

DouglasConnect

CERTIFIED KNOWLEDGE MANAGEMENT TRAINING

November 18-22.2013
HOTEL MANOTEL N'vY, GENEVA

Geneva 2013
SWITZERLAND



CERTIFIED KNOWLEDGE MANAGER (CKM)

DATES: 18-22 November, 2013
LOCATION: Hotel MANOTEL N'vY,
Geneva, Switzerland
LANGUAGE: English
ORGANISER: **DOUGLAS CONNECT GmbH**
Bärmeggenweg 14
4314 Zeiningen, SWITZERLAND
E: kmls@douglasconnect.com
T: +41 61 851 0170



DEAR COLLEAGUES,

I draw your attention to our next international knowledge management training which will be held in Geneva, Switzerland from 18-22 November 2013.

Douglas Connect partners with KM Institute™ to provide world class knowledge management training through the most comprehensive certification course for knowledge managers.

We offer a CKM training in Switzerland, supported by eLearning, and led by experienced practitioners, which attracts managers worldwide.

Our approach is practical and we work hands-on with the group on strategy, frameworks, business case development, metrics, assessment, tools and processes.

If you wish to know more, call us and if you wish to be a Certified Knowledge Manager, please join us!

We hope to see you in November 2013.

Barry Hardy



CERTIFIED KNOWLEDGE MANAGER

Intensive training program
Geneva, Switzerland
18-22 November 2013

REGISTER NOW!

CONTACT PERSON
Spela P. Hardy
spela@douglasconnect.com
T: +41 79 559 3001



Creating an Effective Organisation...

In a recent in-depth survey* of 1650 top executives, senior analysts and policymakers, 45% said they believed knowledge management offers the single greatest potential for productivity gains between now and 2020.

Now the crisis has hit and organisations everywhere need to do so much more with fewer resources, most of these leaders probably wish their organisations had been better prepared.

Knowledge management increases effectiveness through the application of better practices, resources and methods, reduces costly mistakes and ensures consistent results.



Means Learning the Right Skills...

Experience has shown that only a solid practical training will lead to successful implementation.

Worldwide, more people have chosen KM Institute's CKM training program than any other course.

And now, we've enhanced it through the integration of best European practice to give you all the necessary skills and understanding for ensuring effective knowledge management — from conception and initiation, through planning and implementation, to management, measurement and continued improvement.

- ▶ An intensive 5-day workshop, supplemented by eLearning modules equivalent to an additional 9 days' training and enriched by discussion of emerging best practices and case studies
- ▶ Co-delivered by a team of leading instructors and practitioners
- ▶ In-depth, extremely informative but highly interactive and enjoyable practical workshop approach that never gets lost in the theory

*The Economist Intelligence Report: Foresight 2020



What you will learn ...

- ▶ An understanding and grasp of the most common KM principles, best practices and techniques
- ▶ How to develop, plan and implement KM strategy that works in practice for your organisation
- ▶ Good practices applied in case-study situations
- ▶ How to use the best tools, practice the most effective techniques and create a roadmap for 'Building a Learning Organisation'
- ▶ How to identify and communicate the business benefits of KM interventions and their subsequent assessment and monitoring
- ▶ A working, practical approach to performing KM personally as well as organisationally

And what you will have for the future...

- ▶ An internationally-recognised certification of competence
- ▶ Access to further training modules, eLearning materials and KM Institute support
- ▶ Membership to an active Community of Practice of all former CKM graduates



Program...

- ▶ KM Terms, Models, Metaphors
- ▶ Knowledge Definitions & Attributes
- ▶ KM Concepts
- ▶ KM Rationale
- ▶ KM Initiative Planning & Management
- ▶ Strategy and Planning
- ▶ Business Case for KM
- ▶ Organisational Development & Culture
- ▶ Managing KM Initiatives
- ▶ Change Management for KM
- ▶ Full Life Cycle KM Methodology
- ▶ KM Body of Knowledge
- ▶ Knowledge Assessment
- ▶ KM Metrics
- ▶ Process-Oriented KM
- ▶ Web 2.0
- ▶ Social Networks
- ▶ Knowledge Repositories
- ▶ Communities
- ▶ Collaboration
- ▶ Personal KM
- ▶ Storytelling
- ▶ Benchmarking
- ▶ Knowledge Mapping Methodology
- ▶ KM Performance Measurement
- ▶ KM Case Studies and Analysis

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Our presenters



BARRY HARDY, PhD

Director, Community of Practice & Research Activities, Douglas Connect

Many years' experience in KM & ICT Research & Practice · Founder of InnovationWell & Cheminfo Networks · Former Hitchings-Elion Fellow, Oxford University · Leader for European Commission FP7 research projects OpenTox & SYNERGY

WORKSHOP FOCUS: Principles, Collaboration, Analysis, Technology, Assessment

Principal Facilitator for class Monday - Friday



BEAT KNECHTLI

Chief Knowledge Officer, Switzerland, PricewaterhouseCoopers

Experienced Practitioner in Strategic Management, KM, Change Management & Innovation Management · Former Knowledge Manager & Deputy Head of Human Resources Development with ABB Switzerland · University Lecturer at the Universities of Applied Science in Basel and Bern · Various Management positions over 13 years with Roche

WORKSHOP FOCUS: KM Framework, Strategy, & Culture, Organisational Factors



PAVEL KRAUS, PhD

Partner, ah't intermediation / President, Swiss Knowledge Management Forum

Former Head of Knowledge Management at Roche Diagnostics · Active Practitioner with recent projects in development of Best Practice and Decision-making Support Systems, Document Management in Crisis Situations, an Early Warning System for Technology Innovation, and Optimisation of Information Organisation and Project Management

WORKSHOP FOCUS: Business Case, Metrics, Competencies

STEPHAN BOHR

Leader Advisory Knowledge Management Central Cluster,
PricewaterhouseCoopers

14 years Business Practice in External and Internal Consulting at PwC · Leading International KM Responsibility since 2001 · Expertise in Business Development and Innovation · Has led large international KM related projects with teams up to 40 persons

WORKSHOP FOCUS: Expertise Location, Personal KM, Web 2.0, and Benchmarking



MICHAEL WYRSCH

Leading the Knowledge Management Competence Centre at Credit Suisse
Expert Mentor, Facilitator & Moderator · Business Process Management & Design · Formerly CKO at PwC and Global Knowledge Architect for HP Consulting

WORKSHOP FOCUS: Process-oriented KM, Knowledge Communities



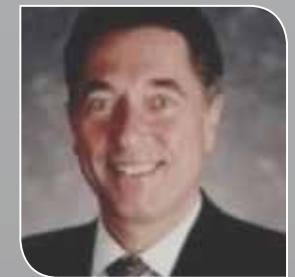
DOUGLAS WEIDNER

President, KM Institute

Pioneering KM Practitioner & Master CKM Instructor · Developed & taught CKM Program for over 10 years around the world · Former Chief Knowledge Engineer for Northrop Grumman · Consulted for the World Bank, UN and NASA and many more.

WORKSHOP FOCUS: Instructor for pre- and post-class eLearning

- ▶ eLearning for self-study at own pace pre- and post-workshop
- ▶ Multiple instructor-facilitators to give you the broadest experience possible and to maximise individual attention



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HERE'S WHAT PREVIOUS PARTICIPANTS SAID ABOUT THE COURSE...



CONTACT US NOW TO ARRANGE
A CUSTOM KM TRAINING
FOR YOUR COMPANY!

Participants about the course

»The body of training that you have developed is extremely impressive in both its quality and its quantity«

RS, IBM Global Services

»Thank you very much for sharing & providing this memorable opportunity to interact professionally with such a motivated and passionate team of instructors and fellow learners.«

PP, IDI

»I really enjoyed the course and I've gained a lot. I liked the way of initiating a fantastic relationship between trainees and also between trainees and instructors. Good luck!«

AG, Saudi Telecom

»Very good course, it changes my view on how to penetrate through cultural barriers. I particularly like the low-budget KM, and how to develop a business case and the knowledge cafés.«

YK, KISR

»I liked the blend of theory and practice, the opportunity to learn from fellow students, enriched brainstorming and knowledge café techniques, and the pragmatic approach«

AS, Heidrich & Struggles

»Definite practical value...going to put several tools into practice straightaway.«

PLD, World Bank

»This course has filled all my gaps in knowledge management and made me confident to start a real KM initiative«

SM, International Atomic Energy Agency

»Excellent workshop, I just wish it were longer. I'd like to do it again!«

RW, ADCS

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FEES INCLUDE:

- ▶ Access for one year to KM Institute's comprehensive eLearning program comprising audio and visual lessons for you to study at your own pace.

Please note that »Theme 1« needs to be completed before the workshop so that the class has a common understanding of the basics at the start of the workshop.

- ▶ A five-day workshop covering some of the most important KM topics enriched by contemporary European practice. These are facilitated by senior managers currently involved in leading KM initiatives and research projects in such information-intensive fields as banking & financial services and pharmaceutical & scientific research as well as having considerable experience in fields ranging from engineering and technology to non-profit organisations.
- ▶ Plenty of practical exercises during the workshop: we devote approx. 50% of the workshop time to working in small groups, each facilitated by an instructor. As part of this, you will also develop a case study over the week and present your results to the class on the last day as part of the assessment.
- ▶ Ample time to network with your peers in a stimulating environment with lunches and refreshments provided.

Our CKMs are found in all kinds of organisations...

IBM • Heidrich & Struggles • ABB • Credit Suisse • T-Mobile • Saudi Telecom • Bank of Korea • Holcim • SwissRe • PricewaterhouseCoopers • Saudi Aramco • PT Telekomunikasi • Coca-Cola • IATA • Statoil, Norway • UN Volunteers • Islamic Development Bank • Solvay • UBS • JT International • FIFA • Intosai Development Initiative • UNESCO • General Dynamics • CTA • Sanofi Pasteur • UN Development Program • Abu Dhabi Civil Service • AGIP, Italy • Acergy, France • Microsoft • Bank for International Settlements • Retirement Benefits Authority, Kenya • Kuwait Institute Scientific Research • Swiss Agency Development & Cooperation • UN Institute of Training & Research • International Olympic Committee

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ABOUT THE HOTEL MANOTEL N'vY

ARTY.COSY.TRENDY

An elegant, care-free way of life. Full of spaces where energy and emotion flow freely and where technology merges with life, Hotel N'vY boasts a boho-chic lifestyle. This new concept replaces need with desire.

- ▶ Fully refurbished in 2012 (formerly Epsom)
- ▶ Centrally located just a stone's throw from the lake and close to the United Nations
- ▶ 153 rooms of various types, some overlooking the lake, with kitchenettes, HD TV, VOD, soundbar, multi-media adapters, bluetooth and ambient lighting (chromotherapy)
- ▶ Free internet access: hotel-wide WiFi, ADSL, tablet computers, business café with touchscreen tables.
- ▶ N'vY Bar lounge bar with catering and DJ, Trilby Restaurant, Trilby Restaurant à la carte dining
- ▶ 24 hour room service
- ▶ Spacious and light conference and banquet rooms
- ▶ Fitness
- ▶ Private parking
- ▶ Free public transport cards



JOIN US NOW!

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The background of the right side of the page is an aerial photograph of a sailboat with a large white sail on a blue lake. In the bottom right corner, there is a red Swiss flag icon.