

## Knowledge Management

Course Director: Nick Willard

### Programme

- 09.45 Registration
- 10.00 **Introductions and Learning Objectives**  
Round the table review of individual backgrounds and expectations
- 10.20 **The Knowledge Management Mindset**  
What is knowledge and why is it an essential resource for all organisations? Why now?  
Tacit and explicit knowledge. The SECI Model and the knowledge spiral
- 11.15 Coffee
- 11.30 **Three Illustrative Projects**  
A closer look at three frequent KM initiatives: Communities of Practice, Yellow Pages and Lessons Learned.
- 12.45 Lunch
- 13.45 **A Framework for Initiatives**  
Where are we strong? Where are we weak?
- 14.15 **Organisational Context**  
How does Knowledge Management relate to other essential skill sets and where should it therefore fit into the organisational framework?
- 15.00 Tea
- 15.15 **Developing a Knowledge Management Strategy**  
The formal approach to developing a knowledge management strategy through the identification of business objectives and knowledge vectors.
- 16.00 **Getting Started, the 'Middle-up-Down' Approach**  
The informal approach to building understanding and awareness of knowledge management through a ten point plan
- 16.30 **Closing Discussion**  
- have we covered the Learning Objectives?  
- what do you plan to do next?
- 17.00 Close