

## **Knowledge Management: Systematically going for innovation**

Workshop

### **Developing a roadmap Knowledge Management practice**

#### **Introduction**

Is there a need for a comprehensive corporate strategy on the management of knowledge? Or are those companies better off which opt for a pragmatic process of implementing focussed projects in select areas?

As often, the way to success is just in between. When the return on investment of a corporate Knowledge Management concept can hardly be figured out, while the benefits of specific initiatives on the optimisation of knowledge use are obvious, systemic Knowledge Management becomes best practice: stepwise implementation of linked projects which aim at developing a knowledge based organisation.

#### **Approach**

Systemic Knowledge Management builds on four blocks:

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

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

Workshop objective is the development of a roadmap towards systemic corporate 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

- **Knowledge Management – requirements and success factors**

Requirements and factors of success of Knowledge Management practice will be elaborated on:

- **Requirements:** How can knowledge be created that is critical to company success? How to use existing knowledge so that business processes get more efficient?
- **Knowledge Management practice:** How can knowledge be „managed“? What organisational measures and technical tools are feasible?
- **Success factors:** How to assess and measure the contribution of Knowledge Management projects to company success?

Method: interactive group sessions

- **Roadmap Knowledge Management practice**

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

- Objectives
- Building block's priority
- Measures and tools for practising Knowledge Management
- Implementation concept

Method: facilitated group session

**Structure**

1-day 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 2,400.-

Travel and subsistence are being charged on expense

VAT will be charged according to legal regulation

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