



# CERTIFIED KNOWLEDGE MANAGEMENT

Hotel Merian Basel  
4. - 8. May 2015

Basel 2015   
SWITZERLAND

Douglas Connect  
*Working communities*

# CERTIFIED KNOWLEDGE MANAGER (CKM) INTENSIVE TRAINING

**DATES:** 4.-8. May, 2015  
**LOCATION:** Hotel MERIAN Best Western,  
Basel, Switzerland  
**LANGUAGE:** English  
**ORGANISER:** DOUGLAS CONNECT GmbH  
Bärmeggenweg 14  
4314 Zeiningen, SWITZERLAND  
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T: +41 61 851 0170



DEAR COLLEAGUE,

*I draw your attention to our next international knowledge management training which will be held in Basel, Switzerland from 4-8 May 2015.*

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 May 2015.

*Barry Hardy*



# CERTIFIED KNOWLEDGE MANAGER



## 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



# REGISTER NOW!

## CONTACT PERSON

Spela P. Hardy  
[km@douglasconnect.com](mailto:km@douglasconnect.com)  
T: +41 61 851 01 70

## 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

Group Human Resources, Baloise Group, Switzerland

Experienced practitioner and lecturer in Strategic Management, KM, Change Management, Organisational Development and Innovation Management. Former CKO of PwC Switzerland, former Knowledge Manager at ABB Switzerland and various leadership positions at F. Hoffmann-La Roche. University lecturer in Basel, Olten, Berne, Zurich and Lucerne. Founder and owner of bk, a small consulting business.

**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

Wyrsh & Partners GmbH, Switzerland

Expert Mentor, Facilitator & Moderator · Business Process Management & Design · Formerly Vice president & Leader of the KM Competence Center at Credit-Suisse, CKO at PwC and Global Knowledge Architect for HP Consulting · Change Management & Innovation Management · Lecturer at the Fernfachhochschule Schweiz (Distance Learning University) in Basel, Bern and Zürich

**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



# CERTIFIED KNOWLEDGE MANAGER

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



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

Douglas Connect  
*Working communities*

## 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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**LANGUAGE:**

English

## 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 I« 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.

Exclusive KM Institute Training Providers in Switzerland

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## 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 • and many more

Basel 2015   
SWITZERLAND

# CERTIFIED KNOWLEDGE MANAGER



## EVENT VENUE (CKM)

- DATES:** 4-8 May, 2015
- LOCATION:** Hotel MERIAN Best Western, Basel, Switzerland
- LANGUAGE:** English



## ABOUT THE HOTEL MERIAN BASEL HISTORICAL HOTEL MERIAN

- ▶ In 1225 the Bishop of Basel Heinrich von Thun opened the first bridge across the Rhine
- ▶ A courthouse was constructed where a toll was charged to people wanting to cross the bridge. In later times, the three honorary societies of Kleinbasel (Lesser Basel) took responsibility for the building of a drinking establishment on the site of the old courthouse. The Meriansaal is first described in historical documents dating back to 1841. Hotel Merian has existed in its present form since the late sixties of the 20th century.
- ▶ Historically connected to the three honorary societies of Kleinbasel, the Hotel Merian still serves to host the annual «Gryffenmähli». The traditional «Vogel Gryff» Day takes place in January and commemorates the ancient customs of the three honorary societies and their corresponding heraldry figures «Vogel Gryff» (a legendary creature resembling a griffin), «Wilde Maa» (wild man) and «Leu» (lion).



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- Intensive training program •
- Basel • 4-8 May 2015 •



[www.events.douglasconnect.com](http://www.events.douglasconnect.com)

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