

# CHANGE MANAGEMENT FOR KNOWLEDGE INNOVATORS:

How to be a **smarter**, more **meaningful**,  
& **successful** change agent



**"Everything flows, nothing stands still." - Heraclitus**

*"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**



2013 -Toronto – Wednesday **June 19** ; & **July 17** Other Dates TBA

Other Cities – Locations & Dates TBA

**EXECUTIVE EDUCATION**

Kaieteur Institute for Knowledge Management  
<http://www.kikm.org>

**INNOVATION**



Smart Leaders who are adept at nurturing successful change are able to win improvements in staff:

- Motivation
- Participation
- Ownership
- Engagement
- Commitment
- Performance
- Decision-Making
- Problem Solving
- Production Choices
- New Product & Service Ideas
- Knowledge Sharing
- Collaboration
- Networking
- Community
- Teamwork
- Integration
- Alignment of purpose
- Relationship Management
- Loyalty
- Operational Efficiency
- Effectiveness
- Quality
- Talent Mobilization

## RAISING YOUR GAME

### Smarter Learning Faster

#### Who Should Attend?

CEO's, CFO's, CKO's, knowledge executives, knowledge managers, knowledge leaders, strategists, senior managers, IT project managers who have responsibility for knowledge initiatives and innovation in their organizations. Leaders who want to grow their understanding of change management and what it takes to be a superior 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 practical, field tested, thinking on this subject. This is part of your personal and professional leadership 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 Competitive Advantage?

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





## WHY THIS COURSE OVER OTHERS?

- Knowledge Principles
- Unique Perspectives
- Original Frameworks
- Change Process Model
- Understanding Intangibles
- Practical Ideas
- Proven Techniques
- Grounded in Experience & Independent Research
- Time Efficient
- Cost Effective Access to Knowledge Experts
- Join our Knowledge Network

**REGISTER NOW ON LINE:**

**[Change Management for Knowledge Innovators](#)  
[June 19 ; or July 17](#)**

**Fees: \$ 459.00 CDN Plus Taxes**

**<http://kikm.eventbrite.com>**



## 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>Introduction – Changing Nature of Work &amp; Business</b> <i>The change context today; Trends, Complexity, Velocity, Pervasiveness, Globalization, Work Life Balance, Connectedness, Infoglut, Data Smog, Information Overload, Noise vs signal, Internet, Virtualization, Mobility, Security &amp; Privacy, Disruptive innovation, &amp; Disintermediation.</i> <i>Stories that amaze, Performances that inspire, Results that are impressive</i>
9:00-10:15	Module 2	<b>People Changing Themselves - Empowerment</b> <i>Framing the field; Trends, Adoption Patterns, &amp; Selective Application Uses, Discussion</i> <i>Attention, Achievement, Accomplishment, Alignment, Action, Actualization, Aspirations, Desire, Meaning</i> <i>Social Factors – Trust, Social Cohesion, Alignment, Beliefs, Caring, Community, Collaboration, Teamwork, Spirit &amp; Ethos, Intangible Capital, Social &amp; Community Capital</i> <i>Motivation, Altruism, Incentives, Interests, Compensation &amp; Rewards, Inhibitors, &amp; Resistance, Demographics, Happiness, Leadership, Vision, Values, Missions, Futures</i> <i>Organization &amp; Structure, Chaords, Cultures, Communities, Networks &amp; Relationships</i> <i>Mindset, Mental Maps &amp; Models, Mastering the inner game, reframing, cognitive bias, Knowledge Sharing, Exchange, &amp; Transfer</i> <i>Gaining buy-in &amp; Acceptance, Fluidity in the Zone.</i> <i>Interactive Discussion</i>
10:15-10:30	Break	Refreshments
10:15-12:00	Module 3	<b>Changing Practices - New Playscripts</b> <i>Case Examples, &amp; Lessons Learned, Discussion</i> <i>Purpose, Principles, Policies, Plans, Processes, Practices, Procedures, Promotion</i> <i>Work-Flows, Expertise Networking, Learning &amp; Unlearning, Modeling, Gaming, Simulation, Flow.</i>
12:00-1:00	Break	Lunch
1:00 - 2:30	Module 4	<b>Changing Systems - Open Innovation &amp; Smart Systems</b> <i>Stakeholder Ownership &amp; Engagement</i> <i>Usability &amp; the User Experience</i> <i>Design Innovation, Interaction, Emergence</i> <i>Training &amp; Adoption</i> <i>Prototyping, &amp; Testing</i> <i>Simulation, Gaming, &amp; Immersion, Change Lab</i> <i>Use of Video</i> <i>Support &amp; Service, Customization &amp; Personalization, Ergonomics</i> <i>Interactive Discussion</i>
2:30 – 3:30	Break	Refreshments
3:30-4:30	Module 5	<b>Successful &amp; Sustainable Change</b> <i>Tips, Techniques, &amp; Tools</i> <i>Principles, Memes, Checklists, Positive Deviance, Storytelling, Stakeholder Mapping,</i> <i>The Personal &amp; the Outside-Inside Game,</i> <i>Issues, Risks, Succession, Retention, Continuity, Sustainability, Internalization, Integration, Holistic Change,</i> <i>Futurecasting, Forecasting, beginning with the end in mind, Performance Measurement, &amp; Monitoring, ROI. Profit.</i> <i>A Review of Principles, Guidelines, Frameworks Models.</i> <i>Interactive Discussion, Resources, Wrap-Up</i>

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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

- 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.







### FACULTY: BRYAN DAVIS

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 Other Associate Faculty.*



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**



## FACULTY : JOEL ALLEYNE

**JOEL S. ALLEYNE, CMC, M.I.St.** has been working in the field of Management Consulting for the last twenty eight years. He currently is: Chairman and CEO, Alleyne Inc.; and, Chairman, Crucible International Inc.

As a consultant, researcher, entrepreneur and manager, Joel Alleyne has worked with many organizations in both the public and private sectors across North America, Europe and the Caribbean. He has worked for a variety of industries, including: professional services (legal, accounting, engineering, advertising, management consulting); health care; financial services (banking, insurance and brokerage); pharmaceutical; manufacturing, distribution and retail; computer manufacturers and other high tech organizations; and, mining.

An active speaker and a recognized international expert, Joel is involved in research and practice in the areas of: information technology; organizational informatics; new media; knowledge media; and knowledge management.

He is currently working towards a PhD in information studies at the University of Toronto. He is a member of the Entovation 100, He has been a Research Associate with the McLuhan Program for Culture and Technology, and is Practitioner in Residence with the Knowledge Media Design Institute at the University of Toronto. Mr. Alleyne is also a faculty member and Senior Research Associate with the Kaieteur Institute for Knowledge Management.

## PART-TIME ALUMNI BIG BAND LEADER & CONDUCTOR EXTRA-ORDINAIRE



**CHANGE IS THE NEW NORMAL**





## WHY THIS COURSE OVER OTHERS?

- **Knowledge Principles**

Our Differentiator from other organizations is that we operate with a philosophy and wisdom that is grounded in a core set of fundamental, universal, and timeless, **Knowledge Principles**

## OUR KNOWLEDGE PRINCIPLES

- **Self-Knowledge** - Know Yourself
- **Knowledge Perspective** - Knowledge is Personal
- **Knowledge Purpose** - Know Where You Want To Go
- **Knowledge Assessment** - Know What You Know
- **Knowledge Awareness** – Know What You Don't Know
- **Knowledge Energy** – Renewable, Abundance, Power, Infinite Recipes
- **Knowledge Flow** – Flows are more important than Stocks
- **Knowledge Currency** - Knowledge is an Asset – a Valuable Currency – Capital – IP
- **Knowledge Intellect** - Knowledge is Cognitive, Brainpower, Thinking, & Mindset Matters
- **Knowledge Intangibility** – Knowledge is Intangible, Weightless
- **Knowledge Sharing** – Knowledge Transfer, Exchange, & Networking Increases its Value
- **Knowledge Capability** - Knowledge Enables the Capacity to Act
- **Knowledge Culture** - Knowledge is Tribal & Social
- **Knowledge Duality** - Tacit & Explicit – Intuitive & Codified
- **Knowledge Mobilization** – Knowledge Commerce is Incentivized & moved by Market Forces
- **Knowledge Ecology** – Knowledge is nurtured and supported in self-directed Contexts
- **Knowledge Renewal** – Knowledge is refreshed by Learning, Creativity, Ideas, & Continuous Innovation

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## 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:

Bryan Elliot Davis

President

Kaieteur Institute for Knowledge Management

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Toronto, Ontario.

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2013 – CURRICULUM – OTHER AVAILABLE COURSE OFFERINGS				
Number	Seminar	# of Days	Dates	Fees Cdn\$
KIKM001	Introduction to Knowledge Management	1	June	
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	May June	496.40
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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## Partners

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*“Perpetual Optimism is a Force Multiplier” – General Colin Powell*

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