

# Kaieteur Institute *for* Knowledge Management

KNOWLEDGE INSPIRED INNOVATION

ki | KM  
*Innovating Intangible Capital*

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

Benjamin Franklin

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

KAIETEUR INSTITUTE FOR KNOWLEDGE MANAGEMENT

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Twitter: @KnowledgeZoner

# KM DEFINITION

An emerging discipline focused on the application of strategies, practices, tools, and techniques aimed at improving the creation, acquisition, accumulation, sharing, protection, distribution, and exploitation of **knowledge, +intellectual capital, +IP, +intangibles** in the service of customers

*"You can't run on tracks you have not laid" – Stan Davis*

# PREAMBLE

1. You Are a successful Knowledge Based Enterprise
2. We get companies like yours !
3. We understand well the challenges you face today and moving into the future: *Issues such as managing change, growth, overload, competitiveness, responsiveness to customers, adaptability, unpredictable intangible factors, reputation & brand management, continuous learning & training, gamification, business risks, exploiting new opportunities, business model innovation, idea & innovation management, open innovation & crowdsourcing, protecting IP, gathering market intelligence & foresight, big data & predictive analytics, networking expertise, & supporting knowledge collaboration, maintaining documentation, knowledge retention, ....*

*"You can't run on tracks you have not laid" – Stan Davis*

# AGENDA

1. Background - Who we Are
2. Services – What we Offer
3. Benefits - Why You Should use our services

*"You can't run on tracks you have not laid" – Stan Davis*

# 1. INTRODUCTION – WHO WE ARE

## PURPOSE

To **share, exchange, and transfer** results from our practice, learning, training, advanced research, and continuous mastery of knowledge.

We do this for the **profitable use and benefit** of our expanding community of customers and stakeholders.

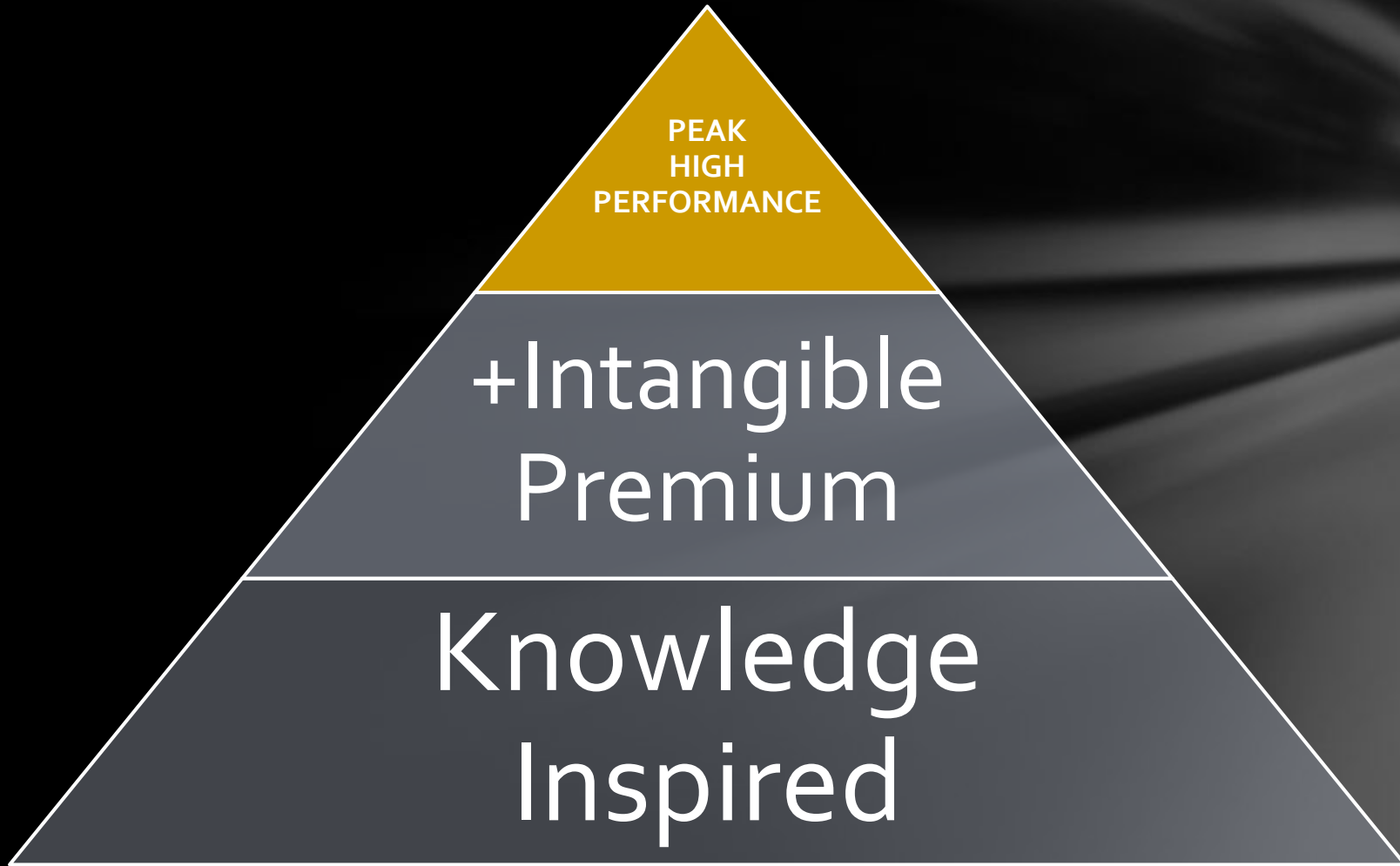
*"You can't run on tracks you have not laid" – Stan Davis*

# WORLD CLASS CAPABILITIES

- We enable top knowledge leaders to co-create and execute unique, intelligent, profitable, and advantage producing, knowledge strategies and systems.
- We employ powerful and cutting-edge proprietary ideas, knowledge-based methodologies, frameworks, analytics, and heuristics.
- We understand not just current knowledge management best practices, but also help to promote creative innovation practices, via our growing know-how about emerging “next-practices”.
- We foster knowledge leadership development, partnership, and collaboration via continuous knowledge sharing, information exchange, knowledge transfer, co-learning, and dialogue with clients and members of our network.
- We also leverage the intellectual capital of our powerful global network of tremendous world-class colleagues, who also possess rare talent, and a deep pool of highly qualified knowledge economy expertise.

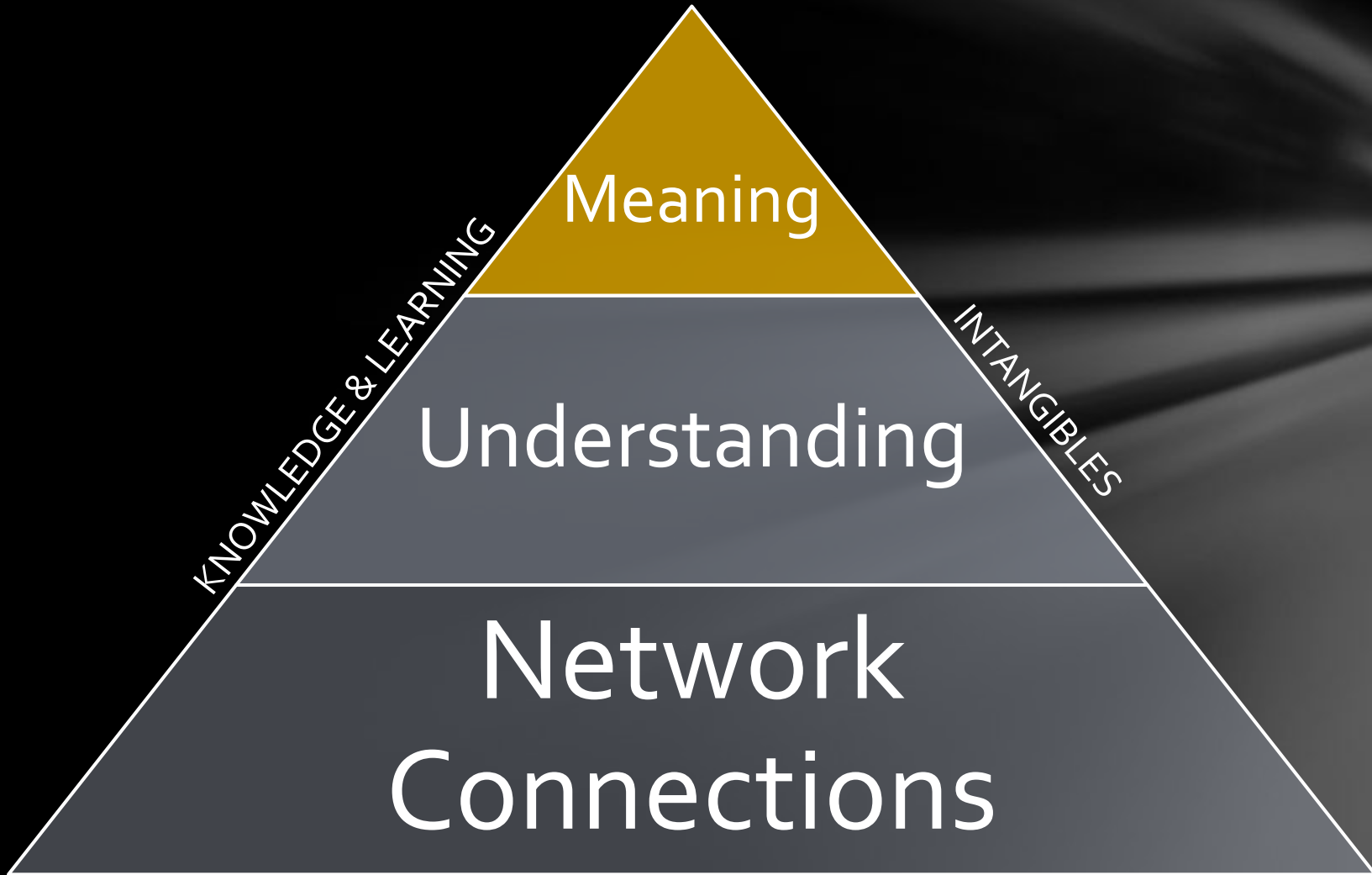
*“You can’t run on tracks you have not laid” – Stan Davis*

# STRATEGY



*"You can't run on tracks you have not laid" – Stan Davis*

# PURPOSE

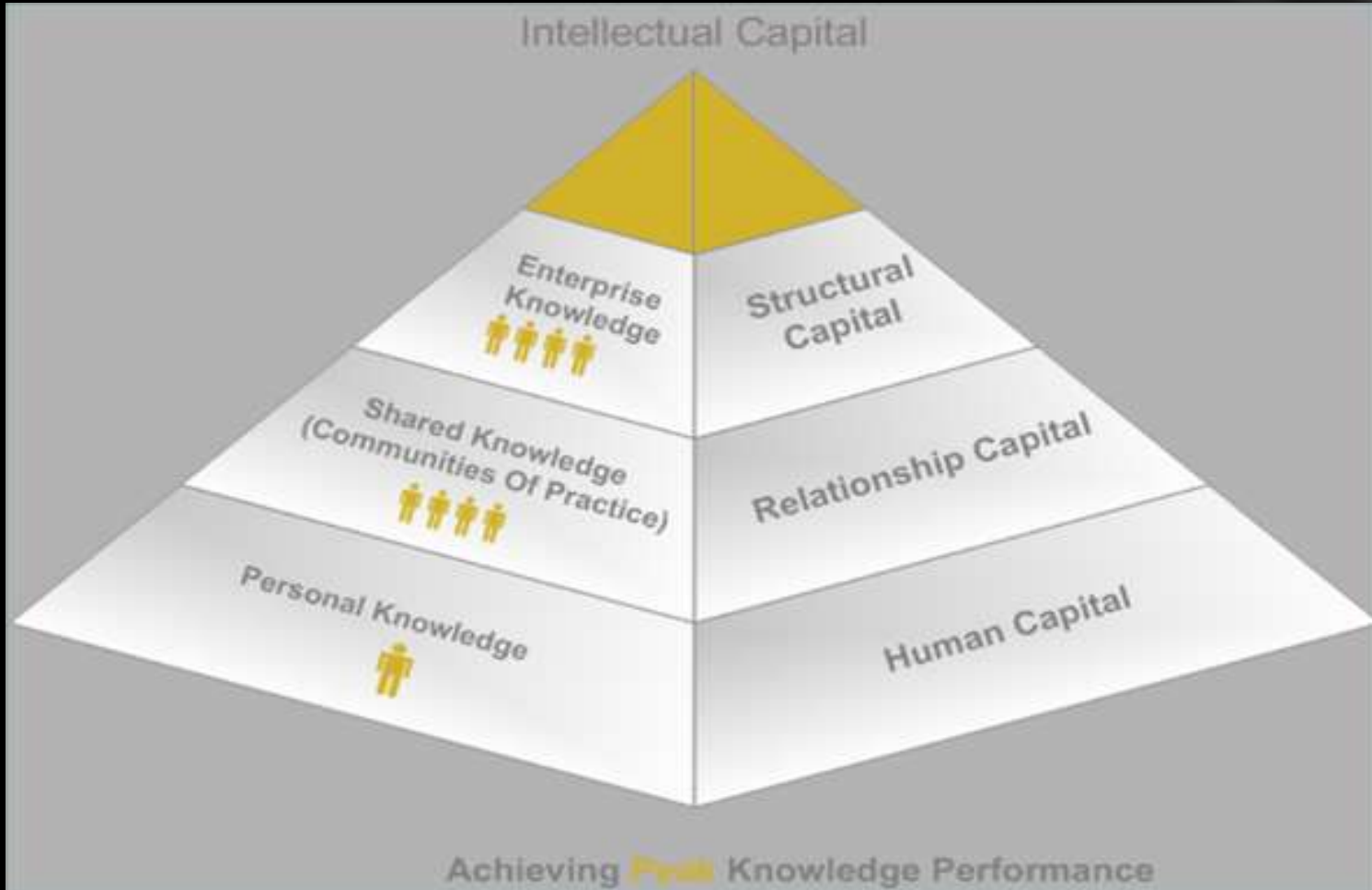


IDEAS & INNOVATION

*"You can't run on tracks you have not laid"* – Stan Davis



# PEAK KNOWLEDGE PERFORMANCE



*"You can't run on tracks you have not laid" – Stan Davis*

# PRINCIPLES

- **Self-Knowledge**
- **Purpose**
- **Assessment**
- **Awareness**
- **Energy**
- **Flow**
- **Currency**
- **Intellect**
- **Culture**
- **Intangibility**
- **Duality**
- **Mobilization**
- **Sharing**
- **Capability**
- **Ecology**
- **Learning**

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# DRIVERS

- **SERVICE**
- INSIGHT
- INTELLIGENCE
- IDEAS
- INGENUITY
- LEARNING
- TECHNOLOGY
- INNOVATION
- INSPIRATION
- UNDERSTANDING
- RESULTS
- LOVE WHAT WE DO

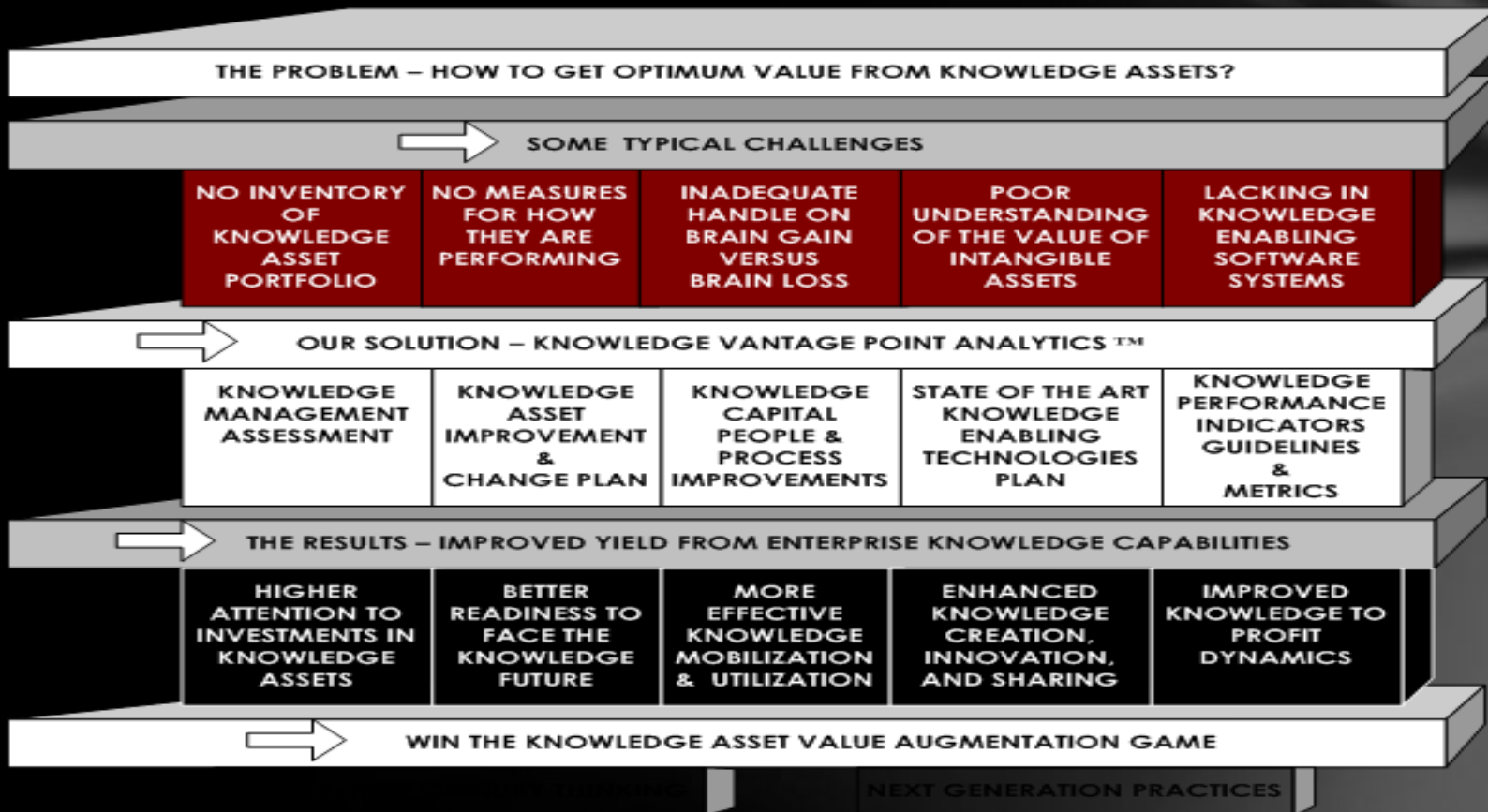
*"You can't run on tracks you have not laid" – Stan Davis*

# CONSULTING



*"You can't run on tracks you have not laid" – Stan Davis*

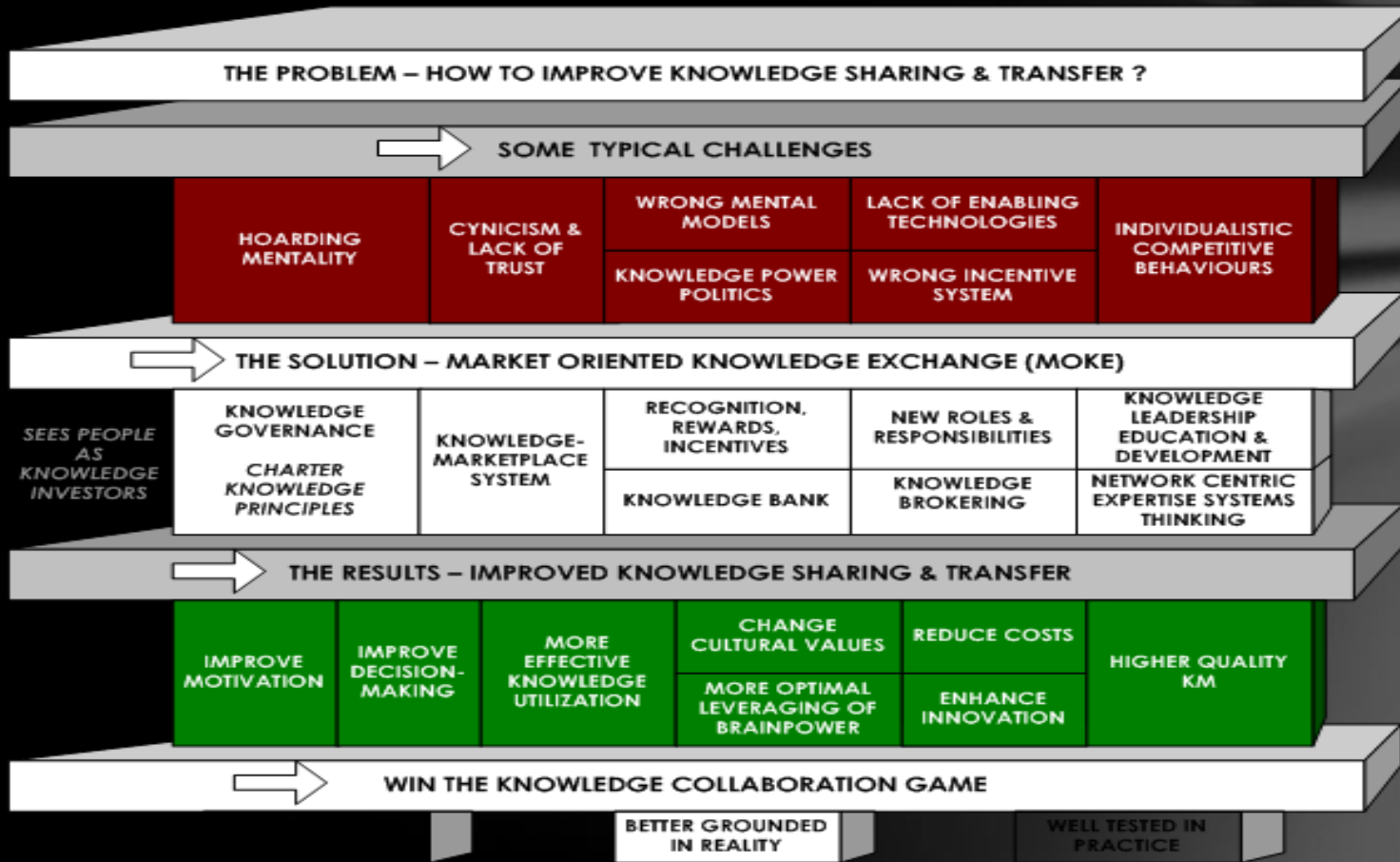
# KNOWLEDGE VALUE REALIZATION



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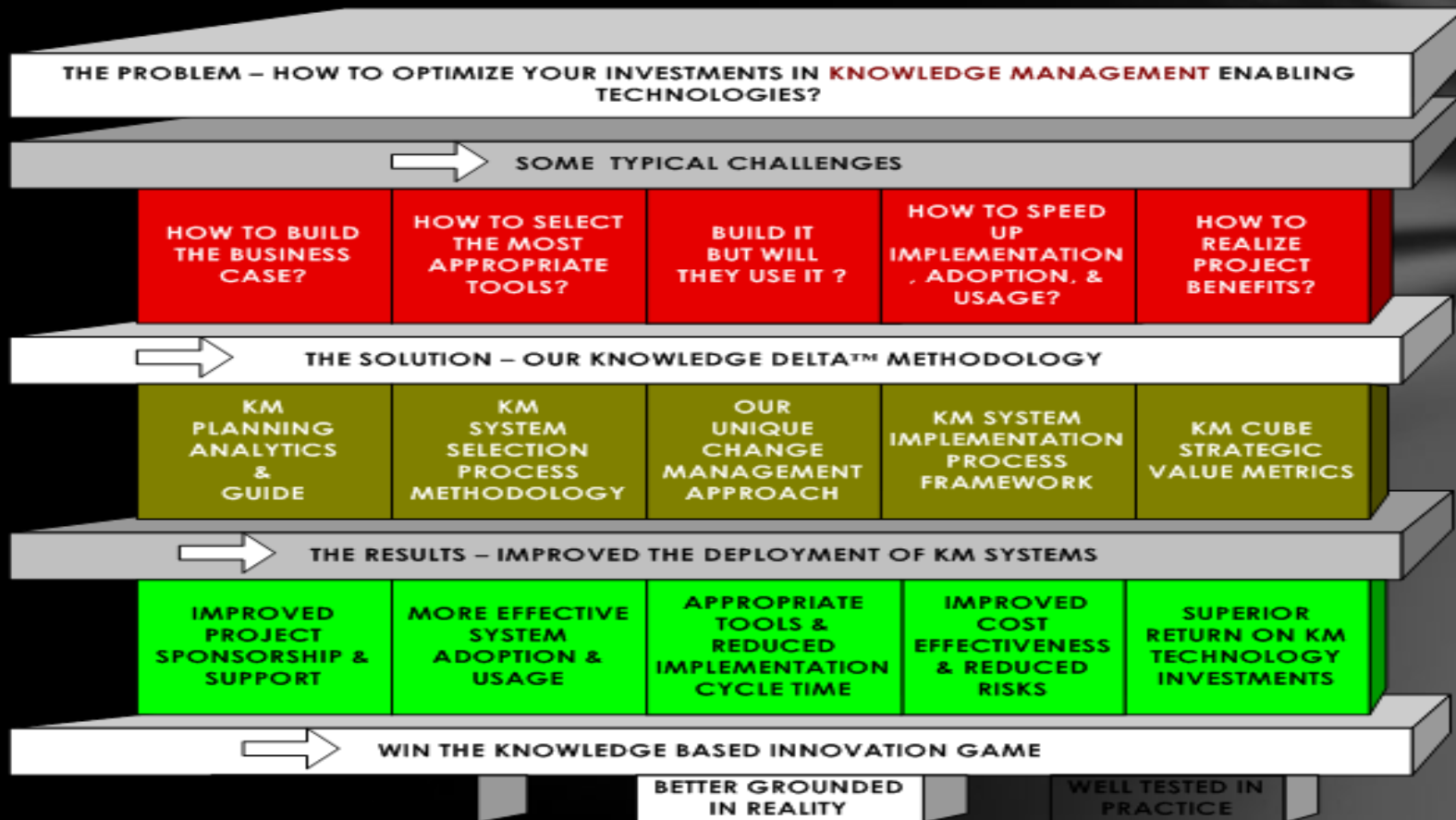
# KNOWLEDGE SHARING/COLLABORATION



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*"You can't run on tracks you have not laid" – Stan Davis*

# KNOWLEDGE SYSTEMS

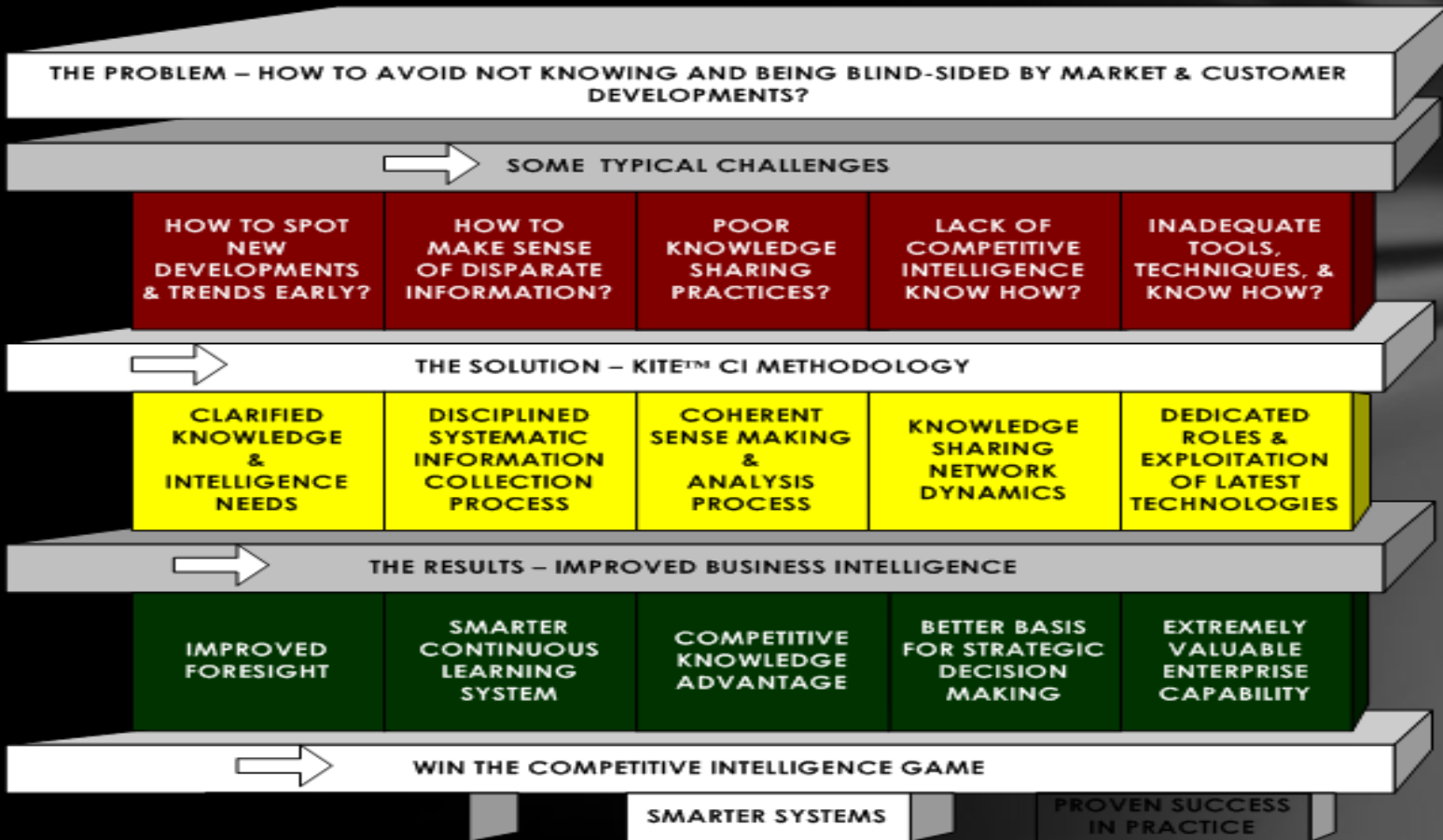


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# COMPETITIVE INTELLIGENCE

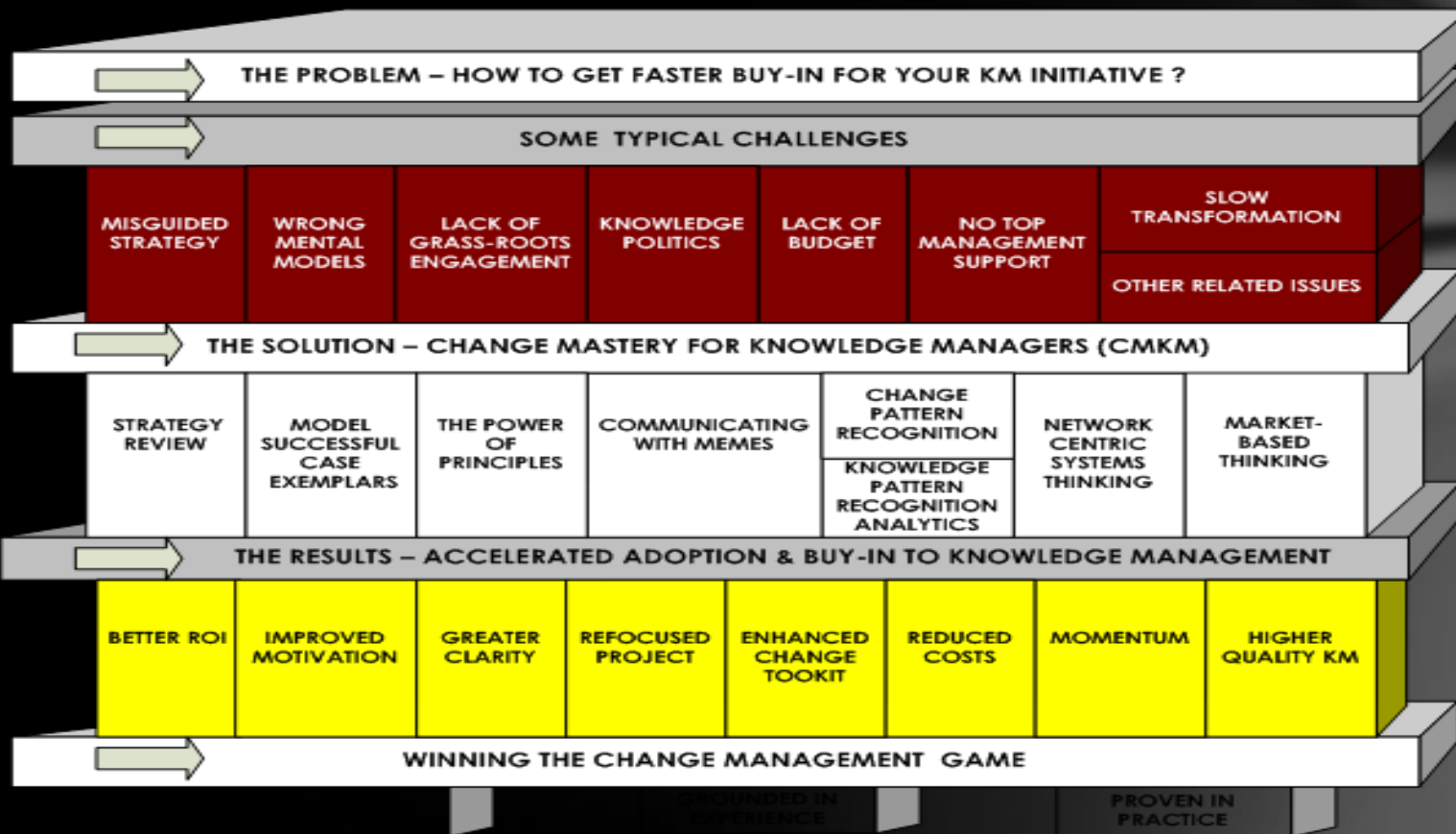


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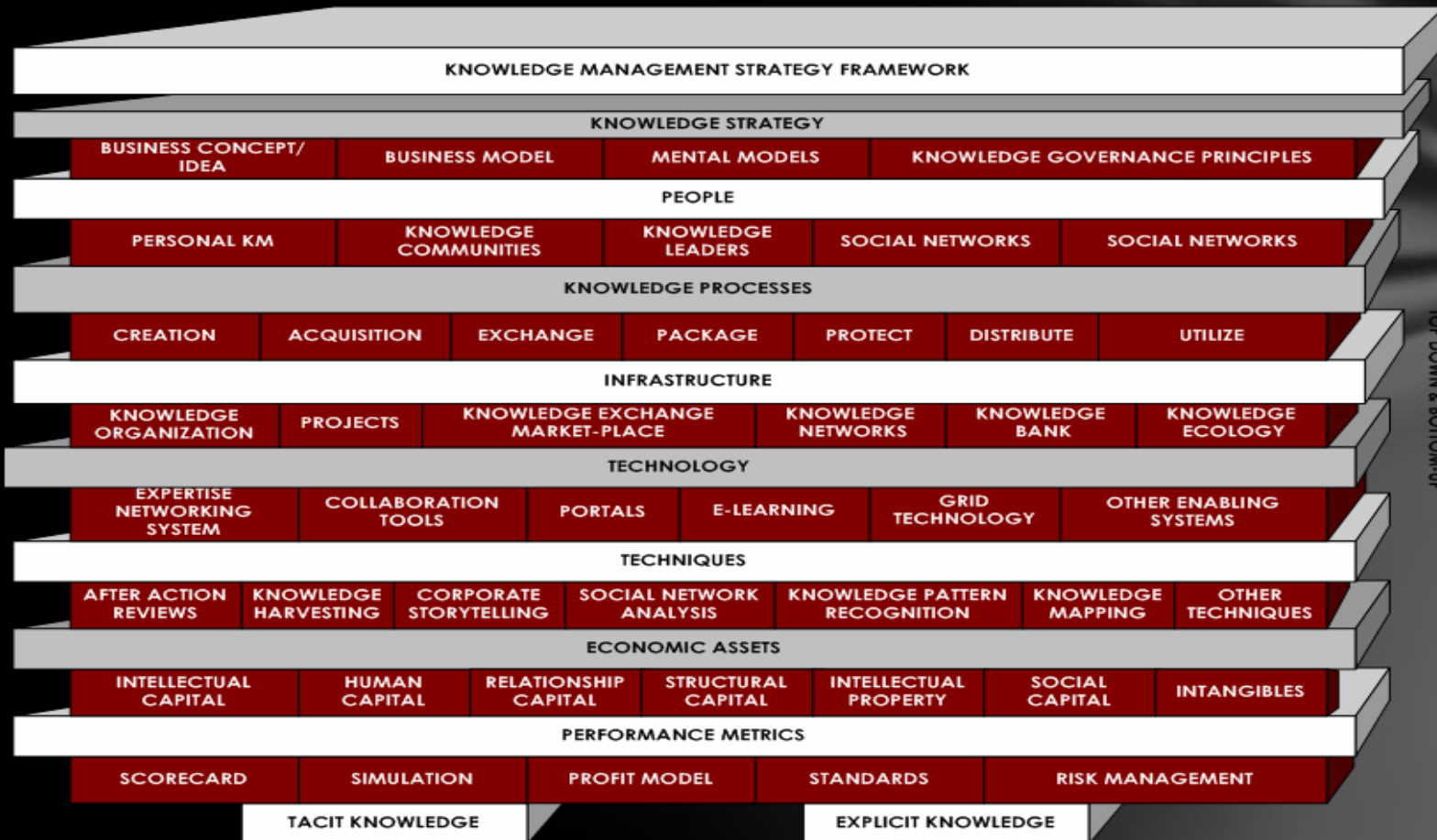
# CHANGE MANAGEMENT



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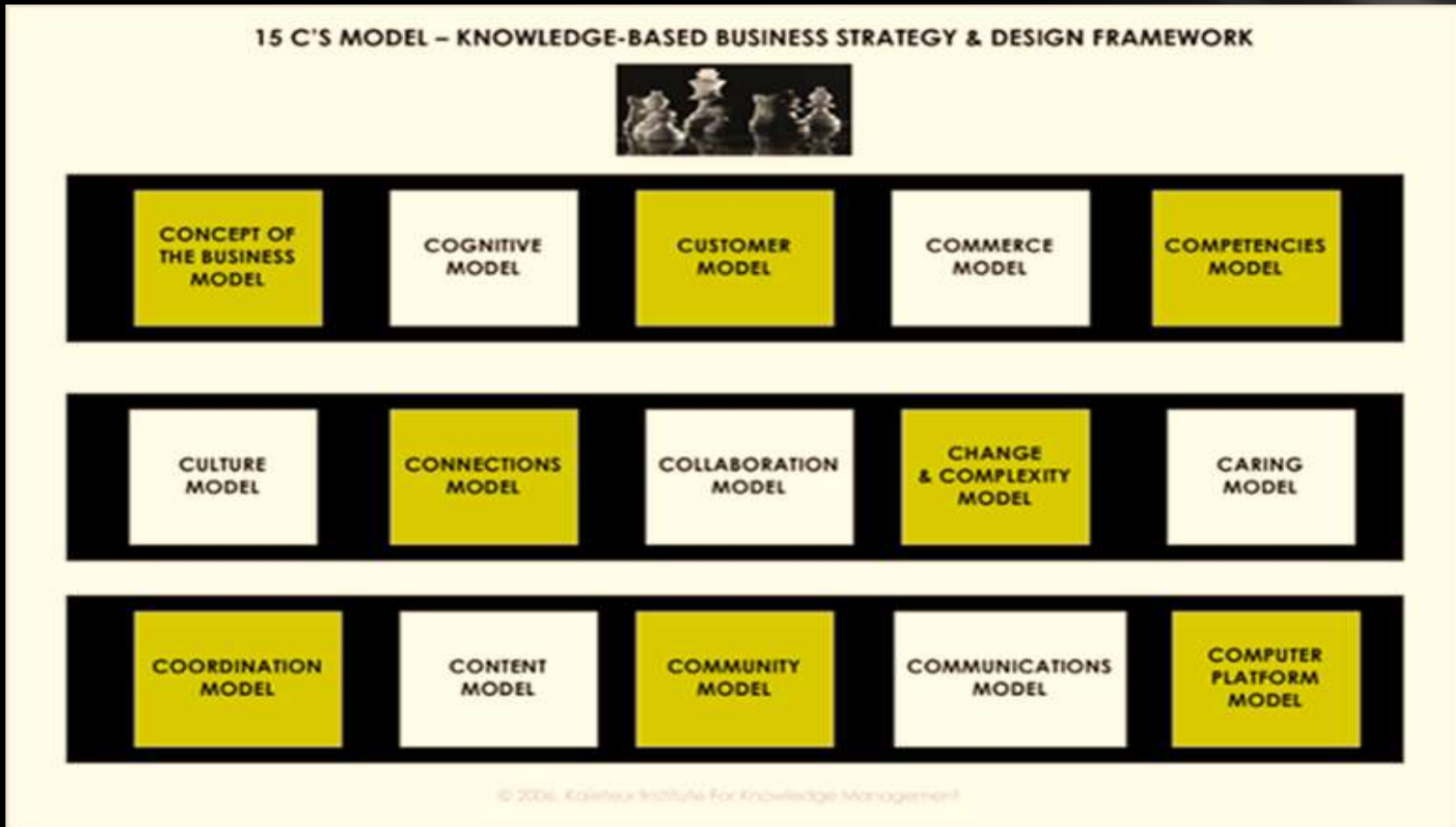
# KNOWLEDGE STRATEGY



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# KNOWLEDGE-BASED BUSINESS MODELS DESIGN



see [http://www.kikm.org/business\\_models/business\\_models.htm](http://www.kikm.org/business_models/business_models.htm)

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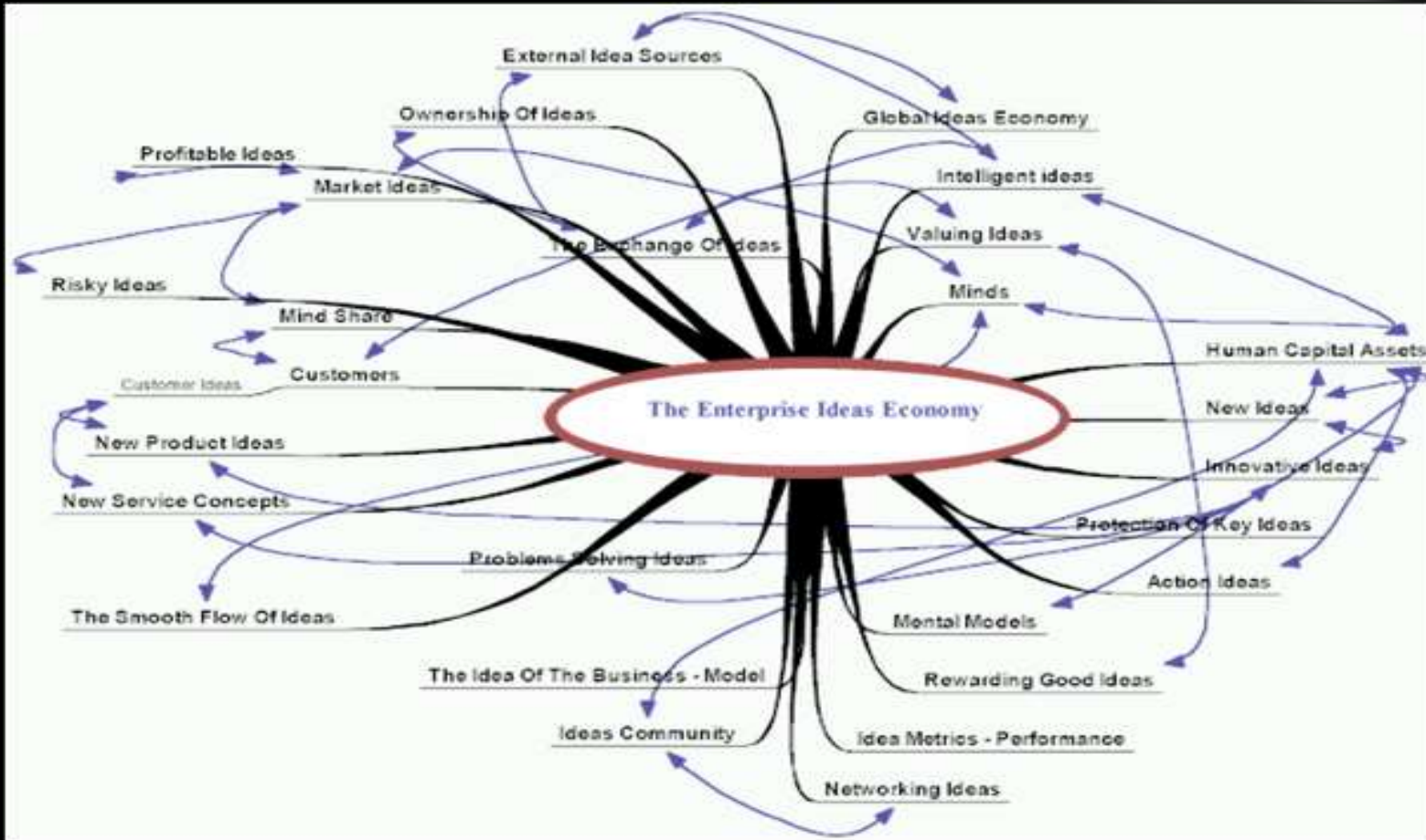
# KNOWLEDGE PATTERN RECOGNITION



see [http://www.kikm.org/pattern\\_recog.htm](http://www.kikm.org/pattern_recog.htm)

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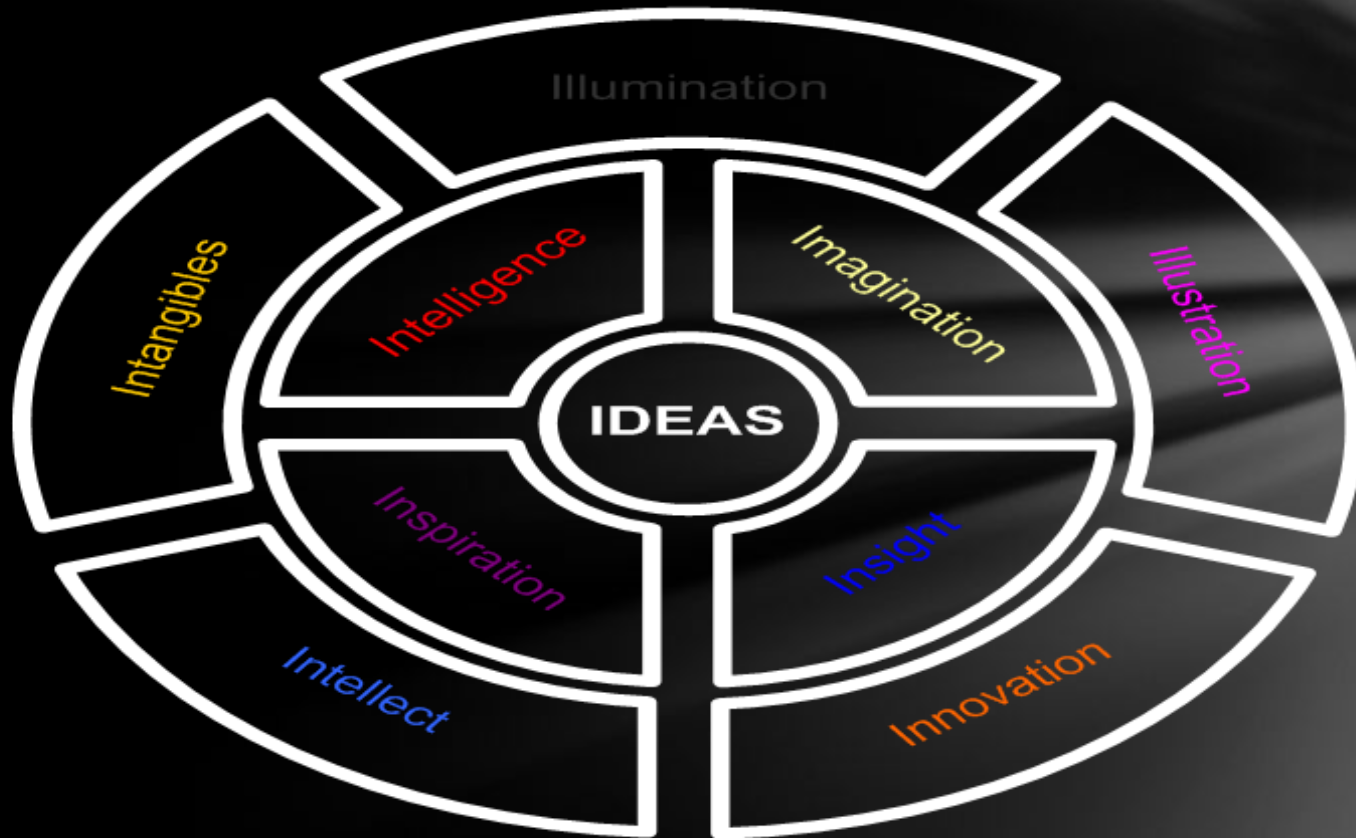
# YOUR ENTERPRISE IS AN IDEA ECONOMY



see - <http://www.kikm.org/Ideas%20Economy.htm>

*"You can't run on tracks you have not laid"* – Stan Davis

# IDEAS ARE THE NEW CURRENCY









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# KNOWLEDGE LEADERSHIP ROLES

(ARCHETYPES)

Roles	Primary Roles	Complementary Roles
1.	 Sage	Visionary, expert, guru, wise man, elder, shaman, sense-maker, futurist, educator, strategist, the brain, genius, consultant, mentor, coach, wizard, doctor, professor
2.	 Knowledge Nomad	Seeker, adventurer, explorer, tourist, student, learning, apprentice, hunter, archeologist, map maker, ecologist, lover, miner, prospector
3.	 Knowledge Broker	Trader, cross-pollinator, networker, collaborator, partner, ally, politician, trust agent, facilitator, coordinator, negotiator
4.	 Story-teller	Communicator, author, evangelist, meme maker, change agent, motivator, scenario planner
5.	 Knowledge Entrepreneur	Knowledge investor, intellectual capitalist, venturer, merchant, angel, business man, property developer, arbitrageur, market-maker, speculator, asset manager, director, opportunist
6.	 Creator	Artist, scientist, inventor, imagineer, discoverer, innovator, pioneer, improviser, catalyst, ideationist, originator, simulator, modeler, designer, gamer, animator, farmer
7.	 Knowledge Warrior	Hero, champion, worker, officer, citizen, native, care-giver, technologist, analyst, recruit

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# TRAINING & EDUCATION

- KAIETEUR INSTITUTE – see Available Courses  
<http://www.kikm.org/education.html>
- UNIVERSITY OF TORONTO
- BANFF EXECUTIVE LEADERSHIP INC
- INTENTAC ENTREPRENEURSHIP ACADEMY



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# RESEARCH

A preview:

## The State of Knowledge Innovation Zones (KIZ)

Authors:

Debra M. Amidon & Bryan Elliot Davis

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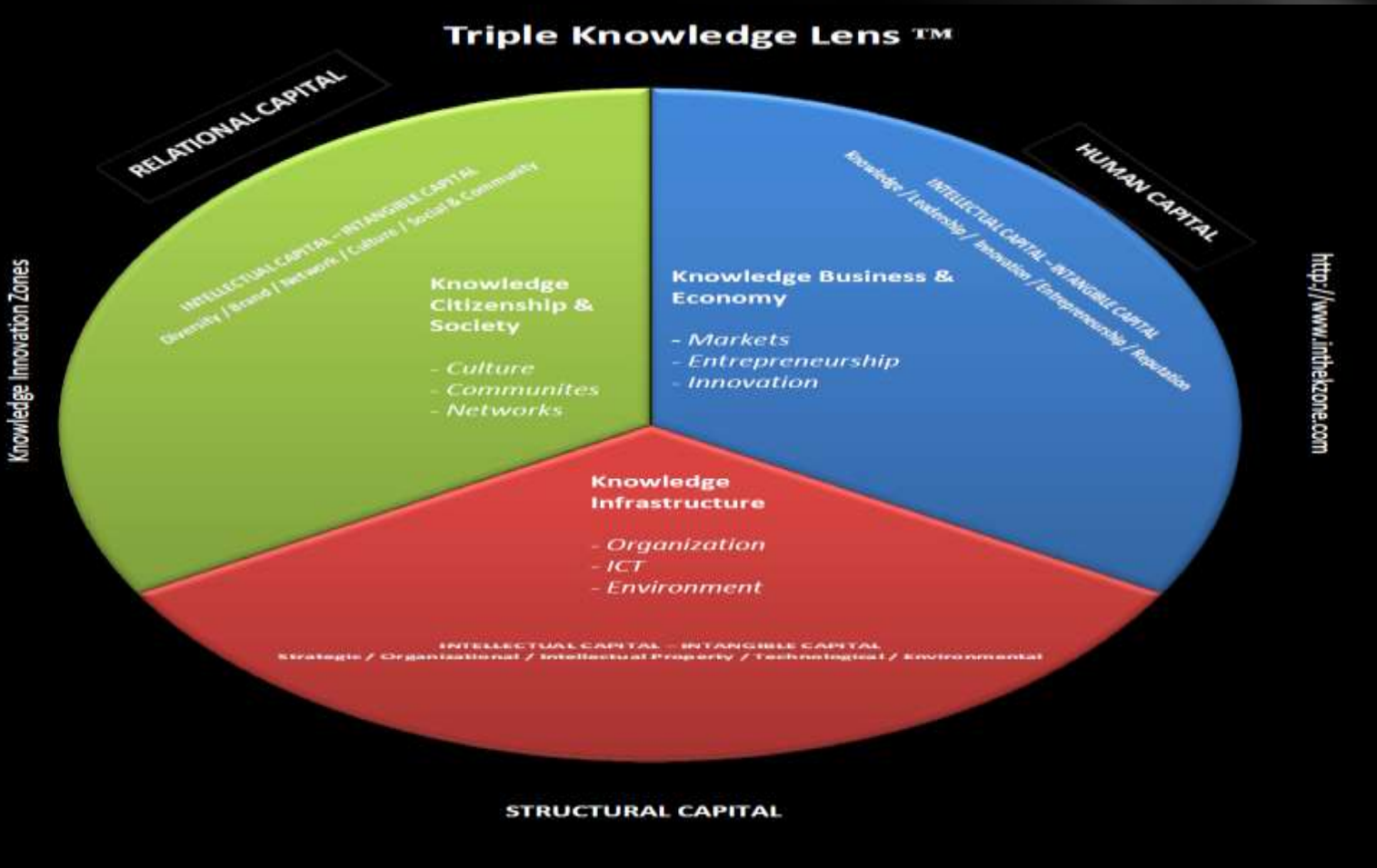
Made possible through the generous support of Integrated Visions Group

April 2006

<http://www.inthekzone.com/>

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# KIZ – TRIPLE KNOWLEDGE LENS



<http://www.inthekzone.com/pdf/Article%20-%20Cmag%20-%20Amidon-Davis.pdf>

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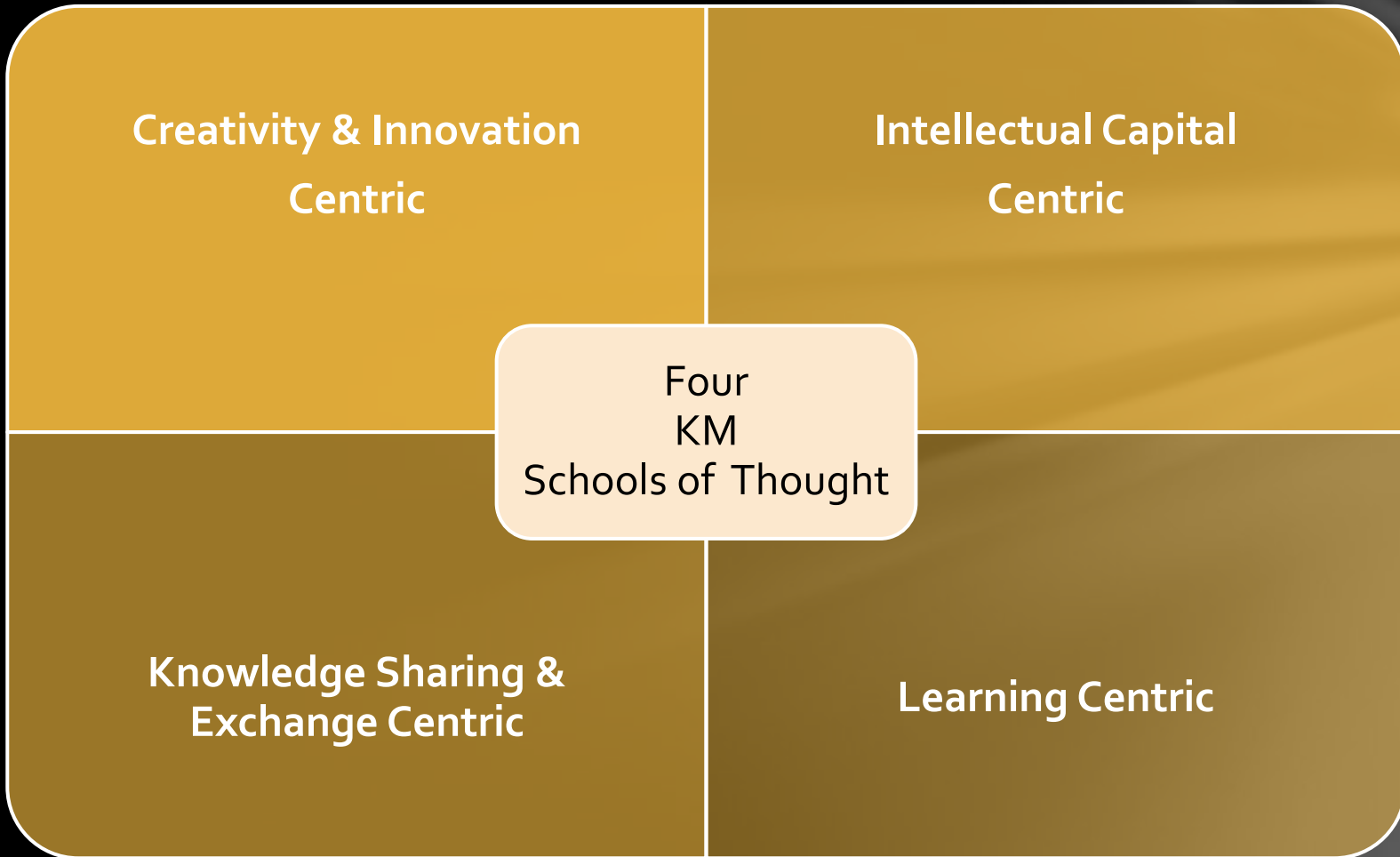
# CLIENTS



- |                                     |   |   |                                      |
|-------------------------------------|---|---|--------------------------------------|
| Altavista                           | Educational Testing Service of New Jersey | Information Architecture Group            | Regional Municipality Of Peel        |
| Almost Painless Computing           | Enbridge                                  | Insurance Bureau Of Canada                | Royal Bank Canada                    |
| Aptech                              | EngineX                                   | iMail Hong Kong                           | Sears Canada                         |
| Baush & Lomb                        | Excalibur Technologies Inc                | ITNet/ADGA                                | Spectra Technologies                 |
| Baycrest                            | Eter-Wind International Ltd               | Joint Victory                             | Starlight International Holdings Ltd |
| Brainspace                          | Freedom Communications                    | KenBelTeck                                | Sunlife                              |
| Canadian Tire Corporation           | FrontLine Centre Inc                      | Knowledge Aura/Scenario2                  | Vincent Medical Mfg Co Ltd           |
| Canada Post Corporation             | Government Of Ontario                     | Liberty Consulting                        | Worldcom                             |
| Carana Corporation                  | Government Of Canada                      | Lotus                                     | ActSolutions                         |
| Coginov                             | Haven Knowledge Systems                   | Luen Ming Electric & Plastic Works Co Ltd | Yue Po Engineering Co. Ltd           |
| Cognis                              | Hutchinson Communications                 | Microsoft                                 | ZacNet/KM Ventures                   |
| Crucible Management Consulting      | Hong Kong Productivity Council            | Parallel Space Corporation                | Zurich Life                          |
| Dekstrus Inc                        | IBM                                       | Price Waterhouse                          | and many others.....                 |
| DMR                                 | IDC                                       |   |                                      |
| Development Bank of Southern Africa | IFF                                       |   |                                      |

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# CAPABILITIES IN FOUR DIMENSIONS



*"You can't run on tracks you have not laid" – Stan Davis*

# PARTNERS - SELECTION

KAJETEUR INSTITUTE FOR KNOWLEDGE MANAGEMENT



"You can't run on tracks you have not laid" – Stan Davis

# NETWORK ASSOCIATES - SELECTION



*"You can't run on tracks you have not laid" – Stan Davis*

# 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.

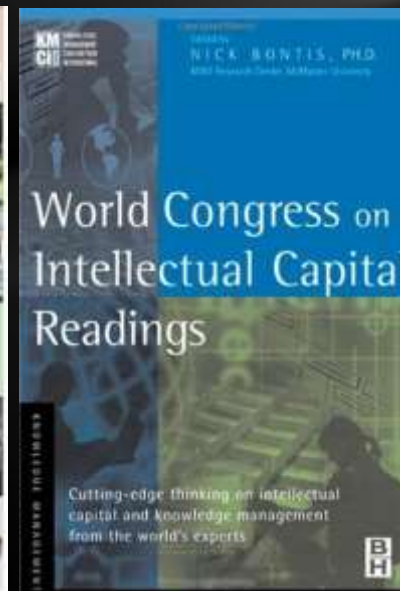
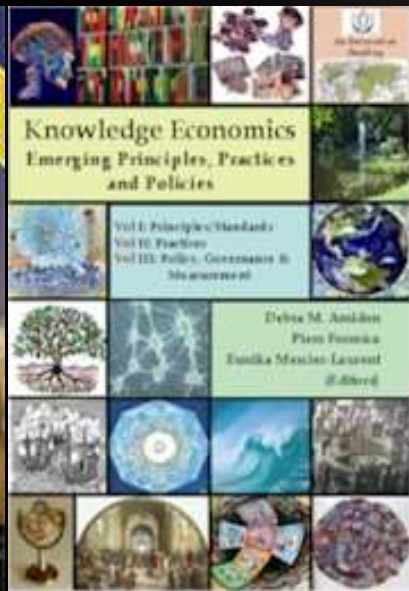
He is also a Fellow of Entovation International and a Fellow of Intentic International Entrepreneurship Academy. He teaches Knowledge Management at the University of Toronto in the School for Continuing Studies, and is a Faculty Associate at Banff Executive Leadership.

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

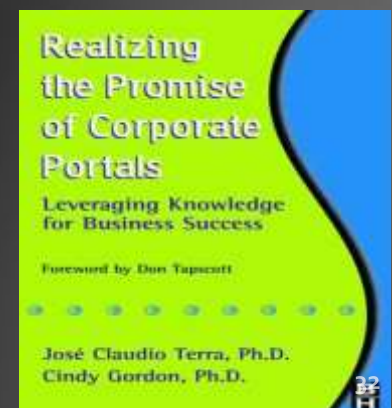
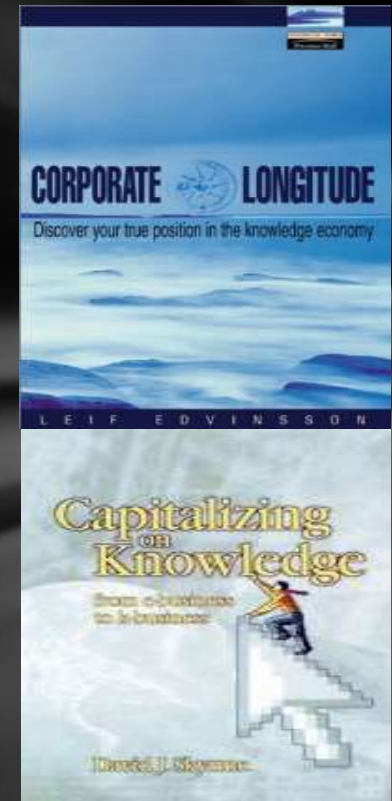
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# THOUGHT LEADERSHIP

- KNOWLEDGE PATTERN RECOGNITION
- ENTERPRISE IDEAS ECONOMY
- KNOWLEDGE MARKETS
- KNOWLEDGE INNOVATION ZONES
- KNOWLEDGE-BASED BUSINESS MODEL INNOVATION
- INNOVATING WITH INTANGIBLES



## CITATIONS



"You can't run on tracks you have not laid" – Stan Davis



# INTERNATIONAL CONFERENCES

UAE - ABU DHABI



UK – HENLEY MGMT. COLLEGE



DUBAI

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# 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.”*

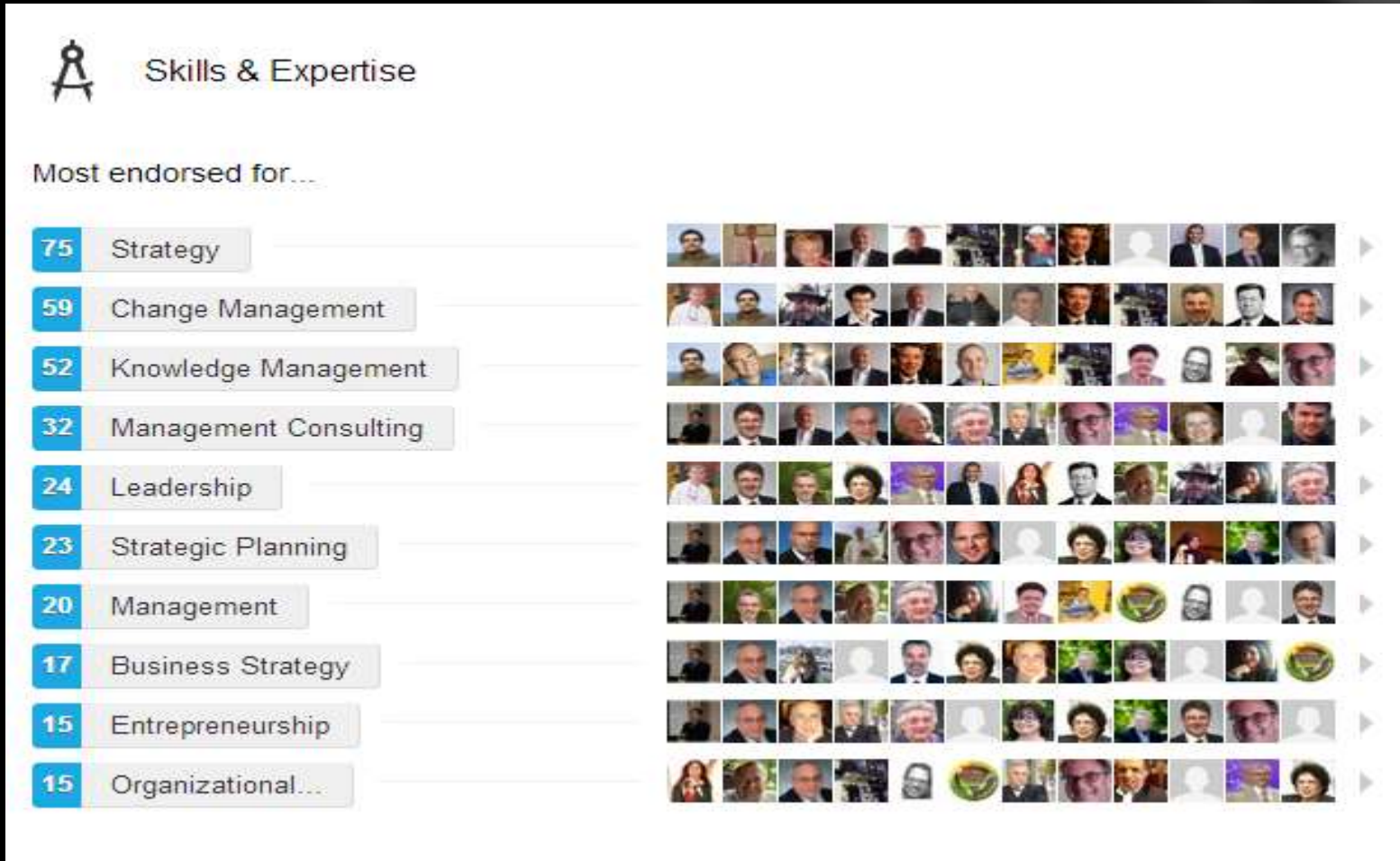
**Howard Eisenberg, Visionary Consultant**

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

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

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# ENDORSEMENTS – LinkedIn.com



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# RECOGNITION

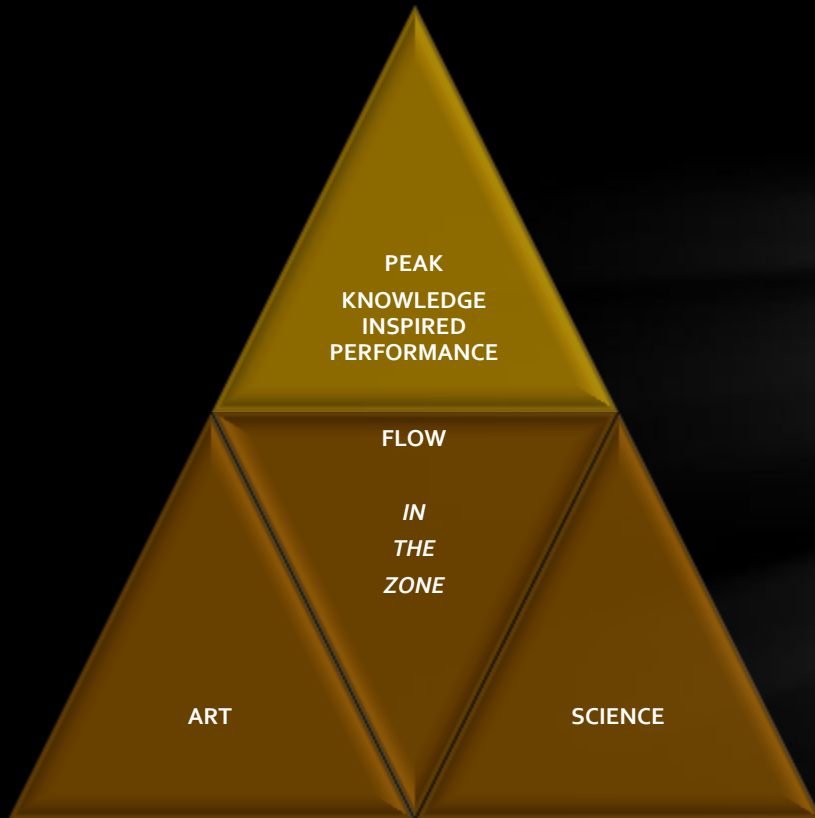
- FELLOW - ENOVATION INTERNATIONAL INC
- FELLOW – INTENTAC INTERNATIONAL ENTREPRENEURSHIP ACADEMY
- & - INNOVAVENTURES
- PARTNER – WORLD SUMMIT OF INNOVATION & ENTREPRENEURSHIP
- FACULTY ASSOCIATE - BANFF EXECUTIVE LEADERSHIP INC
- ADVISORY BOARD MEMBER – KNEXA.COM

## HONG KONG - HKPC



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# MASTERY

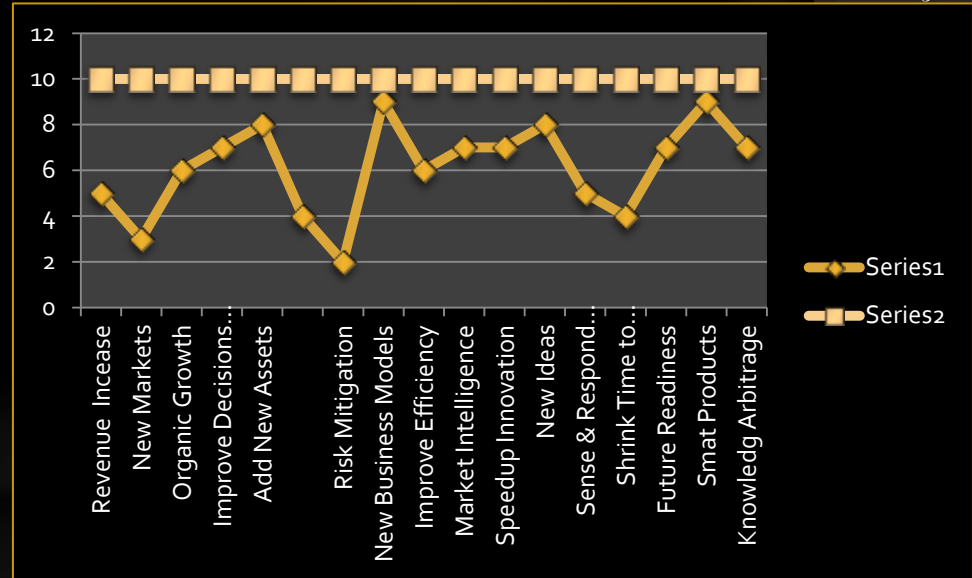


- BEST PRACTICES
- NEXT PRACTICES
- SOFTWARE ENABLERS
- TRICKS OF THE TRADE
- APPLICATION CASES - KNOWLEDGE BANK
- ADVANCED RESEARCH
- NETWORKED INTELLIGENCE
- MENTORS
- TRAVEL
- EXPERIENCE

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## 2. WHAT WE OFFER

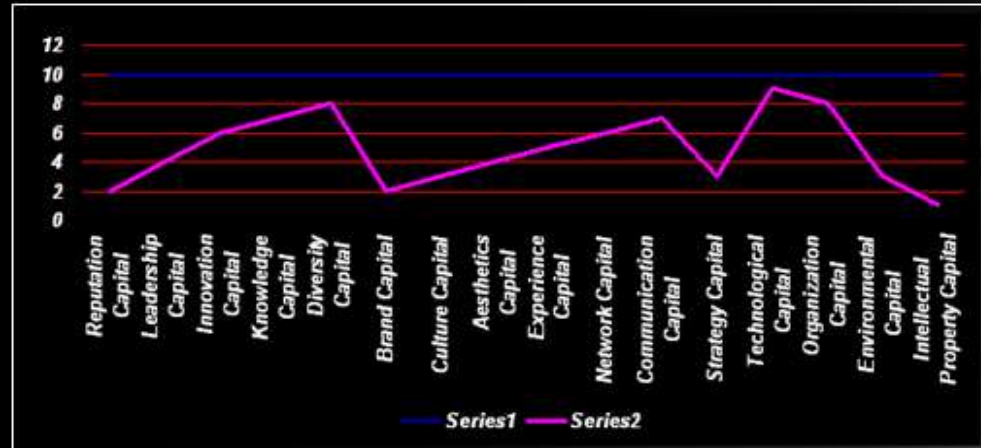
# STRATEGY



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# STRATEGY

+ Metrics



i-15 - INTELLECTUAL CAPITAL – INTANGIBLE VALUE FRAMEWORK™

<b>INTANGIBLE CAPITAL DRIVERS</b>	<b>Human Capital Dimensions</b>					<b>INTANGIBLE</b>
	Reputation	Leadership/ Experience	Innovation	Knowledge	Entrepreneurship	
	<b>Relationship Capital Dimensions</b>					
	Diversity	Brand	Aesthetics & Culture	Communication	Communities & Networks	
	<b>Structural Capital Dimensions</b>					
	Strategy	Organization	Technology	Environment	Intellectual Property	
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# KM PROJECT DESIGN

KNOWLEDGE MASTER-PLANS – ARCHITECTING

WE ARE EXPERTS IN

KNOWLEDGE INNOVATION ZONES

OF THE PRESENT & FUTURE

see [www.inthekzone.com](http://www.inthekzone.com)

<http://architecture.mapolismagazin.com/frank-o-gehry-novartis-campus-basel>

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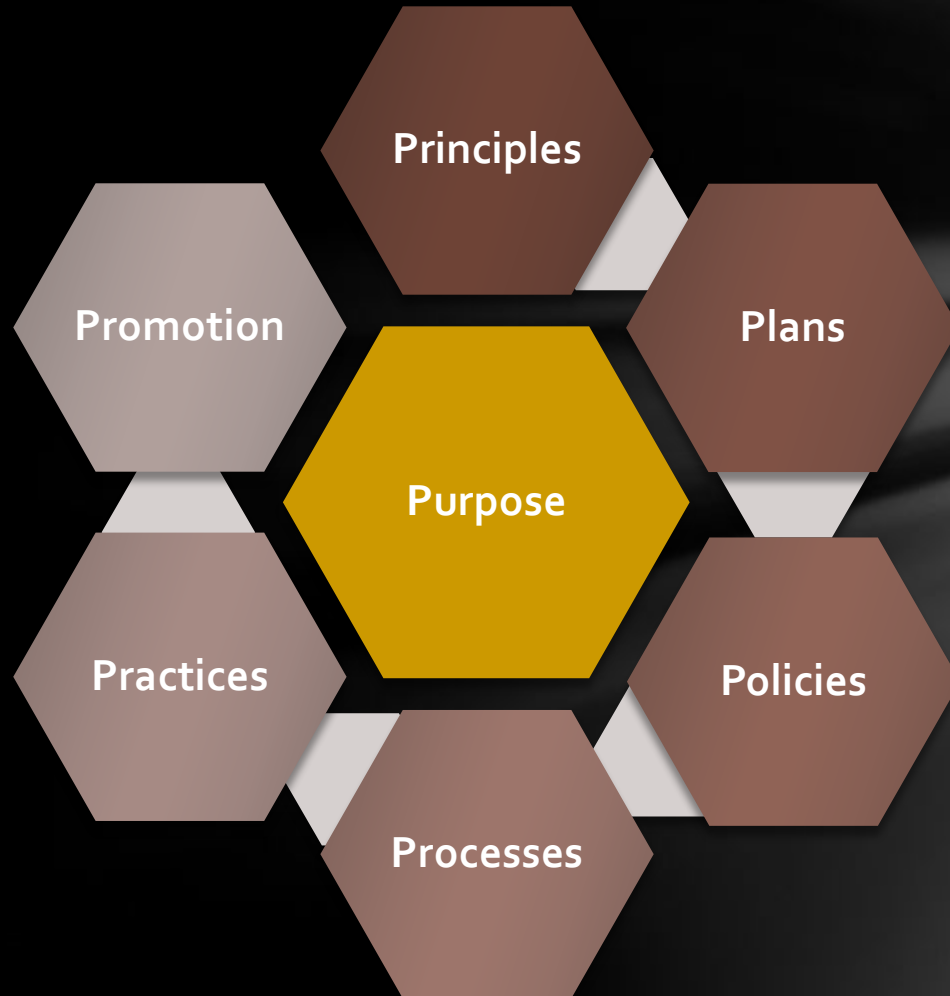
# CORE SET OF KM PRINCIPLES

## EXAMPLE - KM KNOWLEDGE PRINCIPLES

<p><b>1. Knowledge Motivation</b></p>	<p>recognizing, rewarding, and providing incentives to those individuals who proactively contribute quality knowledge to our internal knowledge bank, and who add real value to the trade and exchange of ideas in our internal knowledge marketplace.</p>
<p><b>2. Knowledge Acquisition &amp; Creation</b></p>	<p>growing our collective knowledge, awareness, and intelligence, about our clients, the industries and markets we serve, emerging trends, and the development of new practices, while also innovating through better use of our available talent, experience, and wisdom, to generate fresh insights, ideas, and winning strategies.</p>
<p><b>3. Knowledge Networking</b></p>	<p>promoting commitment to a culture and community of practice which collegially shares, exchanges, transfers and disseminates knowledge, as opposed to hoarding it, and one that uses advanced technology as an enabler to thoroughly link knowledge resources in support of a world-class high-performing knowledge network.</p>
<p><b>4. Knowledge Utilization</b></p>	<p>optimizing and putting all our knowledge assets to work, instead of having valuable resources lie idle, unexploited, or underutilized, and with sufficient flexibility to be able to tailor services to the unique needs of clients.</p>
<p><b>5. Knowledge Assimilation</b></p>	<p>accelerating our rate of learning by codifying, making available, and internalizing lessons learned, so that others in the enterprise can leverage and re-use knowledge gained.</p>

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# STRATEGIC – MASTER-MINDING



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# KM PROJECT DEVELOPMENT

- SPONSOR
- VISION & PLAN
- PRINCIPLES & POLICIES
- BUDGET
- LEADERSHIP ROLES
- TEAMS
- ORGANIZATION - COUNCIL
- ENGAGEMENT
- SUB-PROJECTS
- TECHNOLOGY
- INFRASTRUCTURE
- ECOLOGY
- CULTURE CHANGE
- MEASUREMENT & REPORTING

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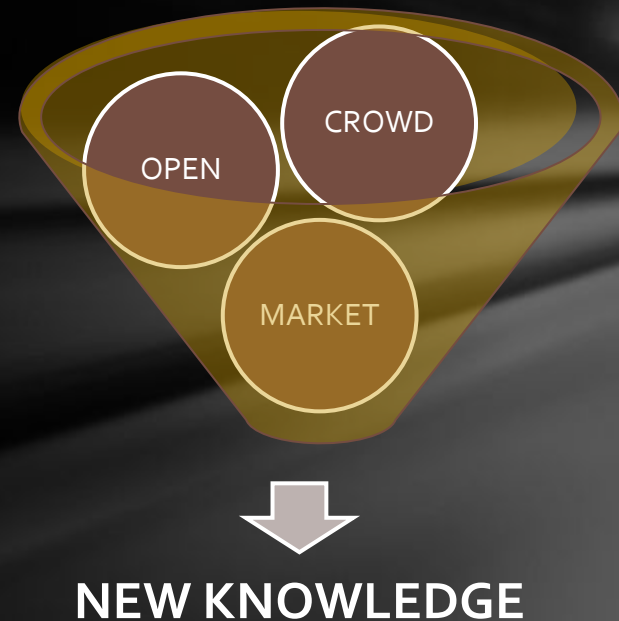
# KM PROJECT - IMPLEMENTATION

- BASELINE ASSESSMENT
- ASSET INVENTORY
- EDUCATION, LEARNING, & TRAINING
- MAPPING
- MODELING
- SIMULATION
- SURVEYING
- SELECTION – PRACTICES, TECHNIQUES, & TOOLS
- PROCESS IMPROVEMENT
- DEPLOYMENT
- DEVELOP METRICS

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# CONTINUOUS - INNOVATION

- LEARNING
- INCREMENTAL IMPROVEMENT
- IDEA MANAGEMENT
- INNOVATION MANAGEMENT
- RENEWAL
- FUTURE PROOFING




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# FOSTER EXPERTISE NETWORKING

2013


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Innovating Intangible Capital

## EXPERTISE NETWORKING STRATEGY - WHITE PAPER



**A Winning Approach: connecting brain-power in the enterprise.**

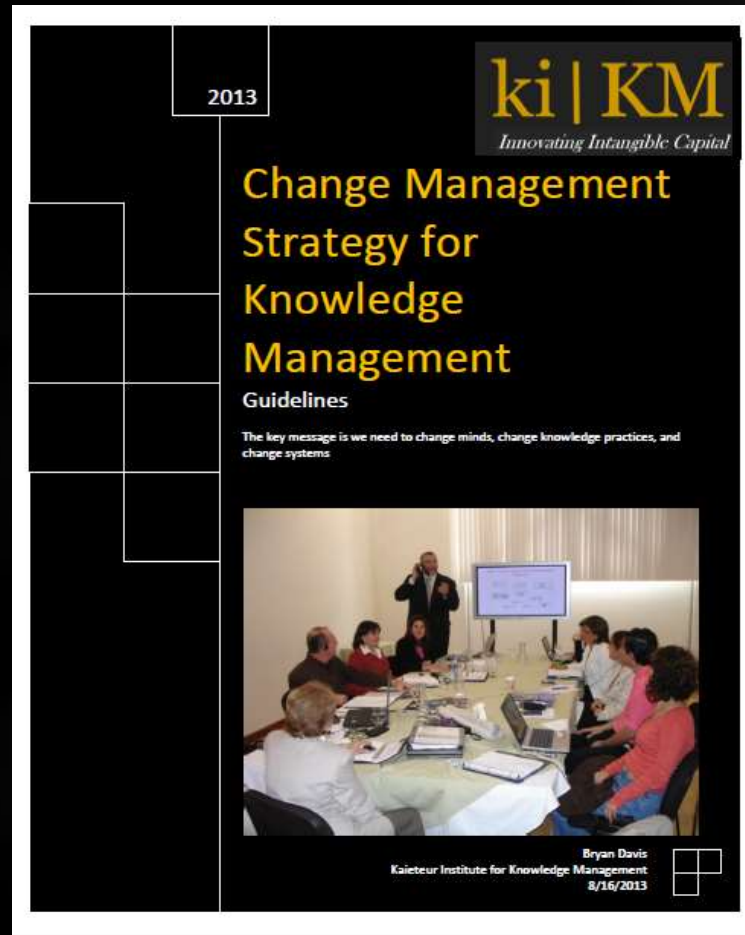
The aim of expertise networking is to provide the organization with an electronic means of gaining access to "who knows what" – by profiling who has what skills and capabilities and know-how.



Bryan Davis  
1/1/2013

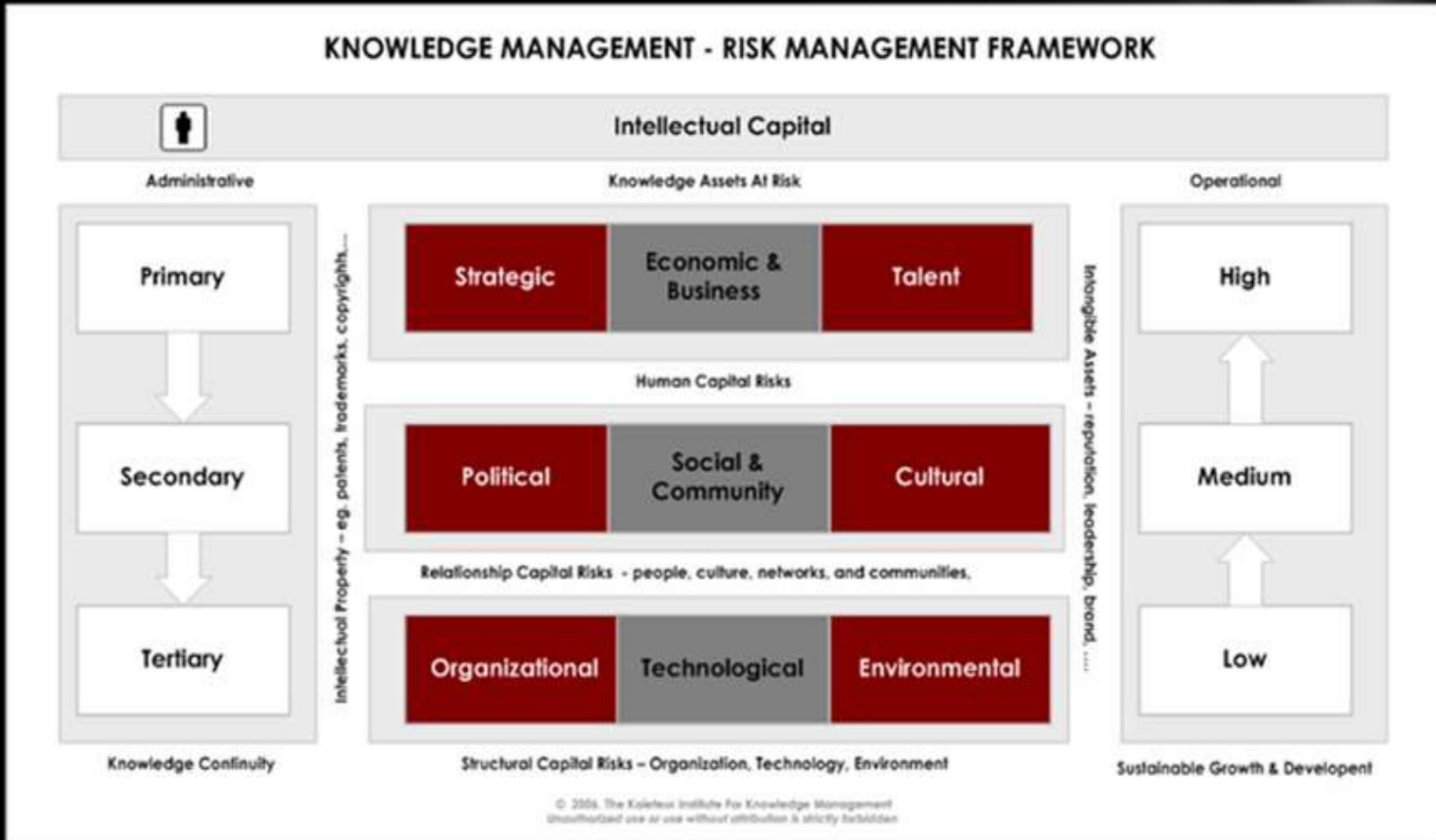
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# SUCCESSFUL CHANGE



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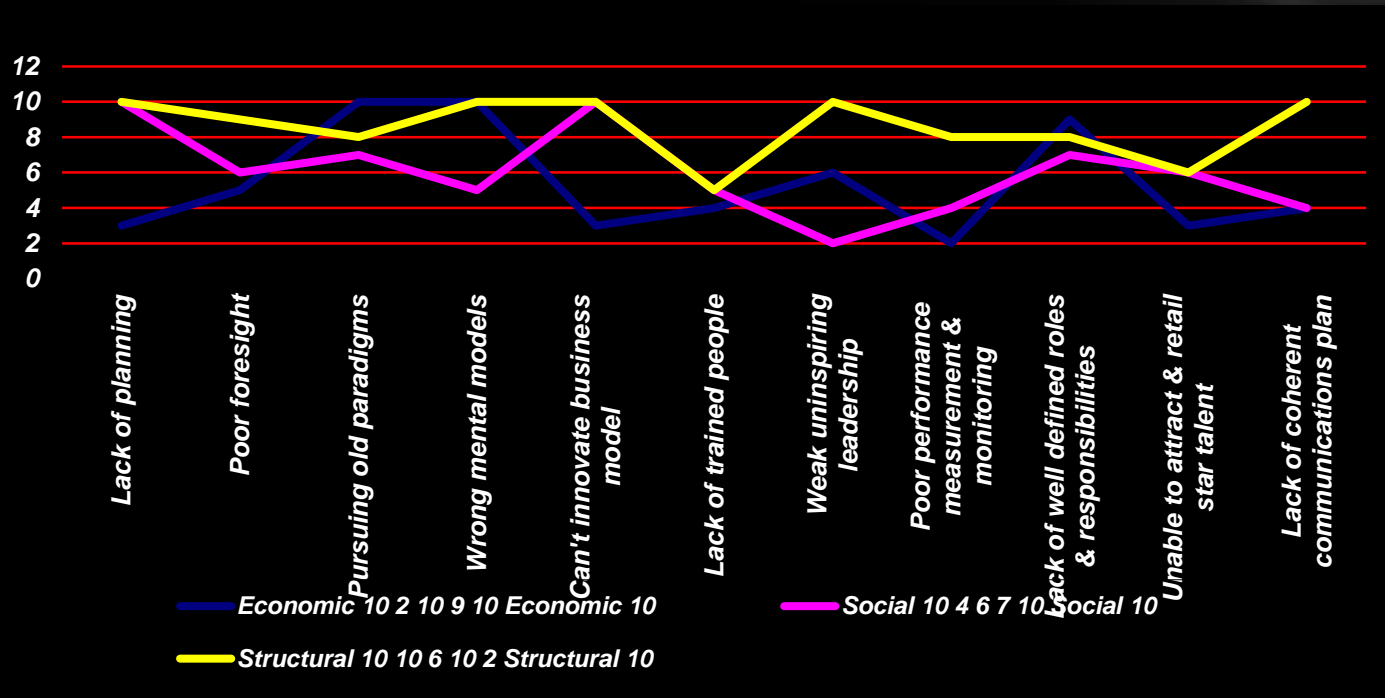
# MANAGING KNOWLEDGE RISKS



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# RISK MITIGATION



*Select Example Only for Strategic Risk Indicators profiled for economic, social, and infrastructural dimensions of an enterprise*

Our model can measure for other dimensions such as Administrative, Operational, Technological, Organizational, Environmental, Political, Culture, Change, +

Source: <http://wattsupwiththat.files.wordpress.com/2012/11/crash-and-burn-airplane-tax.jpg>









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# KNOWLEDGE PREPAREDNESS



*"You can't run on tracks you have not laid" – Stan Davis*

# 7 POWERFUL IDEAS THAT WORK

 <b>7 KEY IDEAS THAT WORK FOR HIGH-PERFORMING KNOWLEDGE CHAMPIONS</b>		
#	IDEA	DESCRIPTION
1.	 Principles	Crafting a set of core Knowledge Principles
2.	 Mental Models	Understanding the “Inner Game” of knowledge
3.	 Network Centricity	Heightened pervasive Network Awareness
4.	 Memes	Using Memes to communicate and win change budgets and buy-in
5.	 Personalization	Knowledge is personal. The promotion of PKM.
6.	 Knowledge	Knowledge moved by Market Forces
7.	 Using Taxonomy	Mastering unique modes of Categorization

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*“You can’t run on tracks you have not laid” – Stan Davis*

# WHAT WE OFFER YOU

- PEACE OF MIND
- TRUST
- ENLIGHTENMENT
- FULFILLMENT
- VALUE
- FORESIGHT
- INTELLIGENCE
- UNDERSTANDING
- CLARITY
- PEAK PERFORMANCE

*"You can't run on tracks you have not laid" – Stan Davis*

# DIFFERENTIATION

- INDEPENDENT
- BALANCE
- KNOWLEDGE FOCUS
- DEEP SMARTS
- RESEARCH  
+EDUCATION  
+CONSULTING
- CREDIBILITY
- NETWORK CENTRICITY
- LOCAL+ GLOBAL
- DEPTH+BREADTH+  
REACH
- BASED ON PRINCIPLES
- **KNOWLEDGE-INSPIRED**

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# SELECT - CASE EXAMPLES

- PHARMA//LIFE SCIENCES – COMPARE & RANK KNOWLEDGE STRATEGIES
- TELECOM UTILITY SECTOR – HOW TO BETTER NETWORK EXPERTS
- FINANCIAL SERVICES – HOW TO LEARN ABOUT FUTURE INNOVATIONS SOONER
- PROFESSIONAL SERVICES – FORMULATE PROMOTE & APPLY KNOWLEDGE STRATEGY
- IT SOFTWARE – STRATEGIC KNOWLEDGE POSITIONING
- - MARKET INTELLIGENCE & STRATEGY

*"You can't run on tracks you have not laid" – Stan Davis*

# SELECT - CASE EXAMPLES

- **GOV** - KNOWLEDGE-BASED INNOVATION FOR SME'S
- **EDUCATION** - ASSESSMENT & REPORTING
- **INNOVATION FOUNDATION** – EDUCATION & TRAINING
- **PRIVATE HIGH NET WORTH SPONSOR** -ADVANCED RESEARCH URBAN KNOWLEDGE CLUSTERS
- **PRO BONO** – STRATEGY DEVELOPMENT
- see also  
[http://www.kikm.org/competitive\\_intelligence.html](http://www.kikm.org/competitive_intelligence.html)

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### 3. WHY SHOULD YOU USE OUR SERVICES?

# VALUE



- WEALTH OF EXPERIENCE
- TECHNICAL KNOW HOW
- NETWORK CONNECTIONS
- INNOVATION & IDEAS

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# RESULTS



DECISION-MAKING

PROBLEM SOLVING

INNOVATION

COMPETITIVENESS

ROI & PROFIT

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# LEVERAGE

- **Suggestions for Performance Improvement**
- **Decision-Making**
- **Problem Solving**
- **Economic Development**
- **Social Innovation**
- **Philanthropy**

**Entrepreneurship**  
**Open Innovation**  
**Business Intelligence**  
**Network/Customer Relationship Management**  
**Creative Economy Ideation**  
**Crowd-Sourcing/ Crowd-Casting**  
**Sourcing Ideas for Investment**

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# SPEED



- PREPARATION
- TAKE-OFF
- PERFORMANCE
- LEARNING
- CHANGE

[http://www.multiform.com/images/speed\\_autobahn\\_2.jpg](http://www.multiform.com/images/speed_autobahn_2.jpg)  
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# SAGE ADVICE

- RESPONSIVE
- RELEVANT
- RELIABLE
- SOUND



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# TRUST



- CONFIDENTIALITY
- TRUTH
- RESPECT
- CONFIDENCE

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# CONFIDENCE



**WE ARE POWERED BY FUNDAMENTAL KNOWLEDGE  
PRINCIPLES AND GROUNDED IN EXPERIENCE AND  
LESSONS LEARNED FROM REAL WORLD CASE  
RESEARCH & ANALYSIS**

**LET US HELP YOU CREATE A SOLID BRIDGE TO THE  
FUTURE**

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## 3. WHY YOU SHOULD USE US

1. You have a successful Knowledge Based Enterprise
2. **We get companies like yours ! Yes we can contribute to your ongoing success!**
3. We understand well the challenges you face today and moving into the future:

*Issues such as managing change, growth, overload, competitiveness, responsiveness to customers, adaptability, unpredictable intangible factors, reputation & brand management, continuous learning & training, gamification, business risks, exploiting new opportunities, business model innovation, idea & innovation management, open innovation & crowdsourcing, protecting IP, gathering market intelligence & foresight, big data & predictive analytics, networking expertise, & supporting knowledge collaboration, maintaining documentation, knowledge retention, ....*

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# KM PROJECT HAPPINESS

## CONSULT US FOR SUCCESS

### 1. CURRENT KNOWLEDGE PERFORMANCE CAPABILITY ASSESSMENT

includes MAPPING STRENGTHS, GAPS, OPPORTUNITIES,  
& RISKS

### 2. KM VISION, PRINCIPLES, & STRATEGIC PLAN

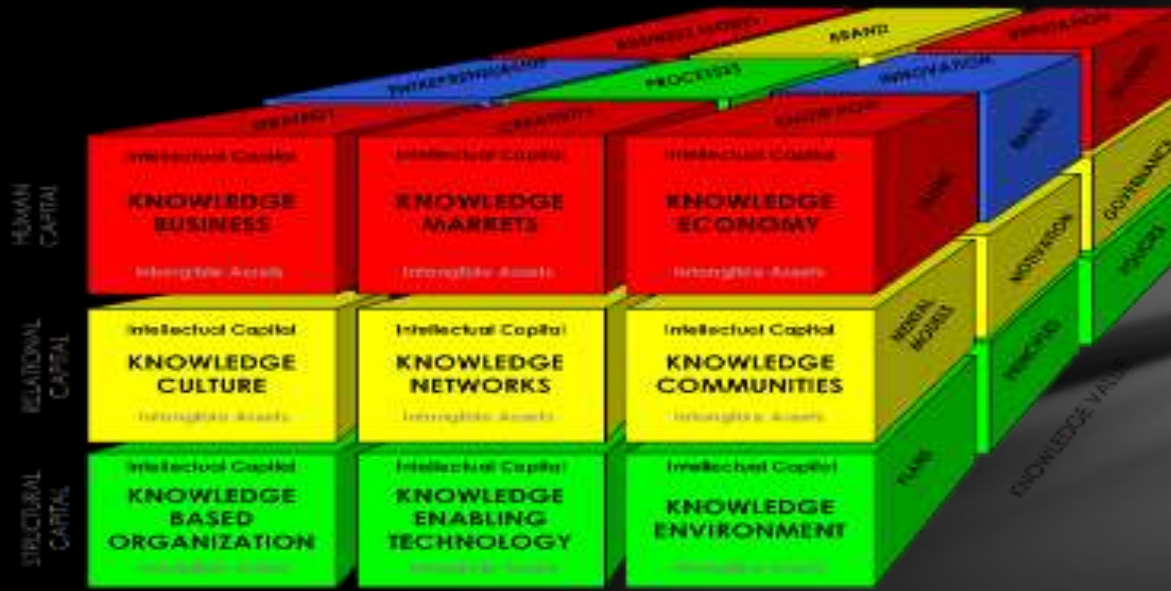
### 3. KM PROJECT DEVELOPMENT & DEPLOYMENT

### 4. KM PERFORMANCE REVIEW & FURTHER INNOVATION MANAGEMENT

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# FUTURE KNOWLEDGE READINESS



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**WE CAN HELP YOU ADVANCE YOUR KNOWLEDGE STRATEGY FOR THE NEW FRONTIER**

Source: <http://3.bp.blogspot.com/-dN1Cb-hqxYs/TsuuUH3R2hI/AAAAAAAAWXY/MD1NoAcFBeY/s1600/DOHAFutureSEND->

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