

Advanced Knowledge Management: Strategy & Digital Implementation

Dion Lindsay, Real Knowledge Management (DLC Ltd)

Thursday 28th November 2019, 9.30 am to 4.30 pm

Venue: CILIP Headquarters, London

Overview

This advanced course explores KM strategic planning and how to implement KM platforms effectively in the digital workplace. It mixes a little theory with case studies and current issues to help you to articulate an organisational business plan to champion and start you on the road to a pervasive and successful KM culture in your organisation.

It assumes a basic understanding of types of Knowledge Management (a booklet on the essentials will be available before the course) and emphasises the enterprise-level implications of KM.

It is a more advanced course than Dion's popular "Practical KM for Information Professionals."

Course outline and learning outcomes

While KM theory is embedded in human behaviour, successful implementation is increasingly related to the pressures on organisations to thrive in a complex and demanding digital environment. Successful knowledge managers must be able to address:

- The human-behaviour perspective (improving staff engagement, encouraging knowledge sharing, signposting skills and attributes)
- The digital present and future of KM platforms alongside an understanding of issues like big data and the prospect of artificial intelligence

This course, led by a KM consultant and trainer with understanding of how KM is currently being developed in the workplace, will show you how to plan strategically and implement modern Knowledge Management for your organisation.

Topics covered include:

- Strategic principles of Knowledge Management
- KM software, platforms and systems
- Current KM issues such as BS 30401, maturity models and risks to KM units
- Organisational learning and the role of knowledge in decision making

- The relationship between artificial intelligence and big data techniques alongside knowledge management

By the end of the course you will be able to:

- Assess the work environment in which your KM strategy needs to thrive
- Appraise and critique marketing material for current KM platforms and applications
- Judge the feasibility and “stickability” of KM pilots, programmes and projects
- Measure the progress of KM initiatives against expectations and realistic objectives
- Partner with IT and Communications departments for win-win strategies
- Assess your KM plans against a variety of case studies and current developments

Who should attend?

- KM practitioners and managers who want to take their skills and knowledge to the next level
- Senior managers with responsibility for knowledge mobilisation and sharing initiatives who need an enterprise-centric view of KM
- Information managers who are considering developing their services into the KM space
- Senior professional services staff outside of library and information services (IT, Finance, Communications, HR, for example) who require a strategic overview of KM implementation issues

Delegates who attended previous iterations of this course said:

“Very useful - lots of interesting themes emerged”

“Practical examples, good pace”

“Really useful course!”

CILIP’s Professional Knowledge and Skills Base (PKSB)

This course supports the following broad elements of CILIP’s [PKSB](#):

Organising Knowledge & Information - Knowledge & Information Management - Leadership & Advocacy - Strategy, Planning & Management - Customer Focus, Service Design & Marketing - IT & Communication

Course Leader

Dion Lindsay has a wealth of case studies and lessons from knowledge management initiatives. He has designed and implemented effective KM and IM strategies for major charities, regulatory bodies and membership organisations, and runs inhouse training courses in the public sector.

His expertise in running workshops will ensure you leave with KM plans and ambitions you believe in and can sell to your fund-holders and practitioners alike.

He is an author of books on Business Intelligence and Social Media Governance and writes for Refer and eLucidate on KM topics.

Booking

Book online [here](#) or contact Gary Horrocks at *info.ukeig@cipilip.org.uk* if you have any questions.

Further information about course content is available from Dion Lindsay at:

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