



Global Standard for  
KM Certification & Training



## Certified Knowledge Manager (CKM) Blended Workshop and E-Learning Program Overview and Module Outline

### 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. Delivered by internationally acclaimed speaker/instructor Douglas Weidner and other expert faculty.

### Who Should Attend?

The full KM Institute curriculum is aligned with typical roles on the KM Team, as pictured here.

#### *Are you now, or do you aspire to be, a leader or Manager of your KM Team?*

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.

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.

The CKM is one of several certifications offered by the KM Institute, as illustrated above. Depending upon your role on the KM team, if you are a beginning practitioner or a specialist, you may want to also check out our other certification programs.



### 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. And, whether you are new 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 Workshop

*Choose a workshop at your desired location and dates – see our “Events” listing at [kminstitute.org](http://kminstitute.org)*

### ❖ STEP 2: Review 15 Online Learning Modules

*Approximately 10 hours of self-paced study. See outline of Theme One below for module descriptions.*

### ❖ STEP 3: Attend the CKM Workshop

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

### ❖ STEP 4: Study additional Online Learning Modules to prepare for CKM assessment\*

*The complete “eCKM” – e-learning version of the CKM course – is provided via our LMS, so that you may review self-study modules, and prepare for the CKM exam.*

### ❖ STEP 5: 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. As soon as the workshop concludes, each participant will gain access to the post-class certification exam via the online LMS. The exam is timed, one-hour, and consists of 50 multiple-choice questions. If you don’t pass the first time, 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.*

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

**Upon successful completion of the CKM exam, requiring a final grade of 70% or above, 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)

## Module Outline – Themes I-IV (Standard 5-day Version)

Divided into four major Themes, the CKM course presents the tools and techniques required to gain a solid mastery of the fundamentals, enabling you to plan and execute successful KM initiatives.

Real-world class exercises included throughout the program.

### Theme I: KM401 – Implement Grassroots KM

*Studied prior to attendance and reviewed during Workshop, along with related exercises*

- 1.01 Introduction to Knowledge-Age Learning
- 1.02 Create the Knowledge-Age Imperative
- 1.03 Let’s Define Knowledge (and its Attributes)
- 1.04 Understand Basic KM Fundamentals - New Knowledge Paradigm

- 1.05 Define Knowledge Management (for Diverse Audiences)
- 1.06 Understand Basic KM Fundamentals – Knowledge Modes (Tacit vs. Explicit)
- 1.07 Understand Basic KM Fundamentals – Knowledge Processes (Knowledge-Age Lens)
- 1.08 Continuously Improve Knowledge-Intensive Activities
- 1.09 KM Principles – Important Truths (e.g., Choice)
- 1.10 Proven KM Methodology (Overview) – KM Bulls & Squirrels
- 1.11 Understand Knowledge-Age Roles – Define a Knowledge Worker
- 1.12 Transformational Change Management – Essential Concepts
- 1.13 Understand Advanced KM Methodology and KM Transformation Solution™
- 1.14 Learn Use of KM Startup Techniques – Interactive Knowledge Cafés
- 1.15 Get Started

## Theme II: KM402 – The KMBOK™ Methodology and Knowledge Maturity Model (KMM™)

- 2.01 KM Universe Model
- 2.02 KM Principles
- 2.03 Understand Early KM Frameworks – Global Unified KM Framework™
- 2.04 Essential KM Methodology Components
- 2.05 Evaluate Alternative Published KM Methodologies  
TABLE: *KM Body of Knowledge (KMBOK)™ – Five-Phase Methodology to “Perform KM”*
- 2.06 Study KMBOK™ by Phase (Phase II – Create the K Imperative – Strategy)
- 2.07 Study KMBOK™ by Phase (Phase III – Design/Justify KM Initiatives)
- 2.08 Study KMBOK™ by Phase (Phase IV – Implement/Manage Organizational Change)
- 2.09 Study KMBOK™ by Phase (Phase V – Operate and Maintain – Continuously Improve)
- 2.10 Study/Evaluate the Evidence-Based, KMM

## Theme III: KM403 – Perform KM (KM Competencies and Associated KM “Bulls”)

- 3.01 Benchmark Proposed KM Solutions – Acquire Knowledge from other sources
- 3.02 Perform Knowledge Audit – To Audit or not?
- 3.03 Create K Maps – Powerful KM Methods/Tools
- 3.04 Develop KM Vision, Values Statement and Performance Targets
- 3.05 Develop KM Strategy – Decide which KM Bulls to Design/Justify
- 3.06 Competency Area #1: Transformational Leadership & Strategy  
KM Bull 1: Advanced Transformational Leadership & Strategy  
KM Bull 2: Innovation
- 3.07 Competency Area #2: Knowledge Assessment and Evaluation  
KM Bull 3: K Audits  
KM Bull 4: Analytics  
KM Bull 5: KM Metrics
- 3.08 Competency Area #3: Culture and Communication  
KM Bull 6: Traditional Change Management – Advanced Concepts  
KM Bull 7: Personal Knowledge Management
- 3.09 Competency Area #4: Collaboration and Communities  
KM Bull 8: Expert Locator  
KM Bull 9: Communities of Practice (CoPs)  
KM Bull 10: Social Network Analysis (SNA)
- 3.10 Competency Area #5: Knowledge Asset Management  
KM Bull 11: Taxonomy, “Findability” and “Discoverability”

### 3.11 Competency Area #6: Intellectual Capital Management

KM Bull 12: Knowledge Capture for Action

KM Bull 13: Knowledge Transfer Process™

### 3.12 Competency Area #7: Organizational Learning

KM Bull 14: 'Rethink Learning'

KM Bull 15: Performance Support

KM Bull 16: "Connect & Collect" – Process Management in the Knowledge Age

### 3.13 Competency Area #8: Knowledge-Embedded Business Operations

KM Bull 17: Lessons Learned Management Process (Learn Before, During, After)

KM Bull 18: Best Practices Management Process

KM Bull 19: Customer Satisfaction

### 3.14 Competency Area #9: Knowledge Technologies

KM Bull 20: Taxonomy

### 3.15 Competency Area #10: Knowledge Architecture

KM Bull 21: Information Architecture

### 3.16 Adjunct Competency Area: KM Research

KM Bull 22: Research Technologies and KM Book Publishing

### 3.17 Link Plans, Get Buy-In

### 3.18 Design/Justify "To-Be"

### 3.19 Implement, Continuously Improve

### 3.20 What's Next: Master CKM (MCKM) and Beyond

## Theme IV: KM404 – Study Special Topics, Enrichment Knowledge Nuggets™

### 4.01 Learn KM Techniques: Storytelling, Appreciative Inquiry

### 4.02 KM Sciences – Axiology/Epistemology, Ontology, Complex Theory, and more

### 4.03 Intellectual Property – Patents, Trademarks and Copyright

### 4.04 Emerging KM Technologies – Enrichment Knowledge Nuggets™

KM in the Cloud, Info Architecture and more

### 4.05 Emerging KM Methods – Enrichment Knowledge Nuggets™ in various core areas:

Transformational Leadership, Innovation, Social KM, Taxonomy Workshops, Knowledge Elicitation/Capture and Retention, Proficiency-Based Learning, and more.

## 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 Hub is your "go-to" location for:

Module 15 (Hot Topics!) Visit the KMI Knowledge Hub 🍷



– "Knowledge Nuggets" categorized by Competency Area

Videos, as referenced in Theme IV, reside in our Learning Management System, within the Knowledge Hub. As new material is available, we add it to the Hub and send regular announcements as they come online.

– New and emerging KM topics, enhancements to the CKM program and opportunities to connect with your fellow CKM grads.

## Convince Your Leadership

Why should you, the executive or commander, 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 not just the foundation, but the best-known practices delivered by top organizations. Your staff will learn not just the '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. Not just out of the book, 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 you can't script or teach.

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

At KMI, we realize the standard approach of 'teach and test' and memory recall is not enough for someone to truly master the content.

Because of this, your staff's training does not end on Friday afternoon, but is just the beginning of our commitment for continuous learning. With our industry-exclusive "**Knowledge Hub**" - students learn from instructional videos on a variety of KM topics, delivered by expert Guest Speakers or Adjunct Faculty.

And, all students from our live classes gain access to the entire program online, via the **eCKM**. This means your team doesn't have to rely on the notes they took in class, but can reach back and review the critical modules they need months after class, on video, to truly master the content and keep it fresh.

In short, you need the confidence to know your team will come back from their training ready to roll up their sleeves and get to work. And, the fact that they are utilizing best practices and new knowledge/skills, successfully used by some of the most powerful organizations in the world, makes this the right choice for any organization.

"We covered quite a bit of ground . . . and I'm hungry to start implementing . . . in our organization."  
- Cindy T.

"The Instructor was extremely knowledgeable . . . KMI has given me the tools I need to get started."  
- T. Howard

"Exposed to many great ideas (in class) that can be put to work in our organization right away."  
- Jessica Terry

## Program Fees

The tuition rate per student is \$3995, with a 10% early bird discount if enrolled and paid at least 30 days in advance (lowering the rate to \$3595). Other discounts are available depending on your status, including: government, military, non-profit, NGO, and Booz Allen Hamilton. Group discounts available for two or more individuals from the same organization. Tuition rates may vary depending upon location, as well. Contact KMI for details.

## Contact us!

### Individual Student Enrollment

Contact: Marie Jeffery  
Director, Customer Experience  
PH: 757-595-5658  
Email: [marie.jeffery@kminstitute.org](mailto:marie.jeffery@kminstitute.org)

### Group Training, Private Classes, Custom Training

Contact: Eric Weidner  
VP of Business Development  
PH: 703-327-7096  
Email: [eric.weidner@kminstitute.org](mailto:eric.weidner@kminstitute.org)

## ABOUT THE KM INSTITUTE

The Global Leader in KM Certification and Training -- the KM Institute 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 solutions providers – KMI continues to build upon an already proven world class knowledge management learning program.

KM Institute  
1414 Wynhurst Lane, Suite 300  
Vienna, VA 22812 USA  
PH: 1-866-360-4564  
[www.kminstitute.org](http://www.kminstitute.org)