



## Knowledge Management Strategy

- a module in the Straits Knowledge "KM Implementation" series of workshops

This two day programme is focused on helping participants to develop a knowledge management strategy, roadmap and framework to support the strategic objectives of their organisation.

It teaches participants how to use the products of a knowledge audit and culture analysis, facilitate a KM strategy workshop with their senior managers to align KM plans with business needs, and develop a practical implementation roadmap containing relevant and useful KM plans and programmes. This workshop demonstrates approaches and techniques for *strategic* KM interventions and participants will find it useful to *also* take our **Knowledge Audit & KM Diagnostics** workshop to understand the kind of preparatory work that is necessary for a KM strategy exercise. You can take both workshops as a combined package at a discount.

The workshop is part of our three-workshop "KM Implementation" series covering three core areas of KM diagnostics, KM strategy development, and taxonomy work. A secure online blog is available to provide coaching and feedback to participants for at least one month after the workshop.

### Learning Objectives

- To appreciate the importance of combining operational, cultural and strategic perspectives in developing a KM strategy and roadmap
- To be able to facilitate a senior management workshop to align business objectives with KM objectives
- To be able to analyse the organisation's KM capabilities, identify critical enablers, and compose them into a meaningful framework
- To be able to develop recommendations for KM interventions and compile them into a useful and practical knowledge management roadmap
- To understand the function and purpose of a KM Vision statement
- To be able to anticipate and plan for change management issues and communicate effectively for change
- To be able to plan for the appropriate roles and competencies on the KM team

### Workshop Content

#### Day 1

1. How to approach a KM strategy exercise
2. Using the products of a knowledge audit and culture diagnostics exercise
3. The role of senior managers in KM strategy development
4. Using the Strategy Canvas to align knowledge needs with business needs
5. Identifying your current KM capabilities and constraints
6. Identifying your KM enablers and building a KM framework

#### Day 2

1. Developing a KM roadmap:
2. Organising and prioritising your strategic KM needs
3. Identifying possible interventions using *KM Method Cards* and organising them into projects and programmes
4. Developing a KM Vision statement
5. Planning and communicating for change
6. Ensuring that your team has the right KM competencies



### Course materials

Participants will receive a pack of *KM Diagnostic Cards* plus a pack of *KM Method Cards* along with a course workbook.

### Who should sign up?

This workshop will be suitable for knowledge and information managers, KM project teams, intranet managers, KM activists and knowledge champions.

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members

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# KM Training



Straits Knowledge  
*Redefining corporate knowledge*

Public Workshop Schedule 2012		Days 1-2	Day 3
1	Knowledge Audit & KM Diagnostics	Jul 5-6 2012	n/a
2	Knowledge Management Strategy	Jul 9-10 2012	n/a
3	Taxonomy Development	ask us	n/a
4	Project Learning & Knowledge Capture	ask us	ask us
5	Expert Knowledge Transfer	ask us	ask us
6	Communities of Practice & Peer Collaboration	ask us	ask us

## Public Workshop Selection Form

Normal

iKMS member

*please circle the correct workshop fee boxes to select*

1	Knowledge Audit & KM Diagnostics Jul 2012	S\$1150	S\$920
2	Knowledge Management Strategy Jul 2012	S\$1150	S\$920
3	KM Implementation (combined Knowledge Audit & KM Strategy) Jul 2012	S\$2185	S\$1748
4	Taxonomy Development	S\$1430	S\$1144
5	Project Learning & Knowledge Capture	S\$1430	S\$1144
6	Expert Knowledge Transfer	S\$1430	S\$1144
7	Communities of Practice & Peer Collaboration	S\$1430	S\$1144
8	Full Knowledge Transfer Techniques Programme (workshops #5, 6 and 7)	S\$3800	S\$3040

*Yes! Please register me for my selection!*

Please contact me for group registration (3 or more from the same organisation get a discount of 15%)

I am a member of iKMS (eligible for 20% discount)

### PAYMENT

Please invoice me     I enclose payment by cheque

NOTE: Straits Knowledge is a non-GST registered organisation

Name: \_\_\_\_\_

Organisation: \_\_\_\_\_

Contact Address: \_\_\_\_\_

\_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

### CONDITIONS OF REGISTRATION

- (1) Straits Knowledge may change the scheduled dates but will seek to meet participant's scheduling constraints if it does so
- (2) Fees are due in advance and are non-refundable except in the case of workshop cancellation but may be assigned to other nominees
- (3) Straits Knowledge may cancel workshops if there is insufficient registration and will either offer a refund or a replacement date to registered participants
- (4) Multiple discounts are not possible. Where two types of discounts are possible, the greater of the two will be applied.

**Fax or mail to: Straits Knowledge 35A Keong Saik Road, 1st Floor, Singapore 089142**

**Tel/Fax: +65 62210383**

**Email: enquiries@straitsknowledge.com**

<http://www.straitsknowledge.com/training>