

Knowledge Management

(Session 1)

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What Is Knowledge Management ?



- ◆ An emerging discipline focused on the application of strategies, tools, and techniques for improving the creation, acquisition, accumulation, sharing, protection, distribution, and exploitation of knowledge, intellectual capital, and intangibles, in the service of customers

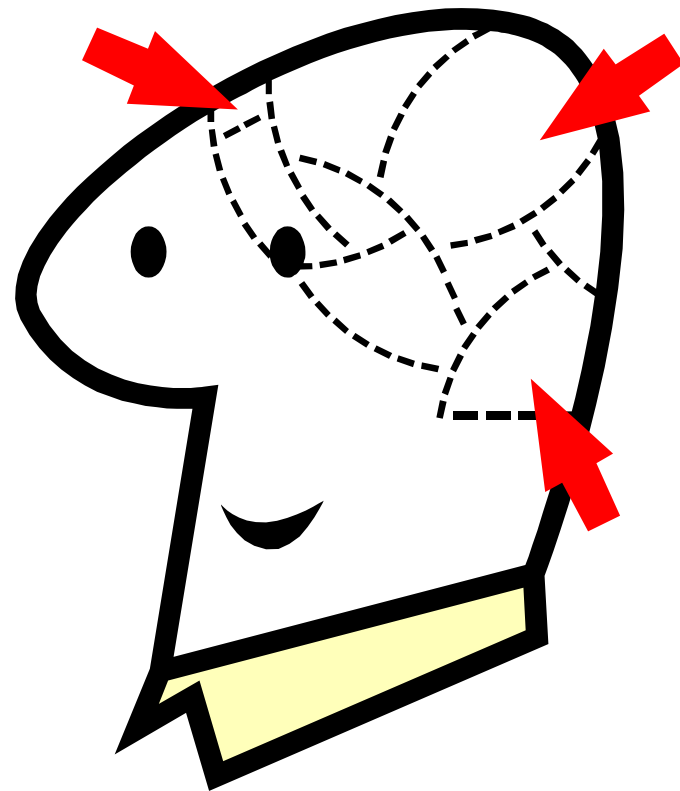
Knowledge Continuum

- ◆ Data
- ◆ Information
- ◆ Knowledge
- ◆ Wisdom



Types Of Knowledge

- ◆ Who, Why, What, Where, When
- ◆ Expertise
- ◆ Experience



Attributes Of Knowledge

- ◆ Knowledge as a new energy source
- ◆ Flows vs stocks
- ◆ Affords the ability to act
- ◆ Helps decision-making
- ◆ Reflection & learning
- ◆ Grows with use and sharing



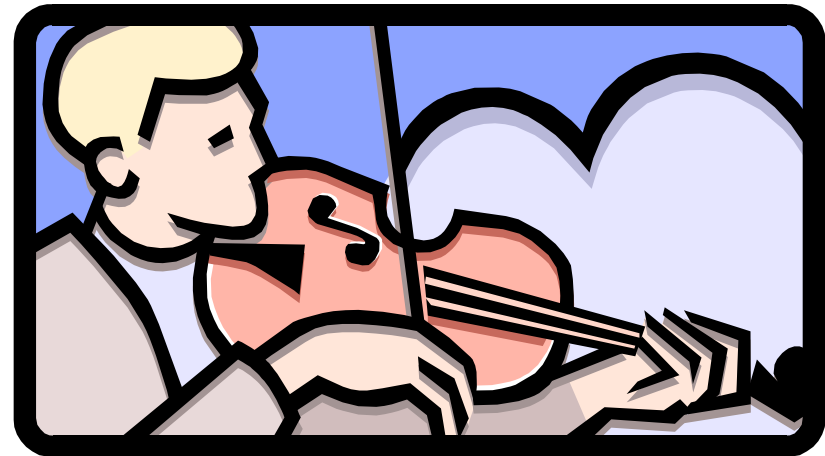
Individual vs Organizational Knowledge

- ◆ Personal KM
- ◆ People learn
- ◆ Managing knowledge in organizations is about harnessing collective brainpower
- ◆ Sharing knowledge



Tacit & Explicit Knowledge

- ◆ Tacit is internalized hard to codify, & explain, understanding
- ◆ Explicit is externalized codified knowledge
- ◆ Knowledge conversion
- ◆ The knowledge spiral concept



The Knowledge Based Economy

- ◆ Fastest growing companies tend to be knowledge driven
- ◆ Globalization
- ◆ Great ideas can come from anywhere
- ◆ Enabled by advances in technology and innovation
- ◆ Moore's Law
- ◆ Metcalfe's Law



The Knowledge Based Organization

- ◆ Knowledge-based business
- ◆ Knowledge driven
- ◆ Knowledge work
- ◆ Knowledge workers
- ◆ Knowledge-based organization
- ◆ Knowledge based business model
- ◆ Knowledge producing



Economics Of Knowledge

- ◆ Knowledge energy contrasted with land, labour, and capital
- ◆ Generating wealth from intangible assets
- ◆ Increases with sharing and use
- ◆ Power of ideas & inventiveness
- ◆ Abundance & infinite recipes
- ◆ Increasing returns
- ◆ Network effects



What's Driving Demand For KM ?

- ◆ New source of sustainable competitive advantage and profit
- ◆ Propensity for stimulating growth
- ◆ Complexity, chaos, velocity
- ◆ Avoidance of the trap of commodity prices
- ◆ Fuels innovation
- ◆ Provides new opportunities for wealth and value creation



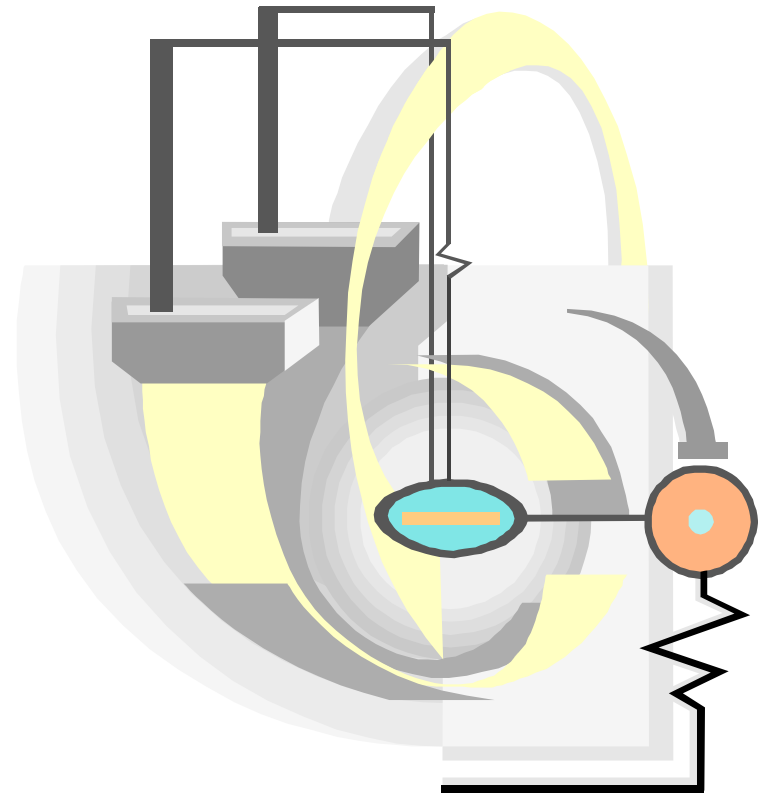
Intellectual Capital

- ◆ Human capital, talent
- ◆ Thought capital
- ◆ Brainpower
- ◆ Intelligence
- ◆ Creativity
- ◆ Hidden assets
- ◆ Competencies, & applied experience
- ◆ Innovation



Structural Capital

- ◆ Organization leadership
- ◆ Process assets
- ◆ Knowledge flow capabilities
- ◆ Technology infrastructure
- ◆ Networked knowledge
- ◆ Intellectual property
- ◆ Shared mental model of the business
- ◆ Capacity to learn and absorb new knowledge



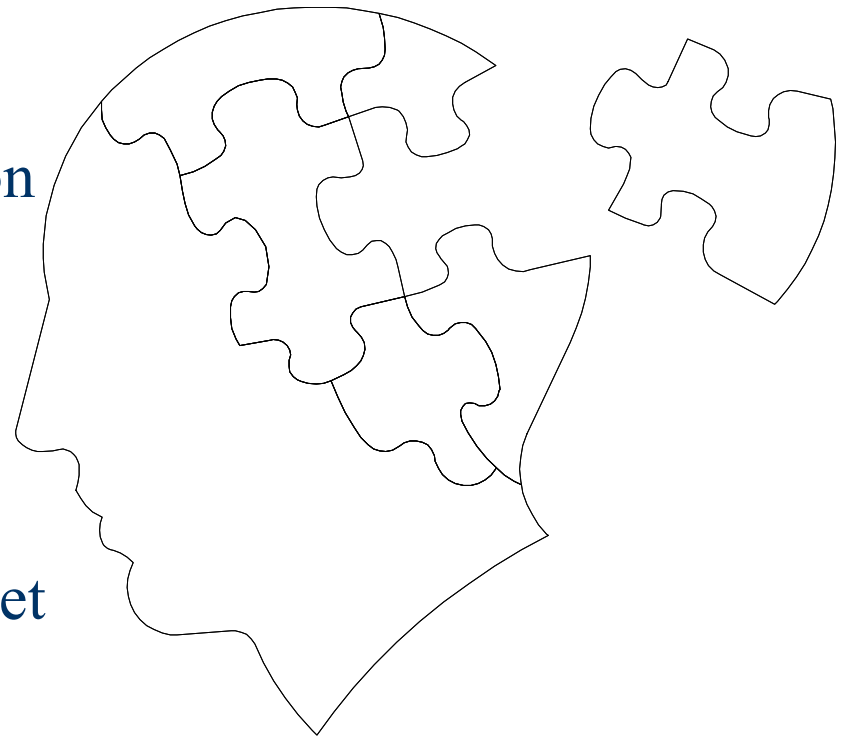
Customer Capital

- ◆ Knowledge Of the customer
- ◆ Relationship capital
- ◆ Customer loyalty
- ◆ Market relationships
- ◆ Co-creation with customer



Intangible Assets

- ◆ Soft assets
- ◆ Virtual
- ◆ Identity, eg. brand recognition
- ◆ Mind-share
- ◆ Ideas
- ◆ Network connections
- ◆ Reputation
- ◆ Qualities valued by the market
(eg. trust, diversity, ..)



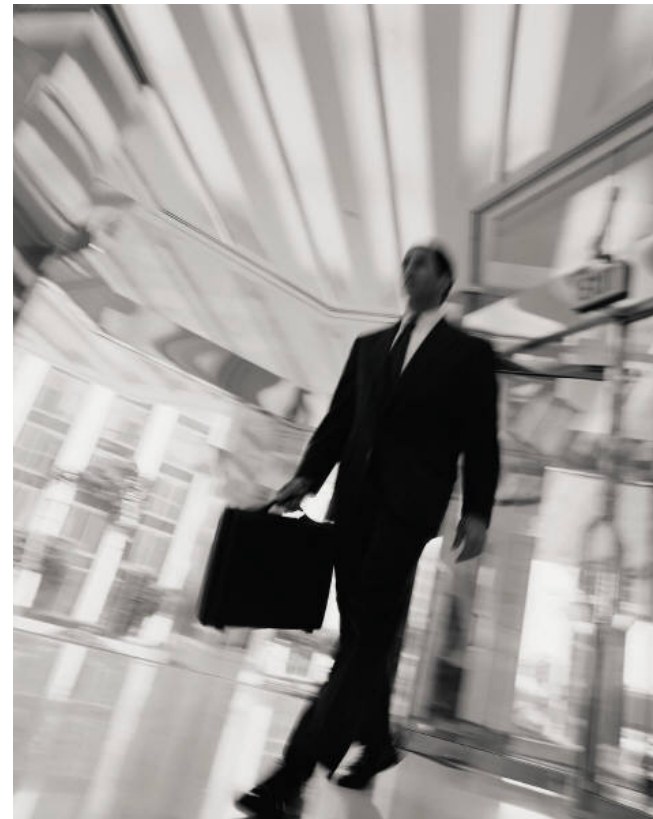
Knowledge Management Resources On-Line

- ◆ Web Links
- ◆ Communities
- ◆ Thought Leaders
- ◆ Associations
- ◆ Best Practices
- ◆ Technology
- ◆ News
- ◆ Events
- ◆ Pointers to books, articles



Knowledge Management Success Stories

- ◆ BP Case



Review & Conclusion

- ◆ Winning the knowledge game
- ◆ Economy Of ideas
- ◆ Many schools Of thought
- ◆ Knowledge pattern recognition
- ◆ Theme Of incremental learning
- ◆ e-Learning & new media connection
- ◆ Think for yourself !

