



# **Changing with the Times - Knowledge Management for Today's Practitioner**

A KMI "Showcase" covering Metrics, Audits, Practical KM,  
and Transformational Change Leadership



Sheraton Tysons Hotel, Tysons, VA  
December 1, 2016

Co-Sponsored by



# Join KMI and Enterprise Knowledge on December 1st!

KM Practitioners have the daunting task of improving their company or agency's knowledge-sharing initiatives, from better content management, to capturing lessons learned, to bridging the elusive gap between the people, process, and technology that runs the organization.

That's why it's so important for KM professionals to gather and learn from each other; to glean from the experts who've gained success in this fast-growing, ever-evolving field.

And that's why KMI is proud to deliver another popular KMI "Showcase" this December.

## What is a "Showcase?"

The KMI Showcase is a mini conference covering a variety of KM-related topics for the practitioner. Includes two Tracks, each up to six, 60-minute sessions, from 8:00am-4:30pm. You may choose to attend the full day (6 sessions) or half day (3 sessions, AM or PM pass), and you may go back and forth between tracks.

KMI has partnered with local experts in the Knowledge and Information Management space, from top consultants and CEOs, to leaders in government and military KM. Presenters include: Jane Maliszewski (Owner, VAULT Associates), John Lewis, PhD (Co-Founder, CoHero Institute, LLC), Zach Wahl (President and CEO of Enterprise Knowledge), Joe Hilger (COO, Enterprise Knowledge), Tara Mohn (KM Lead, Dept of State), Cynthia Hilsinger (CKO, Army Medicine), Tom Dale (Owner, Kelvindale Consulting, LLC), Angela Pitts and Mary Little (Sr. Consultants, Enterprise Knowledge). *Full bios enclosed.*

*Coffee/pastries provided in the AM, coffee break with cookies in the afternoon. Lunch included for full-day Commercial guests, optional for Gov/Mil guests and guests with half-day pass. Happy Hour: appetizers provided and one drink ticket, located at the hotel bar/restaurant.*

## The Topics...

- KM Metrics / Analytics
- KM Audits
- Taxonomy and Search
- Neuroscience and Change
- Best Practices / Case Studies
- Unified KM Frameworks
- Transformational Change Leadership
- Getting KM Buy-In
- Knowledge Life Cycles
- KM Governance

**Registration – see last page**



## Schedule at a Glance

Thursday, December 1

AM Sessions, 8:00am-11:30am

Guests may choose sessions from both tracks. See presentation overviews on next page.

<b><u>Track A</u></b> <b>Transformational Change Leadership:</b> Ability to develop/promote transformational vision and strategy, and execute as an imperative	<b><u>Track B</u></b> <b>Metrics Audits, New Methods, and Taxonomy / Search</b>
<b>8:00am-9:00am:</b> Create <i>Urgency</i> to Act Now and Implement KM	<b>8:00am-9:00am:</b> Practical KM, Assessing Where You Are, Where You Want to be, and Ensuring You Get There
<b>9:15am-10:15am:</b> Neuroscience and Change	<b>9:15am-10:15am:</b> The Knowledge Continuity Cycle - What's Needed for all New Employees
<b>10:30am-11:30am:</b> Get <i>Buy-In</i> to Act Now and Implement KM	<b>10:30am-11:30am:</b> The Knowledge Audit - How to Discover your Knowledge Assets and Needs

Lunch: 11:30am-1:00pm

Afternoon Sessions, 1:00pm-4:30pm

<b><u>Track A</u></b> <b>Transformational Change Leadership:</b> Ability to develop/promote transformational vision and strategy, and execute as an imperative	<b><u>Track B</u></b> <b>KM Metrics, Audits, New Methods, and Taxonomy / Search</b>
<b>1:00pm-2:00pm:</b> KM and Change Leadership - How the New Learning Org Balances Transformational and Transactional Activities from a Unified Model of Change	<b>1:00pm-2:00pm:</b> Action-oriented Search: Turning Find into Act
<b>2:15pm-3:15pm:</b> A New Transformational Framework for Change Implementations	<b>2:15pm-3:15pm:</b> How Metrics can Move KM Forward
<b>3:30pm-4:30pm:</b> Speed to Proficiency: The Convergence of Learning and Knowledge Management	<b>3:30pm-4:30pm:</b> Taxonomy, Analytics and Governance

Happy Hour Reception: 4:30pm – 6:30pm

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# Presentation Overviews

## Track A

**Topic: Create Urgency to Act Now: Implement KM**

**Presenter: Douglas Weidner**

8:00am-9:00am

Arguably, the most important of Kotter's eight key transformation steps is 'Urgency.' This presentation introduces timeless contributions from John P. Kotter's book, ***A Sense of Urgency*** (2008), but in the specific context of KM Change Leadership and the emerging Knowledge Age, including: generic concepts of episodic vs continuous change; complacency; and false urgency. Learn why strategic initiatives fail, and the four tactics to ensure a high probability of transformational success.

Kotter's legendary eight-step process for managing change are the foundation for transformational leadership everywhere; mastery is of paramount importance and foundational to KM - for creating a true Learning Organization in the Knowledge Age.

What You Will Learn:

- Understand Kotter's critical urgency prescriptions including complacency and false urgency
  - Make operational the adage: 'Great leaders win both hearts and minds'
  - Evaluate and enrich your own KM efforts with regard to Kotter's four 'Urgency' tactics
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## Track B

**Topic: Practical KM - Assessing Where You Are, Where You Want to Be, and Ensuring You Get There**

**Presenter: Zach Wahl**

8:00am-9:00am

Knowledge Management should be a critical component of any organization's strategy, operations, and technical infrastructure. However, many organizations continue to struggle with defining what KM is, what they can get out of it, and how it integrates with their business. Much of this challenge is due to the fact that KM has long been an ill-defined concept, coopted by academics that fail to focus on business value. Other organizations have struggled with KM due to an inability to recognize that effective KM transcends a single discipline, integrating People, Culture, Processes, Technology, and Content throughout and between the various functions on an organization.

This session will define business-focused KM and discuss the various aspects of Knowledge and Information Management that yield true business value. It will also define an Agile approach to understanding the current status and future needs for KM within an organization, including the introduction of EK's KM benchmarking system for understanding where your organization should focus. The session will conclude with a series of real world case studies and related best practices to ensure participants are armed with the practical tools to ensure they achieve their KM goals.

What You Will Learn:

- Concise definitions for KM Value and supporting components, put in terms of business value and results.
  - An Agile process to defining your organizations KM needs, priorities, and road map.
  - Support best practices and lessons learned, powered by real world case studies.
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## Track A

### Topic: Neuroscience and Change – *Your Brain on Change*

Presenter: Jane Maliszewski

9:15am-10:15am

Neuroscience--the study of the brain and nervous system-- is revealing new insights on how we respond to change. By understanding the emerging science we can better position ourselves to create and manage successful change for ourselves and for our organizations.

During this session, we'll explore:

- What happens in our mind and body when a change comes into our life?
- How can we manage that automatic response to create a more productive outcome?
- What implication does the individual response to change hold for change in organizations?
- What techniques can you use to facilitate more effective change?

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### Topic: Get *Buy-In* to Act Now and Implement KM

Presenter: Douglas Weidner

10:30am-11:30am

The second most important of Kotter's eight key transformation steps is to get 'buy-in.' This session introduces timeless contributions of Kotter's book, *Buy-In* (2010) in the specific context of KM Change Leadership. Learn specific counter-strategies against these idea killers:

Death-by-delay: discussion postponed until forgotten.

Confusion: too much data for timely analysis.

Fearmongering: irrational anxieties created.

Character assassination: your reputation and credibility become suspect.

This presentation focuses on specific strategies to overcome:

"we don't need your solution," "your solution is a poor one,"

"your solution is good, but it won't work here."

Kotter's eight-step process is the foundation for transformational leadership everywhere; mastery is of paramount importance and foundational to KM - for creating a Learning Organization in the Knowledge Age.

## Track B

### Topic: The Knowledge Cycle – What's needed for all new employees in a knowledge-rich environment

Presenter: Tara Mohn

9:15am-10:15am

See how you can work smarter by instilling knowledge management principles in each employee. The Knowledge Continuity Cycle involves key knowledge "touch points" in an employee's tenure: (1) Structured On-boarding, (2) Enrich use and grow knowledge base s as part of job activities, (3) Knowledge Continuity Team Meeting to capture/share knowledge before experts leave.

These concepts are instilled in employees when they start a new job. Therefore knowledge management responsibilities are purposefully communicated right from their first week on the job.

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### Topic: The Knowledge Audit - How to Discover your Knowledge Assets and Needs

Presenter: Tom Dale

10:30am-11:30am

Every company has a KM system – but how good is it? In order to establish this and give a roadmap for the way forward, it is necessary to carry out a "knowledge audit". This is like a SWOT analysis of knowledge processing at the organization. It elicits the strengths – the knowledge assets – and the weaknesses – the knowledge gaps. And it determines the opportunities produced by identifying the needs and the flows – and makes explicit the threats posed by not doing this. KM is not an optional extra – every organization does it – the only question is whether or not they do it with focus and planning, and achieve real results from improved knowledge sharing and integration.

This session will define in detail what a knowledge audit is, how it can be done, and the ways in which it moves a KM strategy from being theoretical shelfware into being an empirical exercise that can be put into immediate practice with beneficial results. It explains how the audit should be based on the popular division of KM into People, Processes, and Technology Platforms, and gives methods for identifying who should do what, how things should be done, and what tools can and should be used to support this.

What You Will Learn:

- The importance of people, processes, and platforms in a knowledge audit.
- The roles that matter in a KM system, and methods for identifying the people who can fill them.
- The knowledge processes that are inherent in the business processes which companies use, and how to determine where they need to be improved and
- The tools and technologies, both large and small, which can support KM, and the platforms that integrate them into enablers of knowledge networks.



## Track A

### **Topic: KM and Change Leadership - How the New Learning Org Balances Transformational and Transactional Activities from a Unified Model of Change**

**Presenter: John Lewis, PhD**

1:00pm-2:00pm

The Greek philosopher, Heraclitus, is quoted as saying “the only constant is change.” Organizations today understand this concept but still struggle with how to lead change successfully. The fundamental reason is due to incomplete models of change, since a change agent is only as good as their model. The New Learning Organization is one that defines KM, leadership, and work activities related to learning and change, rather than as independent topics working from separate models.

This session will introduce the ADIIEA unified model of change, with comparisons to incomplete models of change, to provide change agents with a deeper understanding of the psychological phases of change. Rather than just memorizing some steps to follow, change agents will then be able to identify the KM systems, management strategies, and leadership attributes that are required for each phase of change.

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### **Topic: A Transformational Framework to Implement Change**

**Presenter: Douglas Weidner**

2:15pm-3:15pm

Kotter's new framework recognizes that constant turbulence and disruption are now the norm, not the exception. Kotter's latest book, *XLR8(Accelerate - Building Strategic Agility for a Faster-Moving World*, 2014), claims organizational hierarchies have been bred to efficiently meet daily demands, but fall far short when the challenges of new opportunities emerge in a fast-moving world. Kotter's more recent, extensive research has uncovered new concepts that complement his earlier findings, but these results focus on organizations that desperately need to exploit opportunities, that can certainly no longer remain complacent.

Kotter posits five core principles that enrich his earlier research results and many books. And, he has modified his classic eight steps to be accelerators, which are essential for success.

You Will:

- Understand Kotter's five new transformational principles and eight accelerators
- Be able to evaluate your own KM efforts against Kotter's enriched prescriptions for transformation
- Enrich your existing transformational strategies to better implement KM now

## Track B

### **Topic: Action-oriented Search: Turning Find into Act**

**Presenter: Joe Hilger**

1:00pm-2:00pm

Search is a critical component of Knowledge Management in any large organization. We all want that Google experience when we are looking for things inside our company. How many of your organizations offer a search that feels anything like Google. Organizations spend millions of dollars on new search tools and the results fail to meet expectations. There is a better approach, called "Action Oriented Search". As part of his presentation, Joe Hilger will explain what Action Oriented Search is, and how it can fix your existing search.

Joe will use real world examples of Action Oriented Search implemented in tools like Google and Bing. Attendees will learn how to implement their own Action Oriented Search through a series of examples and an interactive design session.

At the end of the session attendees should have solutions that they can take back to their companies that will have a lasting and immediate impact on search.

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### **Topic: How Metrics can Move KM Forward**

**Presenter: Cynthia Hilsinger**

2:15pm-3:15pm

Measurement drives behavior which is a step towards a cultural change in an organization. So determining what to measure is important. As a knowledge manager, you may want to know the impact of information placed on the company portal. Measuring the number of documents posted may not give you that information. Look deeper and investigate how many times the document was referenced, updated, or downloaded. This allows you to see how active the document is. This is a much different measurement than having the document posted 4-years ago and never opened again.

Command and corporate leaders want to know their progress on strategic initiatives. Collect data on key initiatives and trends will appear in the data. If you are not at the C-suite then collect data on the initiatives important to your department, section, and branch. Quantify the impact in dollars, compliance, or time, whatever is a key measurement to your organization. Document the metric - they are your discovery tools.

This session will focus on illustrating metrics to support key business initiatives. A consistent measurement can point to a root cause, a deviation, and provide a forecast. When you apply Knowledge Management models your organization transforms across several areas of impact and influence.

Leaders begin to see the value of KM. When KM is valued across the enterprise resources are provisioned when value is exchanged. Behavior changes when the organization's values change. When values change the culture shifts.



## Track A

### **Topic: Speed to Proficiency: The Convergence of Learning and Knowledge Management**

**Presenter: Bill Bruck, PhD**

3:30pm-4:30pm

Here's a news flash: The people in the C-suite who fund our initiatives don't care about taxonomies, knowledge cycles, instructional design, or information architectures. At the end of the day, they do not look to us for any of those things. They look to us to ensure that people are ready and able to do their jobs. We need to be in the readiness business, which is really the business of creating speed to proficiency.

From an organizational perspective, the best way to ensure readiness is the convergence of learning and knowledge management. On the one hand, this ensures that tacit knowledge is explicated; that information is organized and searchable; that processes and procedures are documented – that the knowledge people need to do their jobs is ready-at-hand. On the other, it ensures that appropriate instructional methods are used to teach people new skills; that action learning and informal learning prepare people for complex new jobs; and that the transfer of learning to the job is assessed and documented.

While certain champions of learning and of knowledge management argue that their discipline subsumes the other, I would suggest that a better approach is to honor and respect the months of training and years of experience needed to master each discipline. Practitioners of each must learn how to create high performance partnerships to achieve the common goal of ensuring readiness in high value organizational initiatives.

#### What You Will Learn:

- The business case for being in the readiness business, not the KM or the Learning business
- What KM professionals need to know about Learning, and what Learning professionals need to know about KM
- How combined Learning/KM teams can partner to create speed to proficiency
- How proficiency can be demonstrably assessed

## Track B

### **Taxonomy, Analytics, and Governance**

**Presenters: Angela Pitts and Mary Little**

3:30pm-4:30pm

Analytics is a critical tool that allows business owners to make fact-based decisions about taxonomies. Taxonomy management involves capturing terms and concepts, analyzing their usefulness, and managing the employment of the concepts and terms within different contexts. Angela and Mary will present best practices on design and maintenance of taxonomies, as well as discuss the role of the governance plan. Our session will focus its discussions around the broad areas of design methodology.

Participants will come away from the sessions with sustainable methods for maintaining taxonomies and integrating changes into their systems design processes.

#### What You Will Learn:

- Best practices for taxonomy management
- How to use analytics to drive continuous improvement of the taxonomy
- How to make taxonomy governance plans work in an agile environment.





## The Presenters



**Douglas Weidner** is the Chairman and Chief Instructor for KM Institute (KMI); a respected KM trainer, consultant, conference speaker and mentor. Douglas has a proven reputation as a dynamic and influential speaker. His delivery style is considered highly energetic and passionate, yet truly insightful (practical experiences and exercises). He focuses on the practical application of KM theory and key learning objectives.

He has trained, certified and advised KM leaders in most every U.S. Government Agency and all major U.S. military services and joint combatant commands, nongovernmental organizations, and over one thousand commercial firms worldwide. His focus is on developing KMI's Knowledge Maturity Model (KMM™), the KM Transformation Solution™ and on expanding KMI's worldwide KM Certification offerings.

Prior to his role as Chairman of the KM Institute (2004), Douglas co-founded the first KM professional society and its DC based Chapter in 1998, re-elected as chapter President in 1999 and 2000. He was co founder and Executive Director of the KM Professional Society's Learning Center (2001-4).

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**Zach Wahl** has nearly 20 years of experience leading programs in the knowledge and information management space. He has worked with more than 200 public and private organizations to successfully strategize, design, and implement information management systems, including knowledge bases, intranets, content management, document management, taxonomy management, and websites (eCommerce and informational). Zach has developed his own taxonomy design methodology, has authored a series of courses on knowledge management, and is a frequent speaker and trainer on information governance, web strategy, and taxonomy design. His experience includes projects for a broad spectrum of clients, ranging from the U.S. Department of Health and Human Services (HHS), Department of Defense (DoD), and Department of Energy (DOE). He also has extensive experience in the private sector and internationally with institutions including the International Monetary Fund (IMF), Nike, Marriott, Scottish Qualifications Authority, and UK Office of the Deputy Prime Minister.

Zach has served on the board of the Washington DC Knowledge Management Institute and as the Chairman of the Institute for International Research (IIR) Enterprise Web, Portals, and Collaborative Technologies conference. He also serves as faculty for the Knowledge Management Institute, providing training and consulting on taxonomy design and development.

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**Joe Hilger** has over 20 years experience leading and implementing cutting edge, enterprise scale IT projects. He has worked with an array of commercial and public sector clients in a wide range of industries including financial services, healthcare, publishing, hotel and lodging, telecommunications, professional services, federal government, non-profit, and higher education.

Joe uses Agile development techniques to help his customers bridge the gap between business needs and technical implementation. He has a long track record of leading high performance professional teams to deliver enterprise level solutions that provide real value. His development teams have a strong record of client satisfaction, innovation and leadership. Joe is an expert in implementing enterprise-scale content, search, and data analytics solutions. He consults on these areas with organizations across the country and has spoken on a wide range of topics including enterprise search, enterprise content management, big data analytics, agile development and content governance.

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**Tara Mohn** - as a pioneer in the harmonization of Knowledge Management (KM) and Government strategy at the Foreign Service Institute (FSI) at the State Department, Ms. Mohn is the Knowledge Manager of the School of Professional and Area Studies (SPAS) at FSI. She is a practitioner, instructor, and speaker in KM strategy, methods, and tools such as SharePoint, Wikis, Communities of Practice, and Adobe Connect webinars.

A Project Management Professional (PMP) and a Certified Knowledge Manager (CKM) Ms. Mohn strives to create and implement value-added solutions that foster performance improvement. Working with several organizations within the State Department and the international Knowledge Management community overall, Ms. Mohn is committed to enhancing the capability of our Country's leadership by sharing, facilitating, and implementing Knowledge Management practices and culture in the federal government.

She has been accepted by Columbia University's Information and Knowledge Strategy Master of Science program. Starting in September, 2017, this degree will enable Ms. Mohn to fulfill her career goal of being a leader in Knowledge Management.

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**John Lewis** is a life-long learner, and believes in balancing work (Gartner Best Practice implementation) with underlying models and theory (USC doctorate in Educational Psychology). His key interests are within Knowledge Management, and the intersections made with Leadership, Policy-Making, Organizational Learning, User Experience, and AI.

His primary work is currently at The CoHero Institute for Collaborative Leadership, and teaching in the Knowledge Management program at Kent State University. Also currently the Associate Editor for Leadership and Organizational Behavior at the Journal of Innovation Management, and serve on the AIIM oversight committee to develop a framework of certification standards for the field of Knowledge & Innovation Management.

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**Jane Maliszewski** is the owner of **VAULT Associates**, a Leadership and Team Development company providing Executive and Leadership Coaching and Performance Effectiveness consulting for individuals, teams, and organizations. Previously, Jane served in the U.S. Army in the technology field, culminating in promotion to Colonel and CIO for the Army's Training and Doctrine Command. Throughout her career, she has been actively engaged with leader development, team effectiveness, and organization transformation.

She has Masters degrees in Business Administration and National Strategy, Bachelor in History, and advanced certification in Leadership Coaching (ACC); Organization Development; Neuroscience, Coaching and Transformation; KM; and federal Chief Information Officer. Jane serves on the Women in Technology Leadership Board and Chair for Programs.

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**Tom Dale, MSc, MA**, is a Knowledge Management and Technology consultant, and owner of Kelvindale Consulting LLC. His work is based on the key principle that Knowledge Management is not an optional extra – it is an essential part of how any organization does business. The only question is how strong, and open a company's KM strategy and implementation is.

Through knowledge audits involving in-depth interviews, interactive group training, and deep-dive analysis of processes, Mr. Dale creates knowledge strategies that are firmly based on evidence, and which can be immediately put into practice to bring together People, Processes, and Platforms. Mr. Dale believes that knowledge processes are fundamentally social processes, and the key to KM success is the interaction of people with each other and with modern social technology platforms.

In his spare time Mr. Dale is a writer of stories and screenplays. He holds Masters Degrees in Advanced Information Technology and in Logic and Scientific Method, and is a CKM graduate of KMI.





**Cynthia Hilsinger** has extensive DOD experience working for all branches of the military. She truly is a “purple suiter” having attended the Naval War College and Air Command and Staff College. Her current assignment is at Fort Belvoir for the Regional Health Command Atlantic - Provisional. As Chief Knowledge Officer she influences Army Medicine as it prepares for Genesis deployment. She manages KM processes across her region, which encompasses all Army treatment facilities from the Mississippi River east to the Atlantic Ocean.

Her prior assignment as Chief Knowledge Officer was at Navy Medicine Professional Development Center. She guided executive staff in developing a robust telework program, which led to the 2012 Alfred P. Sloan award for Excellence in Workplace Effectiveness and Flexibility in the When Work, Works competition.

Previous to that assignment she was at the Pentagon working for Headquarters Air Force (HAF) as a Data Asset Manager. It was during this assignment she recognized that data in and of itself did not make the organization “smarter.” It was there the journey from data, to information, to knowledge management began.

Ms. Hilsinger was a 2008 national finalist for the Heroines in Technology Award, given jointly by Women in Technology and March of Dimes. Her efforts in outreach with computers and information management also garnered her 2007 International Meritorious Award of Excellence for IT from the Armed Forces Communication Electronic Association (AFCEA).

Ms. Hilsinger received her bachelor’s degree from the University of Hawaii at Manoa and a Master of Science in Communications Technology from Strayer University graduating Summa cum Laude. Ms. Hilsinger represented Strayer University as the Presidential Management Fellow candidate 2007.

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**Bill Bruck, PhD** adds value to organizations by creating proficiency-based learning programs that create demonstrable bottom line results. His approach to creating speed to proficiency is by using a continuous learning framework that integrates formal training with blended learning, informal learning and performance support. He assists customers with leveraging the power of new breakthrough technologies that integrate the traditional learning management system with social media and knowledge management tools.

Dr. Bruck is also a learning strategist who advises companies on how to transform training into proficiency-based learning to create a sustainable competitive advantage.

International keynote speaker, designer of the award winning eCampus learning system, and formerly a tenured professor of psychology, Dr. Bruck integrates technical expertise honed over two decades with his understanding of organizational systems and the people who make them work.

His latest book, “Speed to Proficiency,” is available in paperback and Kindle at Amazon.com.

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**Angela Pitts** is a Sr. KM Consultant with Enterprise Knowledge and has almost two decades of experience in KM and IT Project Management. She has consulted and worked on KM projects in a variety of roles, ranging from web content management, social media consultant, UX architect, strategic communications consultant, technical writer, trainer, and instructional designer. In addition, she has also served as an IT project manager, a web content manager, systems librarian, and taxonomist working in both public and private sectors.

She is a certified Project Management Professional (PMP) and has an MS in Library Science.

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**Mary Little** is a Senior Consultant at Enterprise Knowledge, a consulting firm focused on delivering Knowledge and Information Management solutions in an agile way. She has led IT implementation efforts on projects for U.S. Federal clients, such as the Office of the Secretary of Defense and the Office of Personnel Management, as well as non-profits including the American Institute of Architects. Mary is a certified Project Manager (PMP), Scrum Master (CSM), and Product Owner (CSPO).

She has a Master's Degree in Organizational Management from The George Washington University. and she is passionate about making organizations more effective and efficient by improving the way they collaborate and share information.

## Sheraton Tysons Hotel, Tysons, VA



Adjacent to the Spring Hill Rd Metro Silver Line Stop, Sheraton Tysons Hotel grants you the convenient access to all things to do in Tyson's Corner, VA. Located between Dulles Airport and downtown Washington DC, it's easy to get to/from such area destinations as the popular Tyson's Mall, Reston Town Center, and much more.

Website: <http://www.sheratontysonscorner.com/>  
 Address: 8661 Leesburg Pike, Tysons, VA 22182  
 Ph: 703-448-1234. Hotel reservations: 888-627-8230

## Restaurant Options



Buffet lunch will be served at the hotel restaurant, Brix and Ale, for our full-day Commercial guests, and Gov/Mil guests with optional lunch ticket (\$40).

Want to go out for lunch? You have several options right next door to the hotel:



And for just a block further, there are up to 8 restaurants in the Audi/Porsche dealership "strip mall," from Indian to American cuisine.

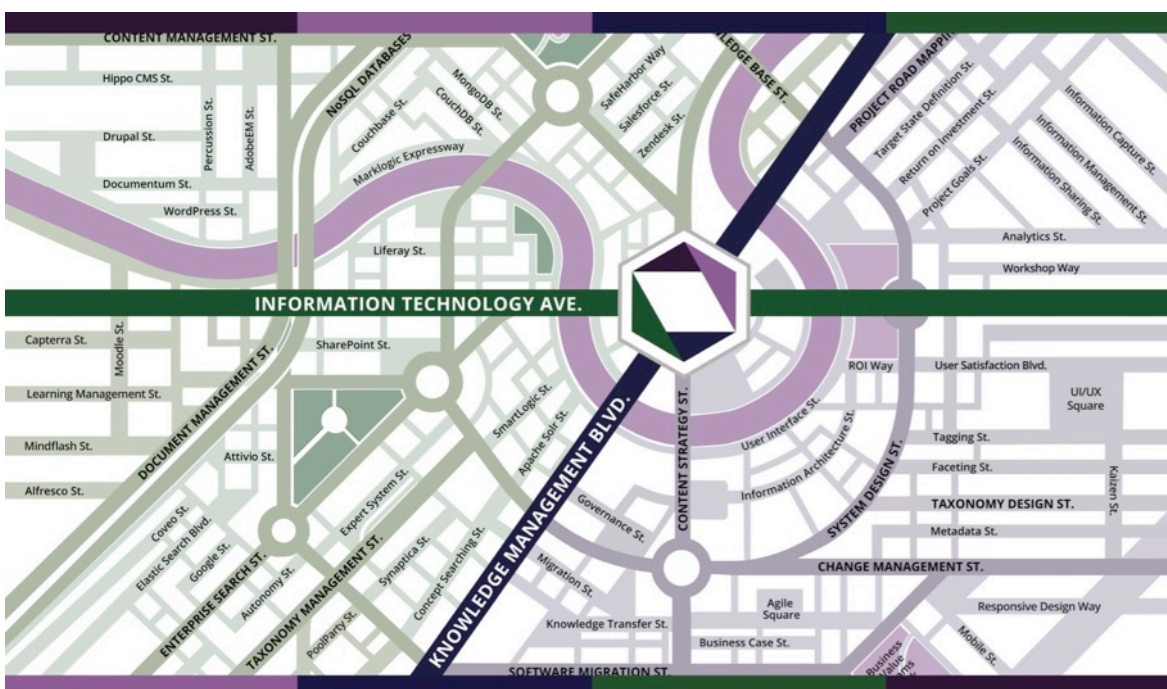


# About Enterprise Knowledge, LLC

Enterprise Knowledge (EK) is a services firm that integrates Knowledge Management, Information Management, Information Technology, and Agile Approaches to deliver comprehensive solutions. Our mission is to form true partnerships with our clients, listening and collaborating to create tailored, practical, and results-oriented solutions that enable them to thrive and adapt to changing needs.



Our core services include strategy, design, and development of Knowledge and Information Management systems, with proven approaches for Taxonomy Design, Project Strategy and Road Mapping, Brand and Content Strategy, Change Management and Communication, and Agile Transformation and Facilitation. At the heart of these services, we always focus on working alongside our clients to understand their needs, ensuring we can provide practical and achievable solutions on an iterative, ongoing basis. [www.enterprise-knowledge.com](http://www.enterprise-knowledge.com)



*KMI is pleased to feature several top consultants from EK at the Showcase, including President and CEO, Zach Wahl. Mr. Wahl is also KMI's instructor for Taxonomy and CKS-Taxonomy Certification (Certified Knowledge Specialist).*

*"We are very excited to officially add Zach to our team," says Douglas Weidner, Chairman of KM Institute. "He brings many years of Taxonomy experience to our repertoire, as both a successful practitioner and instructor. We know our students will benefit greatly from his teachings."*



*Wahl agreed, "I am thrilled to be partnering with KMI to provide taxonomy design instruction and services. This is a great union of two organizations that focus on business value and practical KM."*

For more information on KMI's Taxonomy training, please visit: <http://www.kminstitute.org>



# Registration Options

## **Free for Government and Military personnel**

Just use the “Gov/Mil” option when registering. Lunch is optional (\$40 – buffet lunch at hotel restaurant).

Gov/Mil may choose as many sessions as they like (up to 6), from 8:00am-4:30pm.

## **Low Cost for Commercial**

Public sector guests may enjoy the event at a very low cost of just \$200 for the full day (6 sessions; includes lunch) or \$100 for half day (3 sessions, lunch optional). Group discounts available – please contact KMI if you’d like a special order form for multiple guests.

# Register Today to Reserve Your Seat!

Click here: <http://www.kminstitute.org/content/km-showcase-december-1-2016>

- Click on the “Register Now” button...
- Click on the “Register” tab at the registration site (top-left)...
- Enter your contact info and choose your path (Commercial or Gov/Mil)
- Choose your sessions and pay (if applicable), and you’re all set!

KMI will follow up to confirm your registration and answer any questions you may have.

# Questions? Contact us today!

Call (US) 703-327-7096, or email: [training@kminstitute.org](mailto:training@kminstitute.org)

We are standing by to help, and we look forward to seeing you Dec 1<sup>st</sup>!

