



Global Standard for
KM Certification & Training



Certified Knowledge Practitioner (CKP)[™] 2-day Workshop/e-Learning Program Overview and Module Outline

Introduction

Earn our “Core” Certification from the KM Institute; the lower-cost solution for Knowledge Workers and Coordinators of KM initiatives, covering the core of the acclaimed CKM and CKS Programs.

Who Should Attend

The KM Institute CKP 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. CKP Graduates range from KM workers to managers, government to commercial, and just about everyone in-between.

Learn and Experience:

- A Comprehensive overview of KM
- Your Role on the KM Team
- Best practices/case studies
- Real-world exercises
- Bulls & Squirrels[™] - and their importance
- Change Management and Keys to Success
- A Company-wide "KM Awareness Plan"
- Social Media and other Hot Topics

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

Note: You do not need a background in KM or IT to start the KM Institute CKP Program.

All CKP students gain access to "**Theme One**" Online (KMI's "introduction" for all Certification students) as **required** pre-class study.

Completing the pre-class e-prep ensures you and your classmates arrive with a level-set understanding of the concepts and terms, regardless of background and experience – so we can begin with exercises.

Knowledge Hub – Continued Learning

Gain access to the new **Knowledge Hub** – your "go to" location for:

- **Continuous Learning** – "Enrichment" Videos, by acclaimed Guest Speakers and KMI Faculty
- **Latest News** - for Certification Grads worldwide
- **New Content** – leverage new 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 our industry-leading LMS (learning management system). Revisit critical modules months or even years after class; view instructor video and test your memory with our interactive checkpoints and quizzes.

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.

Module Overview

Module 1.01 – Intro to the Knowledge Age

- The Strategic Rationale for KM
- Key KM Principles/Fundamentals
- Proven KM Methodology
- Exciting Applications
- Core Principles
- Overlooked KM Essentials

Module 1.02 – Post-industrial Knowledge Age Imperative

“Every few hundred years in Western history there occurs a sharp transformation...few short decades, society rearranges itself...Fifty years later...a **new world**...We are currently living through just such a **transformation**.” Peter Drucker. Be able to explain the Knowledge Age and its rationale, in a clear and compelling manner.

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

We seek a working definition of Knowledge; we will look at how it may contrast to most popular definitions, different “schools of thought.” The definition of Knowledge can be very personal, based on one’s own perspectives or **mental models**. We explore the ubiquitous nature of ‘K,’ as well as how to relate the concept of action to **differentiate K from info** and how K is created.

Module 1.04 – Understand Basic KM Fundamentals - New K Paradigm

View the world thru a Knowledge Age lens! Be able to explain the “New K Paradigm” implications – get the best Knowledge to the right person, at the right time.

Module 1.05 – Define KM

Traditionally, practitioners are surveyed to see what they **do**, often defining the profession. KM experts do not have a consensus. Workable definitions of KM are provided. There is **no** uniformly perfect definition of KM, but you will gain the ability to **define KM for diverse audiences**, to be able to customize your definition to appeal to the “**WIIFM**” (What’s In It For Me) of your environment. In particular, we will focus on a number of KM definitions: CEO, Knowledge Worker, enterprise-level definition, and ultimately, one for practitioners. Understand the **evolution of KM** and implications.

Module 1.06 – Understand Basic KM Fundamentals – K Modes (Tacit vs. Explicit)

This module focuses on an important K attribute: **Modes** – both tacit & explicit knowledge. Here again, two “schools of thought.” The Nonaka and Takeuchi (SECI) model shows the knowledge conversion dynamics for tacit and explicit Knowledge. This tacit/explicit understanding enables you to appreciate the nature/requirements of integrated KM solutions.

Module 1.07 – Understand Basic KM Fundamentals – Knowledge Processes

KM may not be what you expect. A modern view of knowledge emphasizes **two-way flow** between both more and less knowing individuals, with hopeful creation of new Knowledge with each iteration. The basic **Knowledge Life Cycle** model provides understanding of three K processes: **acquisition**, **creation** and integration/**use** of K throughout an organization. Improving K Processes (**applying knowledge to knowledge**) is critical in this age. Be able to discover specific actions (initiatives), across entire spectrum of tacit/explicit situations, which improve performance. Be able to create “**No-Budget KM**” ideas (essential quick wins).

Module 1.08 – Knowledge-Intensive Activities – Focus on Four hi-level Activities to Seek Knowledge-Age Improvements

Why Manage Knowledge Now? It’s **justified**; it pays to do so! If a definition of KM is important, the **rationale** justifying KM is even more so. This module proves the merits of KM based on:

- the dramatic, essentially untapped **improvement potential** of Knowledge Workers.
- the strategic importance of focusing on **Knowledge Gaps**.
- how KM initiatives must **align** with the organization’s vision and mission, especially key focus areas.

But, most importantly, this module focuses on Knowledge-intensive activities to substantially improve performance in this new age.

Module 1.09 – KM Principles

The rationale for KM can be both **strategic** – “we must do it!” and **tactical** – “we can do it!” **Principles** apply to both. This module discloses key KM Principles - Choice, and a new KM insight -- the **Wisdom of Crowds**. Here are some KM/marketing implications, and illustrative case studies as examples.

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

In the beginning, many were passionate about KM; they just “bought” one – a “**KM System**.” Most such investments faltered. They need jump-start to realize proven benefits. Here’s what should have been known before starting KM; a robust, proven Methodology. Be able to explain the KM Methodology your organization uses – major phases and rationale.

Module 1.11 – Understand Knowledge Age Roles

New **roles** in the K Age include **Knowledge Workers**, which include executives, and various **KM Team members: Practitioners**, (Coordinators, Facilitators), **KM Specialists**, and **KM Managers/Execs**. Be able to: evaluate alternative definitions of Knowledge Workers, select best definition for your organization, know the **implications**; define alternative KM Team Roles, when they are needed. KM Team roles derive from what needs to be done, based on expert U.S. Gov't funded research. Recently by KM Education Forum, especially the role of KM Leader, and the requisite KM **skills/competencies** and education/certification in the context of the **Knowledge imperative**.

Module 1.12 – Essential Concepts/Manage Change

Be able to explain why the **KM Methodology** evolved to include both much more rigorous change mgmt and why the need to front-load change mgmt. Be able to use a KMM™ **maturity model** to diagnose your own organization.

Module 1.13 – Understand Strategic KM Methodology and Knowledge Maturity Model (KMM)

Change Mgmt is one of the most critical aspects for KM success, both **tactical** ('Quick Wins', communications, and learning plans), and **strategic** (top mgmt commitment, alignment, and well-planned strategic initiatives – KM Bulls). **Transformational** culture change is particularly critical. Be able to identify strategies to mitigate the **hype curve** and understand J-Curve. Be able to explain how transformational change differs from other forms. Be able to create a '**Learning Plan**' for your organization.

Module 1.14 – Start-up Techniques/Knowledge Cafes

Learn new K-Age Brainstorming methods, especially the **relationship building** techniques of the **K Cafés**. They will be used to spark the KM Awareness Campaign, and create "No-Budget KM™" ideas, implementable as KM 'quick win' initiatives. Be able to choose the optimum K Café for a given purpose, or be able to modify and be able to facilitate Cafés.

Module 1.15 – Get Started

We conclude with how to get **started** on your own KM Initiative--essentially, how to successfully start and manage a **KM Squirrel™** program. Then, when your KM squirrel program begins to mature (**Results**), you'll be ready to "Take it up a notch," to convert from tactical, grass roots KM, primarily focused on change mgmt, to some major strategic initiatives we call **KM Bulls**. Even if already doing KM Bulls, your **KMM™** diagnosis no doubt uncovered fundamental **weaknesses**. Time to '**Get Started**' on change mgmt?

Delivery Options for CKP

PUBLIC

The CKP class is regularly delivered in the Washington DC area and annually in San Diego, CA, plus other international locations. See “Events” Schedule at www.kminstitute.org for up-to-date listing.

PRIVATE

The CKP can also be delivered on-site as a private class. We ask for a minimum of 10 students and one month’s notice to schedule the class.

Includes private class discounting and some customization. All CKP students take the same online exam post-class, but a private class can be delivered using the right mix of online vs live-class content, tailored to your specific needs. By leveraging the online material, you have more flexibility with KMI than any other KM training firm.

ONLINE (“E”)

Not sure if you can break away and join us in class? Perhaps your budget is tight, or you prefer to study at your own pace. Now you can move forward with the **eCKP**. *Designation is the same: “Certified Knowledge Practitioner.”*

Get immediate access to eCKP modules from our LMS while you wait to receive your Workbook package in the mail. Includes online exam/Certificate (upon successful completion). All CKP/eCKP students also gain access to the **Knowledge Hub**, your “continuous learning portal.”

TESTING/CERTIFICATE

The CKP Online Exam is included with purchase; 70% grade or higher needed to earn Certification. Students may re-take the exam as many times as necessary – no additional charge for retakes.

ADVANCING TO THE CKM (Certified Knowledge Manager, 5-day class or online)

Wish to earn the CKM designation after completing the CKP? Get the CKP Grad Discount and join us in a future class or online via the eCKM. *CKP students may join a class on Wed-Fri of the 5-day CKM week.*

Contact us!

Individual Student Enrollment

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