



ENTERPRISE **IDEAS** ECONOMY SEMINAR

How to be a **smarter**, more **purposeful**, & **successful**
Idea Manager – in business & in life !



"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 –**July 26; 29;30** Other Dates TBA
Other Cities – Locations & Dates TBA

EXECUTIVE EDUCATION & TRAINING

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

INNOVATION



Smart Leaders who are adept at harnessing the Power of **IDEAS** in the sunrise economy, are potentially able to win improvements in:

- Motivation & Participation
- Ownership
- Energy & Engagement
- Commitment
- Knowledge Performance
- Decision-Making
- Problem Solving
- Production Choices
- New Product & Service Ideas
- Knowledge Sharing & Transfer
- Creativity & Collaboration
- Networking
- Community Intelligence
- Teamwork & Loyalty
- Integration
- Alignment of purpose
- Relationship Management
- Operational Efficiency
- Effectiveness & Quality
- Entrepreneurial Thinking
- Talent & Expert Mobilization
- Growth & Development
- Service
- Sustainability
- Profit
- Brain Gain

ELEVATE YOUR **IDEAS** GAME



Smarter Learning & Faster

Who Should Attend?

CEO's, CFO's, CKO's, CIO'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 **Idea & Innovation** management and what it takes to be a superior leader moving into the future. Executives who want to take advantage of the latest developments in new applied thinking, practices, and technologies. Innovative start-up entrepreneurs.

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 applicable 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 Idea & Innovation Management 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 successful and amazing results.

Can I gain a Competitive Advantage?

You will achieve a sustainable competitive advantage, and our course can help you and your organization to outperform in the twenty-first century market-place.

Why Should You Attend ?

1. This is a rare and unique opportunity to learn about a knowledge management approach you can leverage right away
2. This event is carefully crafted to provide you with a well-rounded, comprehensive, objective perspective on a central challenge that applies to all individuals and companies - how to harness ideas well.
3. It's a great investment in your personal professional growth and your organization's future ability to carry out knowledge-based innovation.
- 4 We specialize in this subject and therefore are well positioned to ensure valuable knowledge networking and transfer
- 5.Others who have been participated in our events, relate that they have had net positive and life altering learning experiences
6. You will gain useful Insights into everyday concerns of the firm
7. Based on the rich content, there is a high probability you will have a stimulating learning experience
8. You will be able to use and apply the knowledge you gain, to read and interpret knowledge moves and trends, craft better knowledge strategy, better communicate and sell a knowledge initiative in your organization, profit from new ideas.
9. We are the first Institute in the world to offer a seminar properly introducing this **Enterprise Ideas Economy** concept. You won't find it offered elsewhere.



In today's knowledge-driven economy, are Ideas Indeed The New Currency?

Do you think Ideas **Matter** to your business?

How **Valuable** might great new ideas be for your organization?

Can new ideas that customers value, be **Profitable** for your business?

How much direct **Attention** are your executive leaders paying to how ideas are harnessed and used in your company?

Do you have a **Meritocracy** that ensures your top idea generators are being properly incentivized, recognized, and rewarded?

Can you truly have a **High-Performance** organization if ideas are circulating poorly?

Are there **Easy, Simple, Practical, Immediate**, steps that you can start taking, to incrementally ensure that the ideas economy in your organization functions optimally?

Do you really know and understand the source of **Supply** for the best ideas in your company?

Are you allocating resources effectively to those areas where there is a high **Demand** for fresh ideas to solve operational problems?

Is there a need to rethink your **Core Idea(s) & Ideals**?

Are you adequately protecting your **Intellectual Property**?

Are you adequately keeping track, and **Measuring** the ideas system?

Is there an opportunity to improve the steady **Flow** of great ideas?

Do you inhabit a **Business Ecosystem and Culture** that is friendly to new ideas, and sufficiently supports enterprising idea innovation?

Do you think that as "You Inc" you could benefit from having deeper Insight into the inner workings of the **Ideas Economy**?

Do you understand the toxic **Pathologies** that can be crippling it?

SEMINAR OUTLINE

Half Day Course – Offered as either Morning or Afternoon Workshop You can also arrange on-site & in-house classes for your people		
Time	Section	Description
AM	Session	Mornings Half-Day Course
PM	Session	Afternoons Half-Day Course
All	Format	Fun, Lively, Entertaining, Presentations, Storytelling, & Interactive Discussions
8:00-8:30 12:30-1:00	Registration	Networking & Coffee/Tea
8:30-8:45	Module 1	Introduction IDEA & KNOWLEDGE MARKETS
1:00-1:15	The BIG Idea	The Enterprise Ideas Economy Concept Juicing the creative flow of innovative ideas
8:45-9:30 1:15-2:00	Module 2	IDEA & Innovation Management beyond the Enterprise
	The External Idea & Innovation Universe	A Review of amazing, innovative, and inspiring real world Case Examples using Awards, Challenges Campaigns, Communities, Contests, Competitions, Crowdsourcing, Networks, Prizes, Portals, Prediction Markets, Tournaments. Tapping into genius, & big IDEAS for growth and future profits
9:30-10:15 2:00-2:45	Module 3	IDEA & Innovation Management inside the Enterprise
	Emerging Hot Idea & Innovation Practices	A Review of amazing, innovative, and inspiring real world Case Examples Using crowdsourcing, open innovation, synthetic stock markets, gamification, intrapreneurship & other incentives
10:15-10:30 2:45-3:00	Break	Refreshments
10:30-11:15	Module 4	IDEA & Innovation Management Software Platforms
3:00-3:45	Cool Software Enabling Systems	A Review of select available technology and application case examples in leading organizations
11:15-11:30 3:45-4:00	Module 5	Staging IDEA Events
	Stimulating Idea & Innovation Gatherings	A Review of real world Case Examples Bazaars; Boot Camps; Carnivals; Conferences; Contests; Expos; Fairs, Festivals; Hackathons; Ideathons; Jams; Nights; Salons; Tournaments; and other fun gatherings
11:30-12:00 4:00-4:30	Module 6	Summary Conclusions, Wrap-up, Reflections, & Feedback
	Idea & Innovation Zones	Being smart about the Culture, Power, & Politics of Ideas & Innovation Presentation of Lessons Learned & Open Forum Discussion

WHY THIS COURSE OVER OTHERS?

- Unique Perspectives
- Original Frameworks
- Understanding Intangibles
- Fundamental Principles
- Practical Ideas
- Proven Techniques
- Grounded in Experience & Independent Advanced Research
- Time Efficient
- Competitive Advantage
- Cost Effective Access to Expertise
- Networking

REGISTER NOW ON LINE:

IDEAS ECONOMY SEMINAR !

**July 26 ; or July 29; or July 30
& Monthly Other Dates TBA**

Fee: \$ 99.00 CDN Plus Taxes
<http://www.eventbrite.com/event/7447221841>

Eventbrite

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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
- Microsoft

- 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 Intentac International Entrepreneurship Academy & Associate of Innovaventures. 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.

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, Costa Rica

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

Kaiteur Institute for Knowledge Management

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2013 – CURRICULUM – OTHER AVAILABLE COURSE OFFERINGS				
Number	Seminar	# of Days	Dates	
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	Sept Oct	
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	

"The unexamined life is not worth living." Socrates

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HARNESS THE POWER OF GREAT

IDEAS!

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INSPIRATION!