



**SEMINAR: Managing Knowledge**

**Host** *Park Advisory LLP, London, United Kingdom*

**Target Audience** All those who have management responsibility and are concerned with improving the bottom line, staff productivity, team effectiveness, and ROI through establishing, and managing knowledge management programs.

**Content** Wealth creation in organisations is driven by the accumulation and application of knowledge. To understand why this is so, this program begins with a discussion of left-brain versus right-brain in the context of KM and why we need to engage both sides to be successful and balanced. We shall then consider how to create an integrative approach for managing knowledge. Understanding there is no management without measurement we shall create an approach for measuring and evaluating KM performance.

**Learning Targets** Have a clear insight into the balance between left-brain and right-brain concepts when building a KM program; Appreciate the importance of an integrative approach to managing knowledge; Create an effective KM model; Know the value of performance measurement in a successful KM program; Develop criteria for KM performance measures; Evaluate a model for valuing organizational knowledge.

**Methodology** The course focus is on the use of scenario analysis, case studies, group discussion and expert critical assessment of what has worked and what hasn't. Participants will be encouraged to provide input and share experiences.

**Duration** 2 days or 6 evening sessions

**Costs** E£575 per delegate

**Course Director** Dr Geoff Turner

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## 2-day intensive course outline

<b>Knowledge management</b>	<ul style="list-style-type: none"> <li>• Strategy and knowledge</li> <li>• A taxonomy of knowledge</li> <li>• A source of competitive advantage</li> <li>• The elements in managing knowledge</li> </ul>
<b>Left-brain/right-brain</b>	<ul style="list-style-type: none"> <li>• Discussion of left-brain/right-brain theories</li> <li>• What is involved in being creative?</li> <li>• Challenges of a knowledge economy</li> <li>• Creativity and engaged, productive employees</li> </ul>
<b>Interaction between human- and system-oriented knowledge</b>	<ul style="list-style-type: none"> <li>• System-oriented approach for knowledge exploration</li> <li>• Effectiveness-fostering approach for knowledge innovation</li> <li>• Human-oriented approach for knowledge dissemination</li> <li>• Efficiency-fostering approach for knowledge automation</li> </ul>
<b>The EIDA model</b>	<ul style="list-style-type: none"> <li>• The five levels</li> <li>• The eight bridges</li> </ul>
<b>Measuring knowledge</b>	<ul style="list-style-type: none"> <li>• From strategy to knowledge management targets</li> <li>• Challenges related to knowledge management measurement</li> <li>• Measuring performance</li> </ul>
<b>Evaluating knowledge management performance</b>	<ul style="list-style-type: none"> <li>• Monitoring progress in knowledge management programs</li> <li>• Assessing maturity in organisational knowledge management</li> <li>• Valuing organisational knowledge</li> <li>• Building a practical knowledge management model</li> </ul>