

Knowledge Management

(*session 4*)

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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



Recap From Session 2



- ◆ Knowledge markets
- ◆ Knowledge exchange
- ◆ The social pricing system
- ◆ Market inefficiencies
- ◆ Market pathologies
- ◆ Potential benefits
- ◆ New Thinking
- ◆ New emerging models



Economics Of Knowledge Reviewed



- ◆ 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



Review Of Markets

- ◆ As old as the first community
- ◆ New interest in markets
- ◆ Markets for everything
- ◆ Not such a strange idea
- ◆ An organic aspect of human society
- ◆ Internet era and the rise of E-Bay
- ◆ Why not an e-Bay for ideas ?



Knowledge Processes (session 3)



- ◆ Generating/Creating
- ◆ Capturing/ acquiring
- ◆ Codifying
- ◆ Coordinating
- ◆ Transferring/Sharing
- ◆ Protecting
- ◆ Disseminating
- ◆ Packaging



Knowledge Processes



- ◆ Capturing “Tacit” Knowledge
- ◆ Storytelling & Narratives
- ◆ Embedding Knowledge

Knowledge Enabling Software (Session 4)

- ◆ Many Types Of Tools
- ◆ Continuous Innovation
- ◆ KM does *not* come shrink-wrapped in a Box
- ◆ KM is mostly about People
- ◆ It's also about Process
- ◆ Technology can support and enable KM
- ◆ Choose wisely



Enterprise Knowledge Mgmt Suites

- ◆ Select Examples

www.intraspect.com (see Hill & Knowlton case)

www.hyperwave.com

- ◆ Other resources

<http://www.kmworld.com/100.cfm>

<http://www.kmworld.com/solutions/>

Knowledge Creation

- ◆ Ideation
- ◆ Creative Thinkware
- ◆ Resources : see links at
<http://www.kikm.org/thinkwave.htm>
&
<http://www.kikm.org/Ideas%20Economy.htm>

Knowledge Acquisition & Capture

- ◆ Competitive Intelligence
- ◆ Resources

<http://www.scip.org/marketplace/showcase.asp>

<http://www.bidigital.com/ci/Software/>

<http://www.competia.com/yellowpages/index.html>

- ◆ Document Mgmt
eg. www.documentum.com
- ◆ Content Mgmt
see <http://www.transformmag.com/index.shtml>

Knowledge Sharing

- ◆ Intranets
- ◆ Extranets
- ◆ Portals
- ◆ Collaboration Tools

<http://virtualcommunities.start4all.com/>

- ◆ Messaging
- ◆ Other resources:

http://www.kikm.org/portal/KM_portals.html

Customer /Client Knowledge

- ◆ *Service & Support (eg www.serviceware.com)*
- ◆ *Help Desk (eg www.primus.com)*
- ◆ *Customer Relationship Management (CRM) (eg. www.siebel.com)*

- ◆ *Resources - see*

<http://www.helpdesk.com/software.html#helpdesk>

<http://www.helpdesk.com/software.html#callcenter>

<http://www.helpdesk.com/software.html#knowledge>



Knowledge Marketplace

- ◆ Idea Exchanges
- ◆ Talent
- ◆ E-Learning
- ◆ Auctions
- ◆ IP
- ◆ Experts
- ◆ Question & Answer Exchanges
- ◆ Resources : <http://www.kikm.org/portal/page2.htm>

Knowledge Measurement

- ◆ Enterprise Business Intelligence
- ◆ Business Performance
- ◆ Balanced Scorecard
- ◆ Digital Dashboard Software Systems
- ◆ Resources :

http://www.kikm.org/Knowledge_Measurement_Systems.html

Intellectual Asset Management

- ◆ Intellectual Property
- ◆ Example : [www.aurigin](http://www.aurigin.com)
- ◆ Intellectual Asset Management
<http://www.delphion.com/>
<http://www.invention-machine.com/>

Knowledge Mapping & Modeling

- ◆ Knowledge Mapping
<http://www.mindjet.com/index.shtml>
<http://www.intellix.com/>
- ◆ Modeling & Simulation
- ◆ Visualization
Example : www.inxight.com
- ◆ Social Network Analysis
http://www2.heinz.cmu.edu/project/INSNA/soft_inf.html
- ◆ Expert directories or yellow pages
Examples www.sigmaconnect.com

Well Thought-Out Strategy





Change Management



- ◆ Involve stakeholders
- ◆ Leadership
- ◆ Compensation & Rewards
- ◆ Education
- ◆ User Involvement
- ◆ Policies
- ◆ Pilot



Normalization



- ◆ Embedding
- ◆ Internalize as part of practice
- ◆ Produce new Knowledge
- ◆ Continuous Improvement
- ◆ Innovation



Review & Conclusion



- ◆ Many Potential Tools in our Toolkit
- ◆ There is incremental continuous improvement
- ◆ Question vendor hype
- ◆ Much to learn about tools and available options
- ◆ The link with e-Learning
- ◆ Think for yourself !