



Certified Knowledge Specialist – Social KM

Collaboration and Community Management Techniques for Improved Performance

Delivery: Online “KM Foundation” program + 2-day “Master Class” in Social KM.

Public classes are delivered in London, UK, and available worldwide as a private class. The Social KM *online* course is also included for all live / class students.



Introduction

Collaboration drives success. But who’s driving the collaboration in your organisation? Learn how to take the lead in building a Social KM culture through Immersive Training from a Global Expert.

It is a well-researched and documented fact that 80% of what we know about our jobs is in our heads and only 20% of that knowledge is codified in any form. This is the specific challenge that Social KM seeks to address. Social KM provide the means and the context for people to easily share at speed what they know and like, to locate expertise and to grow the company knowledge base in an natural, organic way that delivers far greater value and meaning than traditional databases and folder structures.

Put another way, Social KM is like an ubiquitous ‘water cooler’ moment, a place where people and ideas meet independent of location of job role but driven by defined business objectives.



And the big win on offer? The creation of a living, breathing company ‘playbook’ that exists independently of the people who have contributed to it.

Today there is an increasing business imperative to deliver Social KM and its attendant Collaboration Culture in organisations globally.

Who Should Attend?

Ideal for anyone tasked to lead or refresh a Collaboration strategy.

Participants range from line of business user to HR leaders, IT experts, and from newcomers to seasoned practitioners, project managers to executives, public/private sectors, and just about everyone in-between.

The Social KM Course Context

The role of the community manager plays a crucial role in achieving your organisation's knowledge sharing objectives. Collaboration and engagement fuel the success of knowledge management in every organisation. The development and management of a collaborative culture and social KM communities is essential to accelerating internal collaboration and knowledge sharing.

In order to achieve these objectives it is essential for you to have a comprehensive understanding of the collaboration tools available and effectively develop the role of the community manager to ensure engagement.

What You Will Learn

This hands on course will enable you to:

- Understand the implications that social KM has on your organisation
- Examine collaboration tools – blogs, wikis and forums to determine effective collaboration platforms for your own community of practise
- Drive the role of the community manager to gain and sustain user adoption
- Develop a strategy to create and manage your own community platform

Meet your Instructor – Rooven Pakkiri



A veteran of the dot.com era, Rooven Pakkiri is a digital evangelist who focuses on the way technology changes organisational communication and collaboration.

He is an author and regular speaker on the subject of Social Business and how it is transforming the corporate rule book. Rooven is also the co-founder of a regular thought leadership event in London where independent thinkers discuss issues of user adoption and cultural transformation.

As an independent consultant, Rooven is responsible for developing client specific adoption strategies and immersion programs. As part of this process Rooven employs a number of techniques from scenario modelling, content seeding, champion identification and community development.

The CKS Social KM Agenda and Module Overview

The CKS – Social KM is a 2-Part Program:

- 1) the 2-day “Social KM Master Class,” which can also be taken online, and
- 2) the “KM Foundation” online course

Part 1: Social KM Class Agenda

Day One:

1. What is Social KM – Why it is completely different to Social Networks like LinkedIn or Facebook. Where is it working (selected case studies). How can it play out for my organisation
2. 10 steps to Adoption - Getting and sustaining user adoption is the biggest challenge for Social KM initiatives. We will start with 10 basic steps or best practise on this session. But over the course we will go much deeper in terms of creating a be-spoke adoption strategy for your specific company and its culture. No two organisations are ever the same and accordingly no two adoption strategies can ever be exactly the same if they are to truly work.
3. Getting started - hands on creating a profile, tagging, networking, joining a community. In this session we will log-on to our demo platform using fictitious characters to begin with to allow us to explore the basic building blocks of collaboration culture in a relaxed, informal space. A series of exercises will be arranged to allow the student to go at their own speed.

Day Two:

4. Community Management and the role of a community manager
5. Delivery Community & Platform Management / Structure – the creation of a dedicated, closed community for the Delivery Team (DT) is essential to ensure project success. This is a place where the team can plan and revise their strategy for the roll out of the collaboration platform. It is what we like to call ‘using Social to deliver Social’.
6. Creating a community - blueprint methodology and build. Hands on session with a variety of options to help you create your first community.
7. Maintaining a community – vision, roadmap, strategy, succession, and metrics.
8. External communities - collaborating with your business partners, suppliers and even customers is a growing trend that is addressed in this session. Also external communities can cater for graduates, work experience people, and general on-boarding.
9. Analytics and metrics – setting targets and measuring them e.g. average number of visits per week or number of new subjects per month.
10. Collaborative Decision Making (or decision sourcing) - how to leverage the collective company knowledge that people have, to assist management with their decision making

11. Outside- in data – sharing relevant information from social media, big data, and external sites with your communities.
12. Future of work – new models like Gamification
13. Optional - vendor marketplace presentation

Part 2: KM Foundation Online Course (KM401) – Module Breakdown (10 hours / 15 Modules)

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 – Define KM

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

Module 1.07 – Understand Basic KM Fundamentals – K Processes

Module 1.08 – K-Intensive Activities – Focus on four hi-level activities to seek K-Age improvements

Module 1.09 – KM Principles

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

Module 1.11 – Understand K-Age Roles

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

Module 1.13 – Essential Concepts/Manage Change

Module 1.14 – Start-up Techniques/Knowledge Cafes

Module 1.15 – Get Started

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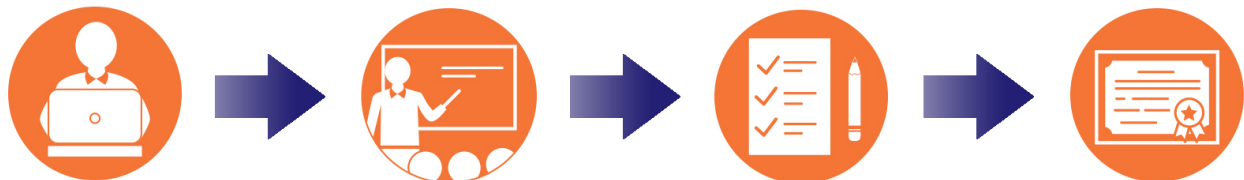
Note: it is not required to take the “KM Foundation” course prior to the Social KM class, as a pre-requisite. You may take this portion of the program before or after the Social KM class.

How to Earn CKS Certification in Social KM

Two Options: 1) New Student Path, and 2) Past Grad Path

1) For New Students...

Audience: Students new to KM Institute, not previously Certified, who wish to earn this new CKS designation.



- **Part One:** Study the "**KM Foundation**" course online: *Ask KMI about your options.*
- **Part Two:** Take the **Social KM Master Course**
- **Post-Class:** Take the online exams covering content of both KM Foundation and the Social KM course
- **Certification:** Upon successful completion, you will be awarded the "CKS" designation

2) For Past Grads (CKP/CKS/CKM)...

Audience: Students already Certified by KMI who wish to earn an additional CKS designation.



- **Two-Day Workshop:** Attend the **Social KM Master Course**
- **Post-Class:** Take an online Certification exam covering content of the two-day Master Class.
- **Certification:** Upon successful completion, you will be awarded the "CKS" designation

What's Included (Public Class)

All KMI public classes include course materials and meals (continental breakfast and lunch, coffee/tea/soda and snacks).

Students receive their online exam link at the end of class, and can re-take the exam as many times as necessary – no extra charge. Once they pass, students may print their own Certificate.

Post Class – receive a KMI Certification “Polo” shirt, and access to the Knowledge Hub (continuous learning portal); plus acceptance into the Certification Alumni Registry. This includes access to several online communities exclusively for KMI grads.

Other Program Options

The **Online** CKS –Social KM Program is now available. Visit the KMI website for details or contact us below.

Private classes can be delivered anywhere in the world for a minimum of 10 students. Please allow up to one month for scheduling. Contact KMI for details.

Questions? Contact us today!

Call (in US): 703-327-7096 or email: training@kminstitute.org

