

Certified Knowledge Manager

Live Classes - Virtual or Self-paced Asynchronous

Overview

What is the CKM?

The CKM program is KM Institute's flagship course, delivered in up to 15 countries yearly, with many thousands Certified since 2001. The CKM designation has become the global benchmark for both quality learning and competency in the Knowledge Management field.

Who Should Attend?

The CKM is ideal for anyone tasked to lead or improve a KM initiative - anyone interested in gaining a solid grasp of common KM principles at an advanced level with actual "hands-on" experience performing KM.

Pre-requisites?

There are no prerequisites, and no technical background is required. CKM Graduates range from newcomers to seasoned KM managers and practitioners, content managers, project managers, IT as well HR professionals. We serve individuals and teams from public, private, and military sectors, non-profits and NGO's.



KMI's Virtual CKM Classes have proven tremendously successful.



Recent CKM Live (in person) Class, Washington DC.

What is a Credly certificate?

All CKM Graduates will receive a **Credly Digital Certificate/Badge** upon successful completion of the program.

You are authorized to highlight your digital certificate in any professional setting - everything from incorporating it into your digital signature, to proudly displaying it on your LinkedIn profile!



Why Become a CKM?

Regardless of your organization's size, structure or purpose, we provide you with the knowledge and skills to lead successful, real-world KM initiatives. Whether you are new to KM or advanced, anyone can start!

- **Perform** KM using proven tips/tools anyone can use!
- **Build** Collaborative Environments; better communication, spark innovation
- **Transform** your organization into a rapid-learning environment
- **Develop** innovative ways to motivate your staff with quick wins
- **Create** the KM Vision for your company, including a solid strategy to get there
- **Initiate** with your peers successful Communities of Practice
- **Discover** usable, real-world KM principles and keys to success

How to Complete Your Certification

❖ **STEP 1: Register for a CKM Virtual Class**

Choose a convenient date for your time zone – see our “Events” listing at kminstitute.org.

❖ **STEP 2: Pre-Class E-learning – Up to 10 Learning Modules**

Access optional study-ahead content prior to joining the class. Online modules can be accessed at the KMI LMS. Learners enroll in the LMS before the class start date. Early access available. [Approx. 10 Hours]

❖ **STEP 3: Attend the CKM Virtual Class**

This workshop includes expert instructor lecture, classroom discussion, and interactive group exercises designed to engage participants in real-life scenarios applicable to your personal and organizational challenges.

❖ **STEP 4: Study additional Online Learning Modules to prepare for the CKM Exam***

All KMI CKM-related learning content will be made available prior to taking the exam, including the legacy “CKM Resource Book” and the eCKM (asynchronous online version).

❖ **STEP 5: Earn Your Certification**

The CKM exam is the final step in obtaining your CKM credential. It tests your ability to apply best practices using your understanding of the concepts presented and discussed in class and via your online learning modules. The exam consists of 50 questions, timed. You will be able to retake the exam until a passing score of 70% is achieved. There is no extra fee for the exam; it is included in the cost of your certification course.

Upon successful completion of the CKM exam, you will:

- ❖ Be awarded the CKM designation
- ❖ Receive a CKM certificate commemorating your accomplishment
- ❖ Be eligible to participate as a member of the CKM Alumni Community
- ❖ Enjoy continuous learning at the KMI “Knowledge Hub” (within our LMS)

**The exam may be taken immediately after class, or you may spend extra time in study and review as needed.*

5-Day* Virtual CKM Class Daily Agenda

The CKM Program consists of 13 Practicum Objectives. Each Objective contains exercises. Class pacing may vary based on student interaction and questions, however KMI Instructors will generally adhere to this Agenda.

DAY ONE – MONDAY

Welcome and General Overview
Introduction Exercise (name, role, expectations)

Objective 1: Call to Action

Exercise: small group exercise.

Objective 2: Define KM

Exercise: small group exercise.



*CKM Classes are delivered LIVE,
virtually - using the **MIRO**
Infinite Canvas!*

DAY TWO – TUESDAY

Feedback on Day One (How do you feel about the content, pace, interactivity?)

Objective 3: KM Metrics (Measure KM Success)

Exercise: KM Maturity Models

Objective 4: The KM Methodology

Exercise: Case Study and KM Methodology Design

Exercises assigned before next session: Watch certain modules from the eCKM Program regarding KMI's KM Methodology, prepare questions for in-class review & discussion.

Objective 5: Transformational Change Management

Exercise: Group discussion, plus "folding hands" exercise

* North American classes



DAY THREE – WEDNESDAY

Objective 6: Quick Wins

Exercise: 1-2-4-All Liberating Structure (referencing homework)

Objective 7: Awareness Plan - Learning Plan

Exercise: Group discussion

Objective 8: Awareness Plan - Communications Plan

Exercise: Group discussion

DAY FOUR – THURSDAY

Objective 9: KM Solutions Matrix

Exercise: Strategy examples and Group Discussion

Objective 10: Knowledge Transfer & Retention

Exercise: Practice Knowledge Transfer & Retention

Objective 11: Governance/KM Team Charter

Exercise: Strategy examples and group discussion

DAY FIVE – FRIDAY

Review of week and additional exercises prescribed by Instructor.

Based on flow of content for the week, what still needs to be addressed, etc.

Objective 12: Overcome Barriers

Exercise: Knowledge Cafe

Objective 13: Get Started (Way Forward)

What specifically are you going to do when you get back to your team and organization?

Exercise: Practicum 13: Capstone KM Strategic Planning Canvas activity.

KM Strategy Conclusion - Next steps, more live feedback / Exam Review: cover slides, field any questions.

Supplemental CKM Learning Content

The Live CKM Class draws upon a wealth of KM learning content created over the years. To make that legacy knowledge available as background/backup material, each student will receive the **CKM Resource Book** - also available in interactive format (eCKM). This supplemental learning content is divided into 3 Themes:

Theme I

- Module 1.01 – Course Intro
- Module 1.02 – Create the Knowledge Imperative
- Module 1.03 – Let’s Define Knowledge
- Module 1.04 – The New Knowledge Paradigm
- Module 1.05 – Define KM
- Module 1.06 – Knowledge Modes
- Module 1.07 – Knowledge Processes
- Module 1.08 – Knowledge-intensive Activities
- Module 1.09 – KM Principles and Tactics
- Module 1.10 – A Proven KM Methodology
- Module 1.11 – Understand Knowledge-Age Roles
- Module 1.12 – Transformational Change Management
- Module 1.13 – Advanced KM Methodology
- Module 1.14 – Startup Techniques: Knowledge Cafes
- Module 1.15 – Get Started!

Theme II

- Module 2.01 – KM Universe Model
- Module 2.02 – KM Principles & Keys to Success
- Module 2.03 – KM Competencies and
ISO 30401:2018 Standards for KM
- Module 2.04 – Essential KM Methodology Components
- Module 2.05 – Evaluate Alternative KM Methodologies
- Module 2.06 – KMI Methodology – Phases I/II
- Module 2.07 – KMI Methodology – Phase III
- Module 2.08 – KMI Methodology – Phase IV
- Module 2.09 – KMI Methodology – Phase V
- Module 2.10 – Understand the KMM

Theme III

- Module 3.01 – Transformational Leadership & Strategy
- Module 3.02 – Knowledge Assessment / Evaluation
- Module 3.03 – Culture and Communications
- Module 3.04 – Collaboration and Communities
- Module 3.05 – Knowledge Asset Management
- Module 3.06 – Intellectual Capital Management
- Module 3.07 – Organizational Learning
- Module 3.08 – Knowledge-Embedded Business Ops
- Module 3.09 – Knowledge Technologies
- Module 3.10 – Knowledge Architecture

Topics

Theme III Modules break down into these Topics:

- 3.01.1** – Develop Vision & Mission Statements
- 3.01.2** – Develop KM Strategy
- 3.01.3** – Lead Change
- 3.01.4** – Create Urgency to Act Now
- 3.01.5** – Get Buy-In to Act Now: Implement KM
- 3.01.6** – Accelerate Knowledge-Age Change
- 3.01.7** – Enterprise Innovation

- 3.02.1** – Knowledge Audits
- 3.02.2** – Knowledge Mapping
- 3.02.3** – Evidence-Based Analytics
- 3.02.4** – Advanced KM Metrics
- 3.02.5** – KM Benchmarking
- 3.02.6** – Justify your ROI

- 3.03.1** – Adv Change Management Concepts
- 3.03.2** – Create Personal KMers
- 3.03.3** – Storytelling & Presentations
- 3.03.4** – Appreciative Inquiry

- 3.04.1** – Expert/Expertise Locators
- 3.04.2** – Communities of Practice (CoPs)
- 3.04.3** – Social Network Analysis

- 3.05.1** – Taxonomies (Business)
- 3.05.2** – Intellectual Property
- 3.05.3** – KM Sciences

- 3.06.1** – Intellectual Capital Model
- 3.06.2** – Knowledge Capture for Action
- 3.06.3** – Knowledge Transfer/Retention

- 3.07.1** – Adult Learning Theory
- 3.07.2** – Rethink Learning
- 3.07.3** – Performance Support

- 3.08.1** – Systems Thinking, Complex Adaptive Systems, Work-place Environment and Methods
- 3.08.2** – Lessons Learned Management Process (LLMP)
- 3.08.3** – Best Practices Management Process (BPMP)
- 3.08.4** – Evidence-based Analytics
- 3.08.5** – ‘Connect & Collect’

Convince Your Leadership

Why should your top management consider 'certifying' your staff with KMI?

KMI is the most trusted source in KM Certification for top-level management worldwide for:

❖ **Industry Best Practices...**

The CKM program teaches the best-known practices delivered by top organizations. Your staff will gain not just an 'academic' understanding, but will put these practices to work in our interactive, workshop format.

❖ **Proven Methods...**

The methods we teach are the methods the most successful KM Teams practice and utilize. Popular techniques such as the "**Knowledge Cafe**" or "**Knowledge Transfer**" - are only taught in the KMI Certification program. These methods are being deployed worldwide, and the teams our students represent are the direct beneficiaries.

❖ **Diversity and New Perspectives...**

Public classes average 20 students per class, adding different perspectives representing public and private sectors, international organizations, and a full spectrum of experience - from newcomers to seasoned pros; an intangible benefit that can't be scripted.

❖ **The very best best "Bang for your Buck" Value...**

The standard 'teach and test' approach is not sufficient for someone to truly master content. For this reason, your training does not end on the final day of class, rather it's just the beginning of KMI's commitment to your continuous learning. With our industry-exclusive "**Knowledge Hub**" students can continue to learn from instructional videos on a variety of KM topics, delivered by Adjunct Faculty and Subject Matter Experts. And, all students gain access to the entire CKM program online, via the **eCKM**. This means your team will always be able to reach back and review critical modules months after class, to truly master the content and keep it fresh.

Knowledge Hub – Continued Learning



KMI's proprietary "Knowledge Hub" is included as part of your lifelong KM learning experience, at no additional charge to the CKM student/grad. The KHub is your "go-to" location for: new videos by Subject Matter Experts, KM Showcase event footage, and additional course background material. **eCKM** content, categorized by Competency Area Areas, also resides in the Knowledge Hub. As new material is available, we add it to the Hub and send regular announcements updating our grads.

Use the Knowledge Hub to peruse new and emerging KM topics, future enhancements to the CKM program and for opportunities to connect with your fellow CKM grads.

Instructor Spotlight and Student Accolades

John Hovell



A leader in the convergence of Knowledge Management (KM) and Organization Development (OD), **John Hovell** is a practitioner, speaker and author in OD/KM strategies and their application to current challenges.

Optimal Audience: John is KMI's recommended Instructor for general audiences, or those new to KM.

"John is wonderful! I would sign up for any course he is offering because I am confident in his ability to facilitate and to guide me toward success. Thanks, John!"

"Mr. Hovell is an outstanding instructor. One of the best I've encountered in 35 years of attending expensive, focused training/seminars. I would/will highly recommend him to anyone interested in the KM subject area. He's a reason to take the course."

"John is extremely knowledgeable in KM - enjoyed him sharing real life experiences and affording the class to share their experiences. Greatly appreciate his teaching"

"John was the best. A true master and expert. Awesome professional."

Jack Merklein



Jack Merklein has been a KMI facilitator for 7+ years, but has been practicing KM for nearly 30 years. Jack is the only KMI Instructor to have led KM teams in all sectors: Government, Commercial, Non-Profits and NGOs.

Optimal Audience: As a seasoned KM Practitioner, Jack is KMI's "go-to" for most of our Government and Military trainings, but is also well-received by our commercial students.

"I thoroughly enjoyed learning from Mr. Merklein. I was constantly engaged, and the resources he provided (stories of his own experience and digital assets) will prove to be beneficial as I use KM in my workplace."

"I love Jack! He's real, keeps the info in real time, and provides lessons learned. He is amazing!"

"Very knowledgeable and very willing to share experiences and materials. He genuinely wants the class to succeed in their KM efforts."

"Absolutely great. Passionate, knowledgeable, ready to share. Very flexible and understanding facilitator."

Rooven Pakkiri



Rooven Pakkiri is a People, Analytics and KM Consultant and Instructor. A veteran of the dot.com era, Rooven is a digital evangelist who focuses on the way technology changes organizational communication and collaboration. He is an author and regular presenter on the subject of Social Business and how it is transforming the corporate rule book.

Optimal Audience: Rooven is the primary Instructor for our European/Middle East regions, and has extensive experience working with the European pharma industry.

"Mr. Pakkiri is very engaging and keeps your interest. No snoozing or feeling lost. He is courteous and perceptive to use comments and questions from students to illustrate a point further and made real-world examples. I have never had a better teacher in a professional class. He is phenomenal!"

"Rooven was wonderful. I loved his energy and interaction with the class. He had great insights and very simple examples when making points."

"He is excellent. His passion, professional knowledge and love for this topic is effectively and efficiently communicated through his instruction."

Program Fees

The tuition rate per student varies by location, and whether the course is public or private. Please check the registration website for details or contact your KMI rep (see contact info below).

Discounts are available depending on your status, including: government, military, non-profit, NGO, and longtime KMI customer, Booz Allen & Hamilton. Group discounts available for two or more individuals from the same organization.

About The KM Institute

KM Institute is dedicated to researching, defining, publishing and sharing KM knowledge in a variety of formats truly suited to learner needs. KMI Programs provide what expert KM practitioners need to know to carry out successful enterprise KM; and what all KM Professionals need to know for greater career success in the Knowledge Age.

We believe these are the **unmet learning needs of global KM practitioners who aspire to be KM specialists and leaders** - from the enterprise, to individuals seeking performance improvement via "Personal KM."

With a worldwide coalition of top-flight educators, trainers, and subject matter experts, a community of expert practitioners, and proven KM solution providers - KM Institute continues to build upon an already proven world-class knowledge management learning program.

Contact KM Institute today!

