



Global Standard for
KM Certification & Training



Certified Knowledge Manager (CKM) Online/e-Learning Version Overview and Module Outline

Introduction

The highly acclaimed KM Institute CKM program is now available as a convenient, online program! We call it the “**eCKM**” – still the same designation: “*Certified Knowledge Manager,*” but delivered in an e-learning format.

Who Should Take

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.

eCKM Students 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

Prerequisites

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

Theme One (of the 4-Themed program) contains introductory modules designed to build your foundation prior to studying the more advanced concepts.

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!

Delivery Format

LMS Access – Your eCKM course is delivered exclusively on our “Matrix LMS” platform. You gain unlimited access to the course, 24-7, upon registration.

Follow Along Workbook – You will receive a comprehensive 450+ page workbook/binder for note taking and to serve as a desk reference post-class.

Knowledge Hub – Continued Learning



Gain access to KMI’s proprietary Knowledge Hub – your go-to location for:

Continuous Learning – Instructional videos delivered by leading KM Experts and KMI Faculty.

New Content – leverage new enhancements to the Certification program.

And soon - new tools such as the **KMM** (Maturity Model) Assessment, and more.

Four-Themed Approach to Certification

Why does your organization need KM? This course provides all the tools and techniques required to gain a solid mastery of the fundamentals, to plan and execute successful KM initiatives



Theme I

“Implement Grassroots KM and Get Started” - Plus intro to KM Bulls/Squirrels™



Theme II

KM Institute Methodology to Perform KM, and Knowledge Maturity Model (KMM)



Theme III

Perform KM by tracking through the Methodology



Theme IV

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

Module Outline Themes I-IV

Theme I: Implement Grassroots KM and Get Started

Module 1.01 – Intro to the Knowledge (K) Age

Module 1.02 – Knowledge-Intensive Activities

Module 1.03 – KM Principles & Tactics

Module 1.04 – Proven KM Methodology – KM Bulls and Squirrels™

Module 1.05 – Define Knowledge

Module 1.06 – Define Knowledge Management (KM)

Module 1.07 – Knowledge Modes

Module 1.08 – Knowledge Processes

Module 1.09 – The New Knowledge Paradigm

Module 1.10 – KM and Knowledge-Age Roles

Module 1.11 – Essential Change Management Concepts

Module 1.12 – Create the KMI Methodology to Perform KM

Module 1.13 – KM Startup Techniques – Interactive Knowledge Cafes

Module 1.14 – Get Started!

Module 1.15 – Theme I Assessment Module

Theme II: Study the KMI Methodology to Perform KM and Knowledge Maturity Model (KMM)

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

Module 2.02 – Review Additional KM Principles (self study). Evaluate published ‘Keys to Success’

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

Module 2.04 – Reflect on Key KM Methodology Components

Module 2.05 – Evaluate Alternative KM Methodologies

Module 2.06 – KM Methodology Phases I and II (Create K Imperative/Plan & Implement Transformational Change)

Module 2.07 – KM Methodology Phase III (Design/Justify KM Initiative)

Module 2.08 – KM Methodology Phase IV (Implement KM Initiative)

Module 2.09 – KM Methodology Phase V (Operate and Maintain – Continuously Improve)

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

Module 2.11 – Theme II Assessment Module

Theme III: Perform KM

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

Module 3.01 – Understand KM Benchmarking

Module 3.02 – Perform a Knowledge Audit

Module 3.03 – Create a Knowledge Map

Module 3.04 – Develop KM Vision & Performance Targets

Module 3.05 – Create KM Change Management Plan

Module 3.06 – Develop KM Strategy: KM Bulls™

Module 3.07 – Link Plans-Get Buy-In

Module 3.08 – Personal KM

Module 3.09 – Justify KM Initiative

Module 3.10 – KM Bull: Connect & Collect/Performance Support

Module 3.11 – Theme III Assessment Module

Theme IV – Study Special KM Skills and Topics

Module 4.01 – Understand KM Metrics

Module 4.02 – KM Techniques - Leverage Storytelling & Appreciative Inquiry

Module 4.03 – KM Techniques - Understand Use of Social Network Analysis

Module 4.04 – Understand Emerging KM Technologies – Featuring Social Media and KM

Module 4.05 – Innovate – Sustaining and Disruptive Technologies

Module 4.06 – Enrich Communities of Practice

Module 4.07 – Expert Flight/Learning Agents

Module 4.08 – Theme IV Assessment Module

Frequently Asked Questions (FAQ)

1) How do I order my copy of the eCKM?

Please use the automated order form found on the KMI website in the “eCKM” section KMI features a Standard rate and Gov/Non-Profit rate.

To request an invoice, email: training@kminstitute.org and include **your name, organization, address, and phone number**. We will promptly reply with your invoice.

Once payment is received, we will be in touch with access to the **course modules via our LMS (Learning Management System)**. You may get started immediately, and your Workbook package will be shipped promptly.

2) Getting Started/Course Duration/Supplemental Content

Is there pre-requisite material to study prior to starting the eCKM Program?

No. The eCKM is designed for everyone – regardless of background and experience in KM – from newcomers to experienced KM Professionals. *The first Theme of the program covers the “essentials” of KM, and is also a standalone course for those interested in a solid introduction.*

How long does the program take to complete?

The eCKM consists of 20 hours of instructor video, plus interactive questions and supplemental readings, totaling about 25-35 hours.

Can I start/finish whenever I wish?

Yes, the program is self-paced, so you may start/finish at your own pace. Most students complete the program within a month (assuming full-time job/commitments). Some will adopt a more relaxed pace and complete the eCKM within 2-3 months. **Our recommendation** is to study at least 5 hours/week to build on the momentum and keep the material fresh.

3) Earning Your Certification

Does the eCKM earn the same Certification as the CKM workshop?

Yes, the eCKM (online) and the CKM (workshop) contain the same core content, and both garner the same designation: *The KM Institute Certified Knowledge Manager (CKM)*.

How do I earn my Certification?

There are four, timed, multiple-choice exams (one per Theme), 40 minutes each. Once you complete the learning modules in Theme I, you must take the Theme I Assessment Exam Module. This process continues through the following three Themes. A passing grade of 70% or better will grant you access to the next Theme, etc. You must earn a passing score on all four Theme exams to qualify for certification status.

Is there a fee for each exam? What happens once I pass all four exams?

The exam fees are included in the cost of your course enrollment. You may re-take the exams as many as times as necessary to pass at no additional cost. Once you pass all four exams, you will receive instructions to print your certificate. Your name will be added to the **CKM Grad Roster**. We will also invite you to join our **LinkedIn Group** and the **KMI Knowledge Hub**, and keep you posted on CKM Alumni activities.

4) Compare, Instructor Background

What is included in the Program?

The eCKM program includes 20 hours of interactive video lecture with embedded quizzes and activities, delivered on KMI's proprietary LMS, plus a 400+ page follow-along workbook with space for taking notes. Test links to each of the four post-Theme tests are included at no additional fee. You may take each test as many times as needed to achieve a passing score of 70% or higher. Your Certificate is available to download and print upon successful completion of your Theme IV exam.

What is the User experience like?

You will experience a split screen with recorded instructor video in the left hand corner, module outline below, and animated slides in the body of the screen:

The screenshot displays the eCKM interface. On the left, there is a vertical menu with the KMI logo at the top. The menu items include: 1. Module 3 - Start, 2. Various Ages - Increased K over ti..., 3. A Metaphor - Knowledge Attributes, 4. Mental Models, 5. Context of Attributes, 6. K Attribute - Clarity, 7. Definition of K - to start, 8. Business Intelligence Model, 9. Define Knowledge, 10. Model: "Powered by Knowledge" (highlighted), 11. Module 3 - Learning Obj's Achiev..., 12. Module 3 - Module Review, and 13. Module 3 - Conclusion. Arrows point from the text labels 'Instructor Video', 'Chapters and Interactive "Checkpoints"', and 'Navigation' to their respective elements in the interface.

The main content area is titled 'Let's Define Knowledge' and 'Powered by Knowledge' Model. It features a diagram with 'Input' (Raw Material) on the left, 'Activity (Process)' (Powered by Knowledge) in the center, and 'Output' (Final Product) on the right. Below the diagram, there are two columns of text: 'Data/Info' (Info/Knowledge, Existing Knowledge, Unstructured Knowledge) and 'Decision' (New Knowledge, Validated Knowledge, Rules, Lessons, Procedures). An arrow labeled 'Animation in body' points to the diagram area.

Is the eCKM the only online KM Certification program that features instructor video and interactivity?

Yes. In fact, the "e-learning" program provided by another certification provider is nothing more than a large PDF file, with text and some images. KM Institute was the first to pioneer online KM Certification with the eCKM, combining instructor video, animation and interactivity.

Who is the instructor in the course?



Your eCKM instructor/mentor is **Douglas Weidner**, KM Institute Chairman. Since he began teaching our Certification workshops in 2001, Mr. Weidner has gained an international reputation as a respected Speaker/Instructor. You may view a more detailed [bio](#) on the KMI website.

*Bonus video provided through the **KMI Knowledge Hub**, features many notable subject matter experts in other KM-related topics such as Taxonomy, Knowledge Capture, Innovation, Information Architecture and others. Resources in the Hub continue to expand as we develop our CKS (Certified Knowledge Specialist) programs.*

5) Pricing, Payments, Cancellation

What is the cost?

US\$1,995. Government/military/non-profit discounted to US\$1795. Pricing varies depending on your region. If you reside outside North America/Europe/Middle East, please contact KMI for pricing in your region.

Is the price lower in developing countries?

Yes. Depending on your region, the cost of the program may be reduced by up to 25%.

Cancel/Refund Policy?

The eCKM is non-refundable, except in the case of an unresolved troubleshooting issue. For example, if you are somehow unable to run the program on your desktop.

Students may **transfer** the course to another student within ***30 days*** of the purchase. For example, if the original eCKM student changes plans, someone else in the organization may take their place. Please let us know within 30 days of your purchase if you need to transfer the course to a different employee. We will then make the appropriate changes, create the new account at the KMI site, etc. Each eCKM purchase grants you one transferrable credit, as long as the above applies. Since this is a self-paced course (as opposed to a class), “cancellations” do not apply.

6) Is Tech Support available?

Yes, you may post a question in the LMS, and one of your KMI representatives will respond promptly. If the issue is not quickly resolved, it will be escalated to the e-Learning Design Team for resolution.

7) Lifelong Learning/Post-Graduate Success

What additional resources are available through KMI?

--**KMI Knowledge Hub** – Online resource exclusively for KMI Grads; Videos of KM Presentations given by KMI Partners and leading experts. Resource documents, class posters and more.

--**KMI Certification LinkedIn Group** – exclusively for CKP/CKM Grads.

What about new versions of the eCKM – will I get access?

There will be occasional upgrades/enhancements. These will be added to the course modules in the LMS and you will continue to have access in the future if desired.

May I attend a live CKM workshop after completing the eCKM?

Some eCKM students like to get the “best of both worlds” and experience the live workshop setting as a complement to their online study – a truly *blended* learning experience. KMI enables you to do this at very little cost – one more example that sets KMI apart from all other training vendors.

As an eCKM Student, you may request an “**eCKM Pass**” - extremely discounted rates on any of our worldwide public CKM workshops. The eCKM Pass means you cover only our “basic cost” for the workshop: meals, course materials, etc. Your KM Institute Rep will gladly provide more details.

Still have questions? We are standing by to help!

Questions? Contact us!

Individual Student Enrollment

KMI Customer Experience Team
Inside US: 866-360-1KMI (4564)
Outside US: 540-993-4141
Email: training@kminstitute.org

Group Training, Private Classes

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