

Knowledge Management: the common term used by management

Who should learn and why: Nagar Lai

What is taught?

- This course teaches you the essential principles of knowledge management. Shows how KM and CRM technologies work, and how they impact the IT infrastructure. Also shows how to use team-building and goal-setting exercises to create excellent KM/CRM projects, and how to align e-business strategy and technology choices

Who needs that?

- This course is designed for people of all roles and disciplines, especially managers and MIS professional that are new to the field of knowledge management or need to understand the whole picture.

Introducing Knowledge Management

- Discussing the principles of Knowledge Management
- Understanding the Significance of KM
- Tracing the Evolution of Knowledge Management
- Knowledge Management - Management Challenges
- Critical Success Factors for Knowledge Management

KM to achieve competitive advantage

- *"The only sustainable advantage a firm has comes from what it collectively knows, how efficiently it uses what it knows, and how readily it acquires and uses new knowledge."*
Nagar Lai 2006

Defining Knowledge Management

- Knowledge is a fluid mix of framed experience, values, contextual information, and expert insight that provides a framework for evaluating and incorporating new experiences and information. It originates and is applied in the minds of knowers. In organizations, it often becomes embedded not only in documents or repositories but also in organizational routines, processes, practices and norms.

Three Pillars of Knowledge Management

- Technology
- Process
- People

Objectives of Knowledge Management

- Create knowledge repositories.
- Improve knowledge access.
- Enhance the knowledge environment.
- Manage knowledge as an asset.

The Knowledge Management Cycle

- **Create knowledge**
- **Capture knowledge**
- **Refine knowledge**
- **Store knowledge**
- **Manage knowledge**
- **Disseminate knowledge**

Knowledge Management Perspectives

- KM as a Technology - Systems, Methods, Practices
- KM as a Discipline - Multidisciplinary, Integrative
- KM as a Management Practice and Philosophy - Focus on Effectiveness, Culture, and Stakeholders
- KM as a Societal and Enterprise Movement - Focus on Broad Societal, Enterprise, and Personal Basic Values

Business Environment

- Increasing Work Complexity
- Achieving sustainable growth is rare
- Growing Need for Knowledge and Learning
- Global slowdown increases pressure on corporates
- Declining trend seen in company profitability
- Increasing trend seen with regard to market growth expectations
- The bearing of management decisions is considered the most critical driver in realizing company growth or decline

Significance of Knowledge Management - I

- Knowledge is available and leveraged amongst different parts of the organization
- Employees in distant locations are able to collaborate
- Activity or process times are positively impacted through the instant availability of knowledge

Significance of Knowledge Management - II

- Knowledge Management is information put to work
 - Human Interaction is the focal point surrounding the collection, distribution and reuse of information
 - Decision-making is facilitated by the almost immediate availability of information and the tools to analyze it

Significance of Knowledge Management - III

- Helps maintain an organization's intellectual capital
 - An employee's knowledge about a customer, solution or process is available to the entire organization
 - Attrition has less of an impact on the organization since an individual's knowledge is already captured

KM Evolution

- “Knowledge” Sharing & Best Practices Applications
- Emphasizing and Formalizing Organizational Learning
- Fostering Communities of Practice and Networks of Practice
- Understanding Customers (and suppliers)

Current KM Development

- Emphasizing Natural Human Processes (e.g., Storytelling)
- Enterprise/Collaboration of System Perspective
- KM Is Integral Part of “Living the Job”

Shift of focus

- Knowing and sharing what we know to
- Create and Convert Knowledge (innovation)

Shift of focus

- Internal focus:
- Content record and management;
Measurement
- External focus:
- Story telling; eCRM customer personalized portals
- From Intranet to Extranet and Internet

Knowledge Management Technology Scene

- **Knowware** are technology tools that support KM.
- **Collaboration tools**, or groupware, were the first used to enhance collaboration for tacit knowledge transfer within an organization.
- **KM suites** are complete KM solutions out-of-the-box.
- **Knowledge Servers** contain the main KM software, including the knowledge repository.
- **Electronic document management systems** focus on the document in electronic form as the collaborative focus of work.

Knowledge Management Technology Scene

- **KM Tools** capture knowledge unobtrusively (with minimal effort and impact).
 - E.g. Tacit Knowledge Systems' KnowledgeMail
- **Enterprise knowledge portals** are the doorway into many KM systems.
- **XML** provides standardized representations of data structures so data can be processed without case-by-case programming.
- **Application Software Providers** have evolved as a form of KMS outsourcing on the Web.

Critical Success Factors for Knowledge management

- People:concept and change management
- Shared Vision
- Alignment with Business Strategy
- Leadership and Sponsor Support
- Early Success
- Incentive and Reward System
- Enabling Technology

Why you would learn:

- Comprehensive knowledge from lecturers
- Hands on practice using most updated KM software:
- Mind mapping
- Cross border Intranet and extranet applications
- Kenfil web based learning tool,
- And more learned through hands on practices

What more would you get?

- Certificate of achievement by CU
- Certificate of completion from Kenfil
- You can also attempt the EC Council certification and upon passing you can be awarded Certified e-Business Associate

Q & A

- You are most welcomed!