



Global Standard for  
KM Certification & Training



## Certified Knowledge Manager (CKM) 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. 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.



Recent CKM Public Class, Washington DC, July 2019

## 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: Pre-Class E-learning – Up to 15 Learning Modules**

*Approximately 10 hours of self-paced study is required prior to joining the class, accessible at the KM Institute LMS. See outline of Theme One below for module descriptions. Learners are enrolled in the LMS approximately 30 days prior to class. Early access available upon request to registered students.*

### ❖ **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-III (Standard 5-day Version)

Divided into three 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 (“PRACTICUM”) 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 Knowledge-Intensive Activities
- 1.09 KM Principles
- 1.10 Proven KM Methodology (Overview) – KM Bulls & Squirrels
- 1.11 Understand Knowledge-Age Roles – Define a Knowledge Worker
- 1.12 Understand Advanced KM Methodology
- 1.13 Essential Concepts – Manage Change
- 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 (self-study)
- 2.02 KM Principles of US Army (self-study)
- 2.03 Understand Early KM Frameworks – Global Unified KM Framework™
- 2.04 Innovative Knowledge Café – Core KM Methodology
- 2.05 Evaluate Alternative Published KM Methodologies
- 2.06 Study KMBOK™ by Phase (Phase I/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 Understand the Knowledge Maturity Model

### Theme III: KM403 – Perform KM by KM Competency Area

Introduction to Ten KM Competencies

- 3.01 KM410: Transformational Leadership and Strategy
- 3.02 KM420: Knowledge Assessment and Evaluation
- 3.03 KM430: Culture and Communication
- 3.04 KM440: Collaboration and Communities
- 3.05 KM450: Knowledge Asset (Explicit K Management)
- 3.06 KM460: Intellectual Capital (Tacit K) Management
- 3.07 KM470: Organizational Learning
- 3.08 KM480: Knowledge-Embedded Business Operations
- 3.09 KM490: Knowledge Technologies
- 3.10 KM495: Knowledge Architecture
- 3.11 KM499: Adjunct Area-KM Research
- 3.12 What’s Next? MCKM™ and Beyond

## 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: – "**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.

The Knowledge Hub features new and emerging KM topics, enhancements to the CKM program and opportunities to connect with your fellow CKM grads.

### Module 15

*(Hot Topics!)* Visit the KMI Knowledge Hub 



**Knowledge Hub**

- Continuous Learning
- Video Presentations
- News and Events
- Connect with KMI Experts!



Leadership   Rethink   Solutions   Innovation   Culture   Collaborate

Content   Evaluation   Architecture   Retention   Best Practices   Research

*Theme I/II/III/IV: 1-14 15 Assessment End*

## 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 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 the final day of class, 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 taken 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.

*What the students are saying ...*

"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 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.

**Contact us!**

**Call: 866-360-4564**

**Email: [training@kminstitute.org](mailto:training@kminstitute.org)**

## 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.

Phone: (US) 1-866-360-**IKMI** (4564)

From Outside US: 1-540-993-4141

