

## *Knowledge Management - Revenue from Intellectual Capital*

### *An Executive Briefing*

**Description:** Today's rapidly changing business environment requires new ways to gather, enhance, store and distribute business knowledge. Simply put, organisations must develop strategies that maximise competitive advantage by leveraging and protecting all of their intellectual assets across divisions and in all geographies. This new Executive Briefing on Enterprise Knowledge Management, is designed to enable delegates to benefit from the latest thinking in this area such that they can organise in a way that allows them to better utilise their knowledge.

Creating, maintaining and utilising knowledge systems and networks is a key way to gain and keep advantage in today's competitive world of rapid change and staff turnover. Recognising, protecting and utilising intellectual assets provides leverage, particularly in customer-facing situations, as well as preventing "knowledge leakage" which could otherwise severely impede the organisation.

The briefing commences with definitions knowledge and the social, organisational and automation tools that can be used to gather, enhance, store and share it in pursuit of business intelligence and competitive advantage.

Companies that excel do so because are determined to lead in at least one dimension: customer intimacy, product leadership and operational excellence. This leadership is enabled by improved decision making and customer retention, both due to good knowledge management.

**Audience:** This briefing is suitable for Senior Managers and Directors involved in the strategic leadership of their organisations. It will also appeal to those charged with ensuring that the enterprise achieves maximum benefit from Knowledge generated.

**Duration:** Half-day

**Objectives:** On completion of this briefing, delegates will:

- Know the nature of knowledge and its importance of to the enterprise
- Understand the characteristics of knowledge management, and the knowledge management cycle
- Appreciate the value chain that creates knowledge
- Be aware of the strategies that can be deployed to effectively encourage the development, retention and utilisation of Knowledge
- Know that IT is a "self-cancelling advantage" that becomes available to all whereas good Knowledge Management leads to competitive advantage
- Be equipped to identify the benefits of knowledge management in their organisation.

## *Briefing Content*

### **What is Knowledge?**

Data, Information and knowledge  
Skills, experience and education  
Internalisation and externalisation of knowledge  
Theoretical and practical understanding  
Intellectual capital

### **The Knowledge Management Cycle**

Creating Knowledge  
Enhancing and communicating knowledge  
Data collection  
Creating information  
Context and relevance  
Tacit v explicit knowledge  
Quality of knowledge

### **Characteristics of knowledge**

Who owns knowledge?  
Leverage  
Return on intellectual assets  
Fragmentation and leakage  
Value of knowledge  
Converting knowledge

### **Knowledge Companies**

Transferring knowledge  
Accessibility  
Knowledge as power  
Cultural requirements  
The learning organisation

### **Technology in knowledge management**

Database  
Data warehouse  
Electronic documents  
Communications technologies  
Collaboration technologies  
Storage technologies  
Group systems  
Automation systems  
Knowledge entry systems  
Forums  
Blogs  
Web-based-systems  
Knowledge Intranets and Extranets  
Decision Support Systems  
Modelling  
“How to/troubleshooting” guides

### **Knowledge Management and the wider organisation**

CRM and Knowledge Management  
SCM and knowledge management  
ERP and knowledge management

### **Implementing KM**

Setting goals  
Ensuring strategic alignment  
KM components and services  
Global v local  
Ensuring quality  
Management and measurement