

# How to Profit from Knowledge & Idea Markets:

*Leveraging Amazing Lessons Learned from Social Media,  
Crowdsourcing, & Open Innovation*



## HOT TOPICS

IDEA MANAGEMENT INNOVATION MANAGEMENT IDEATION GAMIFICATION BIG DATA ANALYTICS  
SOCIALMEDIA INNOVATION NETWORKS INTRAPRENEURSHIP MOBILE KNOWLEDGE COMMUNITIES  
KNOWLEDGE EVENTS IDEA FESTIVALS

*"An investment in knowledge always pays the best interest."*

Benjamin Franklin

US author, diplomat, inventor, physicist, politician, & printer (1706 - 1790)

Inspiration  
Innovation  
Insight  
Ideas  
**PERFORMANCE**

**ki | KM**

*Innovating Intangible Capital*

2013 -Toronto

Other Cities – Locations & Dates TBA

**EXECUTIVE EDUCATION**

Kaieteur Institute for Knowledge Management

<http://www.kikm.org>



# HARNESSING KNOWLEDGE & IDEA MARKETS

## Smarter Learning Faster

### Objective

The course is targeted at providing executives with an enterprising mindset towards the optimal exploitation of ideas, intellectual property, expertise, talent, learning, and intangible assets. It aims to contribute to higher performance and improved practices in the pursuit of knowledge driven innovation. It focuses on the availability of exploitable new opportunities and options in the rapidly expanding frontier for knowledge commerce, knowledge networking, knowledge trading, knowledge exchange, community partnership, knowledge brokering, and team collaboration.

### Short description

Markets are as old as human communities. With the growth of the internet there are increasingly markets for everything (eg. e-Bay). It is quite natural, organic, and logical to expect in the knowledge era, there will be expansion in markets for talent, ideas, intellectual property, designs, and expert knowledge services of all kinds. (ie. think "e-Bay for ideas"). Markets generally tend to foster greater efficiency, flexibility, growth, motivation, and wealth creation, for enterprises and well as economies. That's also the phenomenal promise of knowledge markets.

### Knowledge & Idea Markets

Knowledge & Idea Markets are formal or informal community contexts, platforms, or environments (real or virtual) used to promote knowledge commerce, trade and exchange, demand and supply, between knowledge buyers and sellers. They are used to organize, coordinate, aggregate, facilitate, communicate, broker, and network flows and exchanges of knowledge between knowledge seekers and knowledge providers. A wide range of knowledge capital assets can be traded, swapped, bartered, and exchanged. These assets can be in the form of questions and answers, ideas, expertise, know how, intellectual property, inventions, designs, social capital, intangibles, talent, human capital, brain-power, learning, training, education, software, professional services, and projects.

The value for entrepreneurs and intrapreneurs can include lower costs and overhead, profitable leveraging of networked brainpower, access to just-in-time project resources, new ways to monetize knowledge capital and intangible assets, opportunities for acquiring and supplying knowledge services, faster access to idea commercialization partners, new productive harvesting of customer suggestions and ideas, smarter trend spotting and forecasting of market changes, emerging opportunities, and dangerous disruptive risks.

### Crowdsourcing & Open Innovation

A disruptive revolution in networked business is underway. We will use real world cases to discuss the gathering evidence, lesson learned, evolving practices & platforms.

## COURSE CONTENT

- KNOWLEDGE /IDEA MARKETPLACE
- CREATIVE IDEATION
- CROWDSOURCING/CROWDCASTING
- SOCIAL MEDIA NETWORKING
- OPEN INNOVATION
- GAMIFICATION & SERIOUS GAMES
- INTRAPRENEURSHIP/ INTERNAL STOCK MARKET GAME
- COLLABORATIVE COMMUNITIES
- COLLECTIVE INTELLIGENCE
- *NOTE: WE CAN ALSO ADAPT THIS COURSE TOPIC AND SUPPORTING MATERIALS TO CREATE MORE CUSTOMIZED ON-SITE COURSE FOR YOUR ORGANIZATION SIMILAR ON LINE COURSE IN DEVELOPMENT*



**IDEA & INNOVATION CAMPAIGNS,  
CHALLENGES, CONTESTS,  
TOURNAMENTS,  
AWARDS, QUESTS, PRIZES,  
INCENTIVES, EVENTS**

Smart organizations are using them to rapidly spark bright new ideas for improvement of:

- Performance Improvement
- Decision-Making
- Problem Solving
- Production Choices
- New Products & Services
- Economic Development
- Start-up Incubation
- Social Innovation
- Philanthropy
- Entrepreneurship
- Open Innovation
- Business Intelligence
- Network/Customer Relationship Management - Service
- Creative Economy Ideation
- Change Management
- Crowd-Sourcing/ Crowd-Casting
- Sourcing Ideas for Investment
- Operational Costs
- Efficiency
- Effectiveness
- Quality & Other evolving uses

## **RAISING YOUR GAME**

### **Smarter Learning Faster**

#### **Who Should Attend?**

Chief Knowledge Officers, Knowledge Executives, knowledge managers, knowledge leaders, strategists, CEO's, and senior management who have responsibility for knowledge-management and knowledge driven innovation in their organizations. Leaders who want to grow their understanding of knowledge management and what it takes to be a superior knowledge leader moving into the future. Executives who want to take advantage of the latest in new applied thinking, practices, and technologies.

#### **Why Participate?**

The reason why you should participate is that you will be exposed to rare world-class thinking on this subject. This is part of your personal and professional knowledge management development. We will also make it easy to understand and apply to your own business context. You will achieve a deeper appreciation of advanced high performance knowledge leadership and why there is now a need to cultivate, develop, practice, and utilize a fresh set of additional leadership capabilities. You will acquire insight, understanding, intelligence, and thinking tools that you can immediately put to work.

The content is grounded in real world use and application case histories so what we offer you, is learning about approaches that have been tried and proven to deliver amazing results.

#### **Can I gain a Knowledge Advantage?**

You will achieve a sustainable competitive advantage, and our courses can help you and your organization to outperform in the market-place. We will equip you with secret leadership techniques that will help you to better develop your people, accomplish faster change, and achieve better success with your knowledge management project initiatives. You will have a wiser appreciation and understanding of how to leverage knowledge capital to produce profitable returns for your enterprise stakeholders.



## SEMINAR OUTLINE

Day One		
Time	Section	Description
<b>AM</b>	<b>Session</b>	<b>Morning</b>
8:00-8:30	Registration	Networking & Coffee/Tea
8:30-9:00	Module 1	<b>Introducing Knowledge &amp; Idea Markets</b> <i>Got to Love this: Stories that amaze, Performances that inspire, Results that are mind blowing!</i>
9:00-10:00	Module 2	<b>Reviewing the Knowledge Economy Innovation Imperative , &amp; the Active State of Play today</b> <i>Framing the field; Trends, Adoption Patterns, &amp; Selective Application Uses, Discussion</i>
10:00-10:15	Break	Refreshments
10:15-12:15	Module 3	<b>Mobilizing Knowledge Capital &amp; Talent Markets</b> <i>Concept, Frameworks, Platforms, Case Examples, &amp; Lessons Learned, Discussion</i>
<b>PM</b>	<b>Session</b>	<b>Afternoon</b>
12:15-1:15	Lunch Break	
1:15 - 2:15	Module 4	<b>Activating Idea Markets for, Ideation, Invention, Future Prediction, &amp; Innovation</b> <i>Management Concept, Frameworks, Platforms, Case Examples, &amp; Lessons Learned, Discussion</i>
2:15 - 2:30	Break	Refreshments
2:30 - 3:45	Module 5	<b>Engaging Collaborative Communities, the Wisdom of Crowds, Crowdsourcing, Crowdfunding,</b> <i>Concept, Frameworks, Platforms, Case Examples, &amp; Lessons Learned, Discussion</i>
3:45 – 4:30	Module 6	<b>Selecting Appropriate Platforms, Methods, &amp; Tools</b> <i>A guide to available techniques, practices, &amp; software systems to power your knowledge innovation initiatives.</i>
Day Two		
Time	Section	Description
<b>AM</b>	<b>Session</b>	<b>Morning</b>
8:00-8:30	Registration	Networking & Coffee/Tea
8:30-9:00	Module 7	<b>Celebrating Knowledge, Idea Markets, Social Media &amp; Intrapreneurship</b> <i>Got to Love this: More compelling Stories that amaze, Performances that inspire, Results that are mind blowing!</i>
9:00-10:00	Module 8	<b>Practicing Open Knowledge Innovation &amp; Open Business Models</b> <i>Framing the practices; Trends, Adoption Patterns, &amp; Selective Application Uses, Discussion</i>
10:00-10:15	Break	Refreshments
10:15-12:15	Module 9	<b>Using Gamification to juice Innovation, new Ideas, and shared Learning in your Organization</b> <i>Concept, Frameworks, Platforms, Case Examples, &amp; Lessons Learned, Discussion</i>
<b>PM</b>	<b>Session</b>	<b>Afternoon</b>
12:15-1:15	Lunch Break	
1:15 - 2:15	Module 10	<b>Making new Meaning and Innovation with Big Data Analytics, plus Social Innovation, &amp; Mobile Knowledge Communities</b> <i>Management Concept, Frameworks, Platforms, Case Examples, &amp; Lessons Learned, Discussion</i>
2:15 - 2:30	Break	Refreshments
2:30 - 3:45	Module 11	<b>Selecting Technology Tools &amp; Methods – Part Two</b> <i>A guide to available techniques, practices, &amp; software systems to power your knowledge innovation initiatives.</i>
3:45 – 4:30	Module 12	<b>Open Forum on Adaptation, Adoption ,&amp; Change Transformation, &amp; Review &amp; Wrap Up</b>

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**REGISTER NOW ON LINE:**

Fees: \$ Plus Taxes

See

**How to Profit from Knowledge & Idea Markets**

<http://kikm.eventbrite.com>



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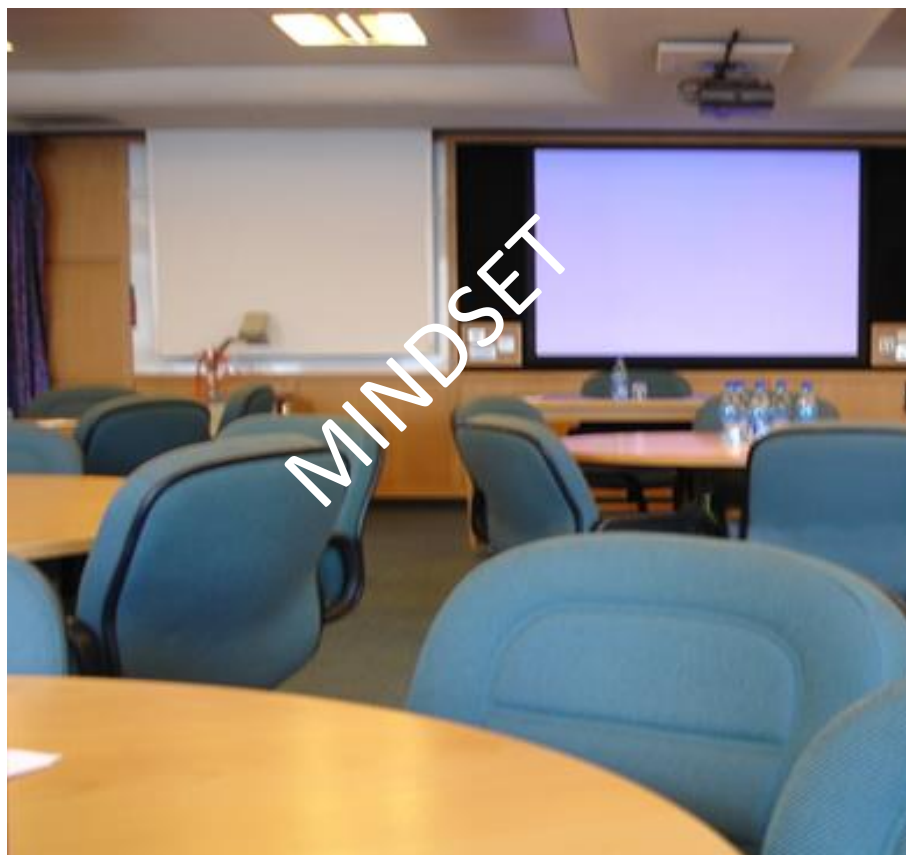
## PREVIOUS CLIENTS

Past Attendees at our events have come from such organizations as:

- Altavista
- Almost Painless Computing
- Aptech
- Baush & Lomb
- Baycrest
- Brainspace
- Canadian Tire Corporation
- Canada Post Corporation
- Carana Corporation
- Cognis
- Crucible Management Consulting
- Dekstrus Inc
- DMR
- Educational Testing Service Of New Jersey
- Enbridge
- EngineX
- Excalibur Technologies Inc
- Eter-Wind International Ltd
- Freedom Communications
- FrontLine Centre Inc
- Government Of Ontario
- Government Of Canada
- Haven Knowledge Systems
- Hutchinson Communications
- Hong Kong Productivity Council
- IBM
- IDC
- IFF
- Information Architecture Group
- Insurance Bureau Of Canada
- iMail Hong Kong
- ITNet
- Joint Victory
- KenBelTeck
- Knowledge Aura
- Liberty Consulting
- Lotus
- Luen Ming Electric & Plastic Works Co Ltd
- Microsoft

- Parallel Space Corporation
- Price Waterhouse Coopers
- Regional Municipality Of Peel
- Royal Bank Canada
- Sears Canada
- Spectra Technologies
- Starlight International Holdings Ltd
- Starlight
- Sunlife
- Vincent Medical Mfg Co Ltd
- Worldcom
- ActSolutions
- Yue Po Engineering Co. Ltd
- ZacNet/KM Ventures
- Zurich Life
- and many others

Our seminars have been delivered locally in Toronto, and overseas at the invitation and under the auspices of the Hong Kong Productivity Council, in Singapore, in Costa Rica via INNOV@ at the Omar Dengo Foundation, and in the Caribbean in Trinidad.





### LEAD FACULTY

Bryan Davis is President of the Kaieteur Institute for Knowledge Management. The Institute is an independent organization, based in Toronto. It provides education, research, and consulting services.

Bryan’s mission is to help clients to receive the most value, optimal performance and profit, from their investments in knowledge, intellectual capital, and intangible assets. He offers deep smarts and rare insights into the knowledge economy, knowledge markets, knowledge innovation, expertise networking, and knowledge enabling technologies.

He has acquired this know how over a twenty year career in the knowledge management field. He has also contributed thought leadership to such concepts as knowledge pattern recognition, knowledge innovation zones, and knowledge based business models.

He is also a Fellow of Entovation International and a Fellow of Intentic International Entrepreneurship Academy. He teaches Knowledge Management at the University of Toronto in the School for Continuing Studies, and is a Faculty Associate at Banff Executive Leadership.

He is an accomplished presenter and has spoken at conferences and seminar events in over 20 countries.

*Note: Some Sessions may Include Guest Colleagues & Other Presenters & Panel Participants*

2000 Hong Kong Productivity Council,

International Product Development & Innovation Congress

### ENDORSEMENTS

*“Bryan is among the world’s foremost authorities on knowledge markets, intellectual property exchanges, innovation networks and the idea economy. Bryan pairs this comprehensive mastery with the precious and rare qualities of active listening, enthusiasm and an open, conversational style. Bryan gets my highest recommendation as a leading subject matter expert, empathetic consultant and top resource for all types of worldwide endeavors, innovation projects or global initiatives”*

**John T. Maloney, Software Entrepreneur & Game Changer**

*“Bryan is an indelible visionary in the Knowledge Economy. An expert in pattern recognition and memes, he is THE world expert on Knowledge Markets. No one better understands the power of innovation intelligence and where we are headed. He is a valued friend, trusted advisor, and partner in opportunity”*

**Debra Amidon, Founder and CEO at ENTOVATION International Ltd.**

*“I highly recommend Bryan for his perceptiveness of leading-edge trends, wide knowledge base & rich collegial network.”*

**Howard Eisenberg, Visionary Consultant**

*“I recommend Bryan for his vision and consistency”*

**Alvaro Villalobos, Internal consulting Human Capital at Grupoice**

## CONTACT

IF YOU HAVE AN INTEREST IN REGISTERING FOR ANY OF THESE COURSES, OR WISH TO ORGANIZE SEMINARS ON SITE AT YOUR ORGANIZATION, & REQUIRE MORE INFORMATION, PLEASE CONTACT:

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2013 – CURRICULUM – AVAILABLE COURSE OFFERINGS				
Number	Seminar	# of Days	Dates	Fees Cdn\$
KIKM001	Introduction to Knowledge Management	1	June	TBA
KIKM002	Advanced Knowledge Management	2	July	"
KIKM003	The Expert Knowledge Transfer & Retention Seminar	2	July	
KIKM004	Knowledge-Based Innovation	2	July	
KIKM005	Knowledge-Based Business Models	1	Sept	
KIKM006	Intellectual Capital & Intangibles	2	Sept	
KIKM007	Learning Organization	1	Sept	
KIKM008	Harnessing Knowledge & Idea Markets for Business Advantage	2	Monthly	
KIKM009	Knowledge Enabling Software Systems	2	Oct	
KIKM010	Expertise Networking	2	Oct	
KIKM011	Knowledge Leadership	1	Nov	
KIKM012	Knowledge Transformation	1	Nov	
KIKM013	Knowledge Economy Master-Planning	2	Nov	
KIKM014	Mastering the Inner Game of Knowledge	1	Dec	
KIKM015	Knowledge Inspired High Performance	2	March	

# INSPIRATION

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