
  - sense making
- **Technology Enablers**
  - The state of the art in search and retrieval engines
  - Intelligent agents
  - Visualization
  - Personalization
  - Portals
  - knowledge bases
  - e-learningware
  - teamware
  - other appropriate enablers
- **Strategy & Implementation Challenges**
  - using surveys and audits to better understand strengths and weakness in this area
  - needs analysis
  - rethinking mental and business models
  - relevant knowledge patterns and plays
  - applying the knowledge market concept

# KNOWLEDGE GENERATION & CREATIVITY

- what you will learn in this session
- defining the issues and challenge
- where do great ideas come from
- a look at the metaphors we use to characterize this process
- a review of new developments
- select application case histories and lessons learned
- **A People Perspective**
  - harnessing the intellectual capital of your people
  - incentivization, time, work-spaces, and nurturing conditions
  - communities of interest and practice
  - cultural change
  - co-creation with customers
  - intellectual capital production patterns

- ➢ **A Process View**
  - learning processes
  - improving knowledge flow processes
  - knowledge conversion and externalization mechanisms
  - knowledge harvesting approaches
  - bringing new discipline to idea origination
  - smart skills
  - knowledge and intellectual capital production processes
  - congealing intelligence in software, patents, smart products and services
- ➢ **Technology**
  - creative thinkware
  - knowledge sharing and collaborative work spaces
  - simulation
  - prototyping tools
  - expertise mapping systems
  - e-learningware
  - customer relationship management
  - personalization
  - portals
  - search and retrievals systems
- ➢ **Strategy & Implementation Challenges**
  - using surveys and audits to probe strengths and weaknesses in this area
  - needs and opportunities analysis
  - knowledge products and services
  - rethinking mental and business models
  - relevant knowledge patterns and plays
  - applying the knowledge market concept
  - conclusions and suggestions for action

# KNOWLEDGE EXCHANGE, KNOWLEDGE SHARING, AND KNOWLEDGE TRANSFER

- learning objectives in this session
- defining the issues and challenge
- understanding the problems and difficulties from poor knowledge circulation
- what makes people pre-disposed to share
- the special challenge posed by tacit dimension knowledge
- a review of new developments and practices
- select application case histories and best practices

➢ **People To People Knowledge**
- cultural barriers
- contexts
- enabling surroundings and design issues
- nurturing communities of practice
- facilitating roles
- management and measurement issues
- story-telling and dialogue

➢ **Knowledge Exchange Processes**
- a market oriented perspective
- media and mechanism for exchange
- systems for trading and brokering knowledge
- tacit to tacit processes
- tacit to explicit processes
- performance measurement systems
- the importance of taxonomy and metadata
- directories, yellow pages, expertise maps, and other systems

➢ **Technology Enablers**
- the internet changes everything
- portals
- intranets
- groupware
- teamware
- expertise mapping systems
- social network analysis tools
- visualization
- intelligent agents and knowbots
- electronic performance support and buddy systems
- document management and workflow systems
- content management
- knowledge repositories
- other enablers
- technology infrastructures
- platforms and architectures

➢ **Strategy & Implementation Challenges**
- using surveys and audits to evaluate competency levels and weaknesses in this area
- needs and opportunities analysis
- environmental and knowledge ecosystem challenges
- knowledge products and services
- rethinking mental and business models
- relevant knowledge patterns and plays
- applying the knowledge market concept
- conclusions and suggestions for action

**THE KNOWLEDGE BASED INNOVATION SEMINAR**

**AGENDA**

**DAY TWO**

**Review Of Day One**
summary and inter-active discussion

# KNOWLEDGE ACCUMULATION & PROTECTION
- what you will learn in this session
- reviewing the issues and problems and risks
- defining the required competencies
- the importance of doing this effectively - opportunities
- a summary review of state of the art today
- select best practices and case history examples
- ➢ **Human Capital issues**
  - Raising awareness and understanding of the need to conserve and protect intellectual assets
  - strategies for achieving growth and sustainability of Intellectual Capital
  - allocation of roles and responsibilities
  - building Intangibles - reputation and branding
  - community and social capital dimension
  - customers and alliance partners
- ➢ **Knowledge Accumulation & Protection Processes**
  - security and access rights
  - the protection of intellectual property - patents and other modes of protection
  - identification of assets - core knowledge
  - adding, weeding, and feeding the knowledge base
  - learning
  - measurement systems
  - the inter-connections with other processes - knowledge capture, sharing and distribution
- ➢ **Technology Enablers**
  - Knowledge bases
  - Text & Data mining
  - Visualization
  - Portals
  - modeling and simulationware
  - knowledge based engineering
  - intelligent agents

- Intellectual Property management tools
  other appropriate enablers
- **Strategy & Implementation Challenges**
  - using targeted survey and audit instruments to better understand strengths and weaknesses in this area
  - re-thinking mental and business models
  - the best of breed knowledge patterns and plays
  - applying the knowledge market concept - examples
- **Knowledge Distribution & Dissemination**
  - what you will learn in this session
  - defining the issues and challenges
  - the context of infoglut and data smog
  - a review of new developments
  - select application case histories and lessons learned
- **People Perspective**
  - roles - knowledge provider, knowledge seeker, knowledge broker
  - attention
  - time pressures
  - absorption and assimilation
  - human computer interaction
  - the tacit dimension
  - design issues
  - collaboration and community
- **Process View**
  - knowledge production, refining, and delivery processing
  - content management
  - knowledge conversion and externalization mechanisms
  - linkage to knowledge transfer and exchange processes
  - congealing intelligence and knowledge in smart products and services
- **Technology**
  - knowledge management suites
  - document management
  - workflow
  - push technology
  - intelligent agents
  - portals as a distribution medium
  - search and retrieval enablers
  - digital multimedia and e-modalities
  - other appropriate technologies

➢ **Strategy & Implementation Challenges**
- using surveys and audits to probe strengths and weaknesses in this area
- new paradigms for content circulation
- rethinking mental and business models
- relevant knowledge patterns and plays
- applying the knowledge market concept
- conclusions and suggestions for action

# EXPLOITATION, UTILIZATION, LEVERAGING, & PACKAGING OF KNOWLEDGE & INTANGIBLE ASSETS

- learning objectives in this session
- defining the issues and challenges
- avoiding the trap of commodification
- the dynamics of increasing returns
- knowledge-based economics and new growth theory
- select application case histories and best practices

➢ **People**
- customer relationship management
- optimization of knowledge flow and use
- community based approaches to tolerating cognitive dissonance, genetic diversity, and avoiding group-think
- education of potential customers
- roles and responsibilities in the innovation system

➢ **Knowledge Processes**
- the knowledge innovation cycle
- shrinking time to knowledge and time to market
- from mind to market
- commercialization
- congealing intelligence and know-how in smart products and services
- software as a special case
- customer profiling
- custom products and services - personalization

➢ **Technology Enablers**
- the internet changes everything
- modeling and simulation systems
- portals
- intranets
- groupware

- teamware
- expertise mapping systems
- social network analysis tools
- visualization
- intelligent agents and knowbots
- electronic performance support and buddy systems
- document management and workflow systems
- content management
- knowledge repositories
- other enablers
- technology infrastructures
- platforms and architectures
- **Strategy & Implementation Challenges**
  - using surveys and audits to evaluate competency levels and weaknesses in this area
  - needs and opportunities analysis
  - proprietary versus open source approaches
  - knowledge products and services
  - rethinking mental and business models
  - relevant knowledge patterns and plays
  - applying the knowledge market concept
  - conclusions and suggestions for action

# NEXT GENERATION KNOWLEDEGE MANAGEMENT

- leadership and organizational challenges
- communities of practice
- new infrastructures and architectures
- peering into the future
- new knowledge management enabling technologies over the horizon
- anticipating and positioning the company to be future oriented and adaptive and responsive
- summary and wrap-up