

Knowledge Management: Systematically going for innovation

Workshop

Developing a roadmap Innovation through Knowledge Management

Introduction

Is there a need for a comprehensive corporate strategy on innovation management? Or are those companies better off which opt for a pragmatic process of implementing focussed projects? And what can Knowledge Management contribute?

When the return on investment of a corporate innovation management concept can hardly be figured out, while the benefits of optimisation of knowledge use are obvious, systemic Knowledge Management becomes best practice: stepwise implementation of linked projects that aim at developing a knowledge based innovation management.

Approach

Systemic Knowledge Management builds on four blocks:

- Optimise knowledge transfer
- Develop networks of expertise
- Organise knowledge flow
- Manage competency

Objective

Goal is the optimisation of knowledge use for the management of innovation, in line with corporate strategy, by employing best practices and applying the right instruments.

Participants work on the development of a roadmap for innovation through Knowledge Management. Areas of application are

- Internal knowledge generation and sharing
- Knowledge transfer from external sources
- Knowledge exchange with third parties and customers

Contents

- **KnowledgeCasting® - 4 building blocks of Knowledge Management**

The four building blocks of systemic Knowledge Management

- KnowledgeTransfer
- KnowledgeGrid
- KnowledgeHub
- KnowledgeLead

and their mutual interrelation are being introduced.

Method: presentations

- **Innovation through Knowledge Management – success factors**

The impact of pro-active Knowledge Management on the management of innovation will be assessed:

- **Strategy:** How to create knowledge that is needed for product, service, or process innovation? How can existing knowledge be utilised to make innovation processes more effective?
- **Culture:** Corporate culture and employee motivation are basic to the understanding of company goals and governance principles. How can these be operationalised in order to optimise business processes?
- **Drivers of innovation:** Are these technology, competition, market, customers? Have formal procedures for the involvement of customers, for the monitoring of technological progress, competitive environment and market development been put in place?
- **Innovation management:** How to balance chances and risk related to innovation? What does pro-active management of the company's innovation portfolio require?
- **Knowledge Management practice:** How can knowledge be „managed“? What organisational measures and technical tools are feasible?
- **Measuring success:** Is the measurement of innovation success rather a barrier to creativity? Or is it simply too complex?

Method: moderated, interactive group sessions

- **Roadmap Innovation through Knowledge Management**

Based on the individual corporate strategy, and taking into account f.e. company size and market position, business environment, industry characteristics, a roadmap systemic Knowledge Management in support of the management of innovation is being developed:

- Objectives
- Building blocks priority
- Measures and tools supporting Knowledge Management practice
- Implementation concept

Method: facilitated group session

Structure

2-days workshop, company individual

6 to 8 participants from diverse functional areas

Optional in-house or in external location, in German or English language

Focus on specific building block(s) of KnowledgeCasting®

Price

Workshop preparation, moderation and facilitation: EUR 4,800.-

Travel and subsistence are being charged on expense

VAT will be charged according to legal regulation

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