

HOW TO OPTIMIZE & PROFIT FROM THE VALUE OF YOUR KNOWLEDGE ASSETS?

ki | KM
Innovating Intangible Capital



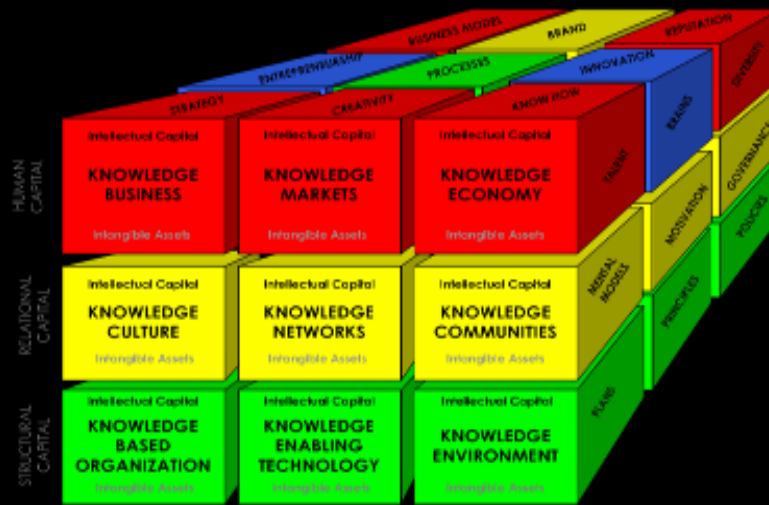
- Would you like to learn a systematic approach to getting better utilization and value from your knowledge assets?
- Do you currently have such an approach in place?
- If so, how is that working for you?

In this seminar we will show you the composite method we have developed to help you get the most from your knowledge assets.

- *Just imagine being able to revitalize, revolutionize, reorganize, refresh, and re-fire your knowledge program, so its resulting in higher payoffs for all the stakeholders who have a vested interest in your ongoing success!*
- We call this the **Knowledge Cube**™ approach.
- It is one framework but with many twists.
- It is aimed at helping people like you design, cultivate, and deliver smarter, faster, cheaper, and better results from your organization's knowledge initiatives.

Many important practical ideas are packed into this simple, integrated, dynamic and powerful framework. It also includes a set of thinking tools, action plans, processes, practices, and methods aimed at supporting the achievement of higher sustainable knowledge performance.

We will unpack and explain these during the course of the workshop and show you how to put them immediately to productive use.



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Created by Bryan Davis, Jan 4, 2007 in cooperation with Nick Ternacek.

Major Topics

Here are some of the tremendously useful topics we will cover:

- The primary drivers of knowledge value
- The growing role of intellectual capital and intangible assets
- How to approach the issue of knowledge value innovation
- Why a triple knowledge mindset is a winning approach
- How to change minds, change practices, and change systems more effectively
- What network centricity is and why giving it focus is a powerful lever
- How to better align knowledge processing with emerging trends
- Why understanding the pressures on your organization's business model is increasingly important
- Why market-oriented, open innovation, & crowdsourcing knowledge management has real advantages over earlier approaches to KM
- Specific actions that can be taken to increase commitment, motivation, engagement, and faster buy-in
- How to become more specific about the portfolio of benefits you aim to capture
- Why it is useful to understanding patterns, plays, and pathways to higher payoff KM
- How core knowledge principles can lead to more synergistic and coherent action
- How to develop and use improved knowledge performance metrics
- What's involved in entering the zone of creative knowledge value innovation and mastering the secrets to truly inspired knowledge performance.

The Knowledge Cube™ Framework

This toolkit includes an integrated set of powerful, productive, and actionable constructs:

- Core principles template
- The Knowledge Cube mindset mapping guide
- Technology implementation guide
- Change practice guide
- Performance assessment metrics
- Benefits checklist
- Trends monitor
- Value Delta analyzer
- Intellectual capital model
- Intangibles evaluation framework
- Knowledge market exchange model
- Expertise networking framework

The System

- Inventory – Assets – Ideas. Knowledge. Intellectual Capital. IP. Intangibles
- Evaluate. Analyze. Assess. Audit - strengths, weaknesses, opportunities, risks
- Organize. Governance. Coordination.
- Document. Structure. Package. Protect
- Envision End State
- Design a Strategy Road Map – short, medium, long range
- Business Focus, Knowledge Strategy, People, Knowledge Processes, Infrastructure, Technology,, Techniques, Economic Assets, Performance Metrics,
- Develop Purpose, Principles, Plans, Policies, Processes, Practices, Procedures, Promotion,
- Enable with Technology. Platforms, Channels. Media. Modalities.
- Design Knowledge Friendly Environment. Ecosystem.
- Execute
- Create, Acquire, Innovate, Inspire. Learn.
- Network, Community Building, Collaboration
- Renew & Refresh for Sustainability
- Optimize for Profit, Value, Wealth, & Prosperity

- **Audience**

Individuals and teams with a serious business interest in knowledge management and the knowledge-based economy will find this workshop of great value. Executives who are especially interested in new ideas on how to get a better return on their investments. Leaders who value high knowledge performance strategies and actions. Knowledge managers, creative strategists, architects, and executives who seek faster, smarter, better, and more cost effective ways to generate optimum and profitable knowledge performance.

- **Why You Should Attend**

You will gain access to world-class and cutting-edge insights. You will be able to network and dialogue with peers who have a shared passion and interest this subject. It will be an investment in a deeper understanding of evolving knowledge economy next practices. It will be an excellent source of innovative ideas, methods, and techniques. It will give you a compelling competitive and collaborative advantage.

- **What You Will Learn**

Learn state of the art strategies, methods, practices, and tools for achieving faster, better, smarter knowledge processing in your organization. Learn how to develop sustainable high knowledge performance across the enterprise. Learn about what's involved in creating new and improved metrics for measuring and monitoring knowledge performance. You will see your existing knowledge initiatives from a fresh perspective and will undoubtedly find new ideas and practices that you can immediately act on so as to make improvements. You will learn how you can better optimize and leverage knowledge and intellectual capital assets. You will have a new way to examine and assess the maturity and quality of your existing knowledge management strategies and initiatives.

- **Become Knowledge Inspired**

Prepare to be stimulated and inspired. At our workshops amazing developments can happen. People have become energized to launch new initiatives, ventures, and knowledge-based enterprises. They return to their organizations with new strategic insights, perspectives, ideas, and intellectual tools. New lasting collaborative relationships can be formed and you gain access to a select peer network of smart people. This workshop offers a healthy balance between presentation of new concepts and ideas, as well as vigorous, stimulating, energized, facilitated, group work, interactive conversation, discussion and dialogue.

Schedule & Agenda

Here is an outline of this new and exciting two day event. The format will be four half-day knowledge cafe style workshops in which we explore the subject matter through a balanced mix of presentations exercises, dialogue, and discussion.

Day One – (9:00 am – 4:30 pm)	
8:30 - 9:00 am	Registration, Continental Breakfast, and Networking
9:00 - 9:15 am	Welcome, introductions, orientation, agenda review
Module One – Introduction to the Knowledge Cube™ framework	
9:15 - 10:15 am	Presentation – Applying the Knowledge Cube™ approach to your organizational context
10:15 - 10:30 am	Break
10:30 - 11:30 am	Knowledge Cafe format – group exercise The Cognitive Cup Challenge – a scenario/game simulation exercise
11:30 - 12:00 am	Group presentation of results & discussion
12:00 – 1:00 pm	Lunch
Module Two – Improving Knowledge sharing, exchange, transfer, and trading	
1:00 – 2:30 pm	Presentation – Applying the Knowledge Cube™ framework to improve knowledge processing
2:30 – 2:45 pm	Break
2:45 – 3:45 pm	The Experts Club - a group exercise
3:45 – 4:15 pm	Group presentation of results & discussion
4:15 – 4:30 pm	Review, reflection, synthesis – wrap-up
Day Two – (9:00 am – 5:00 pm)	
Module Three - Technology Implementation – How to implement technology faster, better, smarter, cheaper	
9:00- 10:00 am	Presentation – The Knowledge Cube™ and technology implementation
10:00-10:15 am	Break
10:15-11:30 am	Exercise – Applying the guidelines to a knowledge enabling technology project
11:30 – 12:00	Group reports, discussion, and dialogue
12:00 -1:00 pm	Lunch
Module Four - Culture Change - How to gain faster buy-in & support for your KM initiative	
1:00 - 2:00 pm	Presentation – The Knowledge Cube™ and 7 Strategies for smarter change management
2:00 - 3:00 pm	Group Exercise – Making a new communications meme
3:00 - 3:15 pm	Break
3:15 – 3:45 pm	Group reports & discussion
Module Five Metrics - Completing Strategic Knowledge Performance Assessments	
3:45 - 4:15 pm	Panel or Presentation – Assessing, measuring, and monitoring knowledge high performance
4:15 – 4:30 pm	Reflections & Wrap-Up

Workshop Leader



Bryan Davis is President of the Kaieteur Institute for Knowledge Management. The Institute is an independent knowledge 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 Intentac 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 workshop events such as the [World summit on Entrepreneurship & innovation](#) , in over 20 countries.

The Kaieteur Institute

A leading independent think-tank. We provide state-of-the art, high performance knowledge management education, research, and consulting services. We work with top executives to customize and master profitable, competitive, and sustainable knowledge-based business strategies and solutions. We have unique and innovative capabilities related to knowledge markets, knowledge-based business models, knowledge pattern recognition, the ideas economy, knowledge enabling software systems, and competitive intelligence. We assist our clients with the profitable optimization of human capital, intellectual capital, intellectual property, knowledge infrastructures, customer relationship capital, social and community capital, and intangible assets. We use disciplined strategy frameworks to help accelerate cultural change, gain grassroots buy-in, and develop knowledge leadership. Other areas we specialize in are expertise management, the development of knowledge cities and innovation zones, knowledge entrepreneurship, knowledge monetization, knowledge arbitrage, knowledge networks, knowledge workflow and transfer, knowledge continuity, resilience, and renewal, and managing the triple knowledge bottom-line for true enterprise growth and sustainability.

- **About the City Of Toronto**

For more information about accommodation, tourist attractions, visit on-line

<http://www.torontounlimited.ca/story2.htm>

and visit Tourism Toronto which is the official destination-marketing organization for Toronto's tourism industry <http://www.torntotourism.com/Visitor>

- **Investment**

This workshop is a terrific investment. We are absolutely sure that you will receive a return vastly in excess of the fee you pay to be involved in these two days.

Fee - \$ 639.00 plus 83.07 (13% HST) = \$ 722.07 CDN

Includes refreshments, lunch, and electronic copies of presentation materials

We guarantee that you will receive extra-ordinary value from this workshop and be satisfied, or we will give you your money back.

- **Location & Venue**

Toronto Downtown – TBA.

The specific venue will be confirmed based on registrations

See posted schedule at www.kikm.org

- **Dates**

Please check the schedule posted on line for specific dates

To Register For This Workshop

For immediate on-line payment processing click here <http://www.eventbrite.ca>



Or notify us by e-mail to info@kikm.org of your plan to pre-register for the workshop or call 416-651-1837.

Make sure to provide us with the following **attendee details**:

- Name Of Workshop You Wish To Attend:
- Dates:
- Location:
- Name:
- Title:
- Address:
- Tel # :
- E-Mail:

Issue a cheque or money order for **\$ 722.07 CDN** payable to The Kaieteur Institute For Knowledge Management and mail, courier, to:

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