

# Certified Knowledge Specialist in Agile and Design Thinking

## Overview and Agenda

Includes “KM Foundation” Online Program + 2-day “Master Class” in Agile and Design Thinking

### INTRODUCTION

As the field of Knowledge Management has continued to mature, KM practitioners have taken stock of what has worked and what hasn't. Efforts to improve KM projects and yield true results have shown clearly that KM efforts fail when:

- Stakeholders and end users are left out of the design process;
- Initiatives are made overly complex or take too long to show value;
- Experts assume they know the solution, instead of leveraging end users to design and prioritize the true KM needs.

### WHAT TO EXPECT

This certification course will provide you with a comprehensive background, methodologies, and facilitation techniques pulling from the best of Agile and Design Thinking approaches. These approaches will provide you with the foundation to:

- Engage a wide array of your end users in the KM strategy, design, prioritization, and implementation effort.
- Move the “KM Conversation” forward within your organization, focusing on business value and outcomes for individuals and the organization as a whole.
- Develop a strategy and roadmap to show iterative progress that will help to develop buy-in and support.

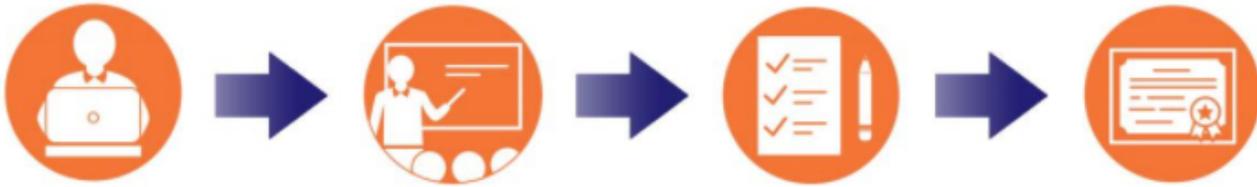
### WHO SHOULD ATTEND?

The Certification course is for anyone being asked to “make KM happen” in their organization. It should be considered by:

- CKO's, Directors, and other KM Managers;
- KM Practitioners (either full or part-time) in charge of collecting requirements, building support, or defining a strategy for KM within their organization; and
- Those interested in taking a leadership role within their organization to help establish or improve KM.



## HOW TO COMPLETE YOUR CKS CERTIFICATION



### ❖ **STEP 1: Register for a Master Class in Agile and Design Thinking**

*Choose a workshop at your desired location and dates – see our “Events” listing at [kminstitute.org](http://kminstitute.org)*

### ❖ **STEP 2: Start “KM Foundation” Online Program**

*Approximately 10 hours of self-paced study for review.*

### ❖ **STEP 3: Attend the Agile/Design Thinking Master Class (2 days)**

*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: Exam / Certification**

*The CKS exam is the final step in obtaining your CKS 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. 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 CKS exam, requiring a final grade of 70% or above, you will:**

- ❖ Be awarded the CKS designation
- ❖ Receive a CKS certificate commemorating your accomplishment
- ❖ Be eligible to participate as a member of the CKS/CKM Alumni Community
- ❖ Enjoy continuous learning at the KMI “Knowledge Hub” (within our LMS)



# CKS – Agile and Design Thinking; 2-Part Process

## PART 1: THE “KM FOUNDATION” ONLINE PROGRAM

### MEET YOUR INSTRUCTOR:

**DOUGLAS WEIDNER – Chairman and Chief Instructor, KM Institute**



Douglas Weidner is one of only a few pioneering KM practitioners since KM's earliest days. He is a respected KM consultant, trainer, columnist, speaker and mentor.

Douglas developed the internationally acclaimed Certified Knowledge Manager (CKM) and Master CKM Certification Programs in 1999 - 2001, based on his KM consulting and training experiences. He first taught the CKM in June 2001 and has trained over 10,000 KMers and Certificants worldwide, from both North and South America to Europe, Africa, the Middle-East and Far East and Australia.

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. **Internationally**, he has trained KMers from over 1,000 commercial firms and government agencies--to rave reviews. His focus is on the KM Institute's **KM Body of Knowledge (KMBOK™)**, the **Knowledge Maturity Model (KMM™)**, and KMI's much-expanded worldwide KM Certification offerings.

*Ideally studied prior to attendance in the Master Class, but can be taken anytime. Past Grads (CKP/CKS/CKM) may by-pass Part 1 and start with the Master Class.*

- 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 Continuously Improve Knowledge-Intensive Activities
- 1.09 KM Principles – Important Truths (e.g., Choice)
- 1.10 Proven KM Methodology (Overview) – KM “Bulls & Squirrels”
- 1.11 Understand Knowledge-Age Roles – Define a Knowledge Worker
- 1.12 Transformational Change Management – Essential Leadership Concepts
- 1.13 Understand Advanced KM Methodology and KM Transformation Solution™
- 1.14 Learn Use of KM Startup Techniques – Interactive Knowledge Cafés
- 1.15 Get Started - Exam Covering “Part 1 – KM Foundation and Essentials”

## **PART 2: THE AGILE AND DESIGN THINKING MASTER CLASS (Live, 2 days)**

### **MEET YOUR INSTRUCTOR:**

#### **MARY LITTLE – Knowledge Management Practice Lead, Enterprise Knowledge**



Mary has spent her career leading Knowledge Management Strategy and Implementation efforts, with extensive experience applying human-centered principles, including Agile and Design Thinking, to large-scale change efforts. She has led commercial, non-profit, and public sector organizations all over the world through the successful design and deployment of business and technical solutions aimed at transforming the ways organizations engage, develop, and enable their workforce. She is a Certified Agile Leader (CAL1), Agile Team Facilitator (ICP-ATF), Scrum Product Owner (CSPO), Scrum Master (CSM), Project Management Professional (PMP), and Human Capital Strategist (HCS).

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Mary is a frequent speaker and facilitator, with recent topics including Leadership Development, KM Organizational Design, Knowledge Transfer Strategy, and Change Management. Her publications center around the topics of organizational development, agile transformation, design thinking, user experience, and content and communication strategy.

<b>DAY 1 – Learn the Basics</b>	
Introduction	<ul style="list-style-type: none"> <li>- <b>Overview:</b> Review the course overview and objectives, and discuss course outcomes</li> <li>- <b>Group Discussion:</b> Identify ground rules, and personal and course goals</li> <li>- <b>Overview:</b> Instructor will introduce feedback posters - participants can log on sticky notes their feedback, favorite / least favorite parts <ul style="list-style-type: none"> <li>- Posters will be reviewed at the end of the course to identify key insights</li> </ul> </li> </ul>
Why KM Projects Fail	<ul style="list-style-type: none"> <li>- <b>Group Discussion:</b> Why are we here? Why have KM efforts historically struggled/failed? What are some common challenges in KM?</li> </ul>
Introducing the Core Concepts	<ul style="list-style-type: none"> <li>- <b>Presentation:</b> <ul style="list-style-type: none"> <li>- Overview of Design Thinking; Background and context</li> <li>- Overview of Agile; Background and context</li> <li>- Overview of Change Management &amp; Communications; Background and context</li> </ul> </li> </ul>
Let's Talk: KM and Agile	<ul style="list-style-type: none"> <li>- <b>Exercise:</b> Agile Game / Activity</li> <li>- <b>Presentation:</b> <ul style="list-style-type: none"> <li>- What does Agile look like in practice?</li> <li>- Debunk common assumptions / myths about Agile</li> <li>- Why Agile and KM fit together</li> </ul> </li> </ul>
Let's Talk: KM and Design Thinking	<ul style="list-style-type: none"> <li>- <b>Exercise:</b> Design Thinking Game / Activity</li> <li>- <b>Presentation:</b> <ul style="list-style-type: none"> <li>- What does Design Thinking look like in practice?</li> <li>- Debunk common assumptions / myths about Design Thinking</li> <li>- Why Design Thinking and KM fit together</li> </ul> </li> </ul>
Let's Talk: KM and Change Management & Communications	<ul style="list-style-type: none"> <li>- <b>Exercise:</b> Change Management &amp; Communications Game / Activity</li> <li>- <b>Presentation:</b> <ul style="list-style-type: none"> <li>- What does Change Management &amp; Communications look like in practice?</li> <li>- Debunk common assumptions / myths about Change Management &amp; Communications</li> <li>- Why Change Management &amp; Communications and KM fit together</li> </ul> </li> </ul>
Let's Bring it All Together	<ul style="list-style-type: none"> <li>- <b>Discussion:</b> Preview Day 2 and talk about how all three techniques / approaches work well together</li> </ul>

DAY 2 – Practice and Apply What You’ve Learned	
KM Strategy & Design	<ul style="list-style-type: none"> <li>- <b>Exercise:</b> Participants will be given a prompt and work through the Design Thinking process (Empathize, Define, Ideate, Prototype, Test) to develop an initial KM strategy for an organization</li> <li>- <b>Discussion:</b> Close-out with best practices, tips, and how to effectively facilitate in your organization</li> </ul>
KM Implementation	<ul style="list-style-type: none"> <li>- <b>Exercise:</b> Participants will leverage the previous prompt and work through the lifecycle of an Agile sprint (Product Backlog, Sprint Planning, Sprint, Sprint Review and Retrospective) to begin implementing a solution for the organization</li> <li>- <b>Discussion:</b> Close-out with best practices, tips, and how to effectively facilitate in your organization</li> </ul>
KM Governance & Evolution	<ul style="list-style-type: none"> <li>- <b>Exercise:</b> Participants will learn how to engage with early adopters and blockers of KM efforts, and practice critical communication and engagement techniques to ensure adoption</li> <li>- <b>Discussion:</b> Close-out with best practices, tips, and how to effectively facilitate in your organization</li> </ul>
Course Close-out	<ul style="list-style-type: none"> <li>- <b>Discussion:</b> Instructor will review the sticky notes logged over the course duration about participant feedback, favorite / least favorite parts, and review to identify key insights</li> </ul>

You will then have access to the post-class exam, delivered online. Upon successful completion you will earn the CKS in Agile and Design Thinking and be prompted to print your certificate.

## KNOWLEDGE HUB – CONTINUOUS LEARNING PORTAL

KMI's proprietary "Knowledge Hub" is included as part of your lifelong KM learning experience, at no additional charge. The Hub is your "go-to" location for:

Module 15

(Hot Topics!) Visit the KMI Knowledge Hub 



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

– **“Knowledge Nuggets”** – Instructional videos delivered by leading experts. As new material is added, we send regular announcements to our Grad Community.

– **New and emerging KM topics**, enhancements to your Certification program and opportunities to connect with your fellow Grads.

## PROGRAM FEES

Please refer to the registration website for specific pricing for “new” students or “returning” KMI grads. Discounts are available depending on your status, including: government, military, non-profit, NGO. Group discounts are available for two or more individuals from the same organization. Tuition rates may vary depending upon location, as well.

## ARE YOU A PAST GRAD (CKP/CKS/CKM)?

You may by-pass the “KM Foundation” portion of the CKS and take just the Master Class (for Agile and Design Thinking). Contact KMI for your special pricing and details...

## CONTACT US

### Individual Student Enrollment

Contact: Marie Jeffery  
Director, Customer Experience  
PH: (US) 866-360-4564  
Email: [marie.jeffery@kminstitute.org](mailto:marie.jeffery@kminstitute.org)

### Group Training, Private Classes

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

**c/o KM Mentor, LLC**

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