



# Certified Knowledge Manager (CKM)

## Blended, 5-day Workshop/e-Learning Program

### Overview and Module Outline

## Introduction

The highly acclaimed KM Institute CKM program is KM Institute's flagship course, delivered in up to 15 countries yearly, with thousands Certified since 2001. Delivered by internationally acclaimed speaker/instructor Douglas Weidner and expert faculty.

## Who Should Attend

The KM Institute 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.

CKM Graduates range from newcomers to seasoned practitioners, project managers to CKOs, public/private sectors, and just about everyone in-between.

## Learn to...

- **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

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!

## Prerequisites

*You do not need a background in KM or IT to start the KM Institute CKM Program.*

All CKM students gain access to the new "KM101" online program as optional pre-class study; instructor video, animation and interactivity - the latest in e-learning.

This means you and your classmates arrive with a level-set understanding of the concepts and terms, regardless of background and experience. And, it gives us more time in class for practical exercises and "hands-on KM."

## Knowledge Hub - Social KM/Continued Learning

Gain access to the new "Knowledge Hub" - your Social Knowledge platform.  
The KMI Knowledge Hub is your "Go to" location for:



**Continuous Learning** – via "Hot Topics" Training Videos

**Connect and Collect** – share and network with fellow students world-wide

**Visibility** – post your blog or article or learn from others; comment on postings

**New Content** – leverage new content/enhancements to the Certification program

## Online/Interactive Learning for all Students

In addition to the live class experience, all students gain access to the full course online, via the eCKM (DVDs or LMS). This means you can access the critical modules you need months or even years after class. Watch instructor video, animation, and test your memory with our interactive checkpoints and quizzes. No other KM Training provider offers this much value, convenience or flexibility.

## Three Phases of Certification

Pre-class online learning -- Live Workshop -- Post-class continued learning/networking



Before, during, or after, the KM Institute has you covered with the industry's best overall learning experience. Plus, join a global Community of Grads for great networking/sharing.

## 4-Themed Approach to Certification

Provides you with a solid mastery of the fundamentals, demonstrates why your organization needs KM, and provides all the tools and techniques required to plan and execute successful KM initiatives.



### Theme I

"KM Essentials"- a guide to practical KM and the role of KM Leader



### Theme II

KM Institute Methodology to Perform KM, intro to Bulls/Squirrels™



### Theme III

Track through the Methodology, learn how to Perform KM



### Theme IV

Enter Life-Long Learning Program, where special KM Hot Topics are surveyed

# Module Outline

## Themes I-IV

### Theme I: KM401 - Implement Grassroots KM

**Module 1.01** – Intro to the Knowledge (K) Age

**Module 1.02** – Post-industrial Knowledge Age Imperative

**Module 1.03** – Let's Define Knowledge (and It's Attributes)

**Module 1.04** – Understand Basic KM Fundamentals - New K Paradigm

**Module 1.05** – Understand Basic KM Fundamentals – K Modes (Tacit vs. Explicit)

**Module 1.06** – Understand Basic KM Fundamentals – K Processes

**Module 1.07** – K-Intensive Activities – Focus on four hi-level activities to seek K-Age improvements

**Module 1.08** – KM Principles

**Module 1.10** – Proven KM Methodology (Overview) – KM Bulls & Squirrels

**Module 1.11** – Understand K-Age Roles

**Module 1.12** – Understand Advanced/Strategic KM Methodology and Knowledge Maturity Model (KMM)

**Module 1.15** – Get Started

### Theme II: KM402 – Study the KM Institute KM Methodology to Perform KM

Unlike Theme I, this Theme has numerous self-study modules.

**Module 2.01** – KM Universe Model™. Introduction to KM Models and metaphors, especially how to use models to diagnose and prescribe KM actions.

*This is a self-study module in eCKM.*

**Module 2.02** – Review KM Principles of US Army (self study). Evaluate published 'Keys to Success'

**Module 2.03** – Understand Early KM Frameworks – Global Unified KM Framework™ KM Education Forum – Renewed attempt/establish credible KM Standards for KM Body of Knowledge (KMBOK™)

**Module 2.04** – Innovative K Café – Core KM Methodology

**Module 2.05** – Evaluate Alternative KM Methodologies

**Module 2.06** – Study KMBOK™ by Phase (Phase II – Create the K Imperative - Strategy)

**Module 2.07** – Study KMBOK™ by Phase (Phase III – Design/Justify KM Initiative)

**Module 2.08** – Study KMBOK™ by Phase (Phase IV – Implement/Manage Organizational Change)

**Module 2.09** – Study KMBOK™ by Phase (Phase V – Operate and Maintain – Continuously Improve)

**Module 2.10** – Understand Knowledge Maturity Model (KMM™)

## Theme III: KM403 – Perform KM Methodology

As with Theme II, this Theme has numerous self-study modules and especially supporting enrichment materials.

**Module 3.01** – Benchmark Proposed KM Solutions (A115) – Acquire K from other sources

**Module 3.02** – Perform Knowledge Audit (A22) – Traditional approach to understanding the present state (“As-Is”)

**Module 3.04** – Develop KM Vision, Values Statement and Performance Targets (A23) – Strategic Planning Activities

**Module 3.05** – Develop KM Strategy (A24) – Decide which KM Bulls to Design/Justify

**Module 3.06** – KM Bull #1: Best Practices Management Process (BPMP)

**Module 3.07** – KM Bull #2: Content Management (Repositories)

**Module 3.08** – KM Bull #3: Lessons Learned Management Process

**Module 3.09** – KM Bull #4: Expert Locator

**Module 3.10** – KM Bull #5: “Connect & Collect”

**Module 3.11** – KM Bull #6: Enrich Communities of Practice (CoPs)

**Module 3.13** – KM Bull #8: Idea Management Process (Innovation)

**Module 3.14** – KM Bull #9: Personal KM – Improve personal skills & competencies/engage KWers in

the K Age

**Module 3.15** – KM Bull #10: “Expert Flight” – K Elicitation and complex K Capture

**Module 3.16** – Link Plans, Get Buy-In

**Module 3.17** – Design/Justify “To-Be” Module 3.18 – Implement, Continuously Improve

## Theme IV – Study Special KM Skills and Topics

Module 4.01 – Create KM Change Management Plan (Ex #1 – 4)

Module 4.02 – Select Appropriate KM Metrics (Ex #5 - 6)

Module 4.03 – Leverage Storytelling & Appreciative Inquiry in Change Plan

Module 4.04 – Understand Use of Social Network Analysis (Ex #7)

Module 4.05 – Understand Emerging KM Technologies

Module 4.06 – Understand KM Sciences

Module 4.07 – Understand Implications of Intellectual Property (Patents, TM, ©)

Module 4.08 – Cert Program Wrap Up/Review

Module 4.09 – Conclusion/Assessment

## Contact us!

### Individual Student Enrollment

Contact: Marie Jeffery  
Student Success Manager  
PH: 703-876-6042 Email:  
[marie.jeffery@kminstitute.org](mailto:marie.jeffery@kminstitute.org)

### Group Training, Private Classes, Site Licenses

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