

# The New Knowledge Management

## A Crash Course On Second-Generation KM

### Description

This 2-day program, sponsored jointly by Executive Information Systems, Inc. and Macroinnovation, LLC offers a unique opportunity to learn about the latest thinking in knowledge management (KM) from two of the field's most accomplished thinkers, Mark W. McElroy and Joseph M. Firestone, Ph.D. Firestone and McElroy, both closely affiliated with the Knowledge Management Consortium International (KMCI), have over the past four years led the development of what is now commonly referred to as '*second-generation KM.*' The result? The most powerful form of KM in use, with the highest and most attractive value proposition in the field.

This program covers the following key topics:

- A useful, working definition and a *unified theory of 'knowledge'*
- The important distinction between 'knowledge management' and 'knowledge processing'
- The relationship between *Knowledge Management and Culture*
- The makeup of knowledge processes in organizations and the *Knowledge Life Cycle Framework*
- An interpretation of KM as 'knowledge *process* management'
- *A KM Framework*
- Value propositions for KM
- *Metrics for KM and knowledge processing*
- KM, innovation, and *sustainable innovation*
- KM, intellectual capital, and *social innovation capital*
- *The Open Enterprise: A KM Normative Model*
- KM-related information technologies and tools
- Enterprise Information and *Knowledge Portals*
- KM-related social process and analytical tools and methods
- *KM methodology*

### Syllabus

#### Day 1

- Key Issues and Concepts
  - What is Knowledge?
  - What is KM?
  - Generations of KM?
  - A Knowledge Life Cycle Framework
  - A KM Framework – KM and Culture
  - KM Value Propositions
  - Information Technology Issues
- Innovation and Sustainable Innovation
- Social Innovation Capital
- The Open Enterprise – A Normative Model For KM

Day 2

- The Open Enterprise – A Normative Model For KM (cont.)
- Knowledge and Knowledge Management Outcome Metrics
- Knowledge Management Process Methodology
- KM and Knowledge Processing Tools and Methods
- Knowledge Management Information Technology Applications
- Other IT-based Knowledge Production and/or Integration Tools
- Windup: What Do We Do On Monday Morning?

**Instructors**

**Mark W. McElroy** is the president and founder of Macroinnovation Associates, LLC, an innovation management consultancy in Windsor, Vermont. In addition, he serves as president of the Knowledge Management Consortium International (KMCI), the largest professional association of knowledge managers in the world. Mark has twenty-five years' experience in consulting, having worked for part of that time at Price Waterhouse, IBM, and KPMG Peat Marwick, where he was the partner-in-charge of a national practice for several years. Mark is an award winning author and well-known speaker on topics related to KM, intellectual capital, and innovation, and also co-teaches KMCI's market-leading CKIM-C KM certification program. More about Mark and his company can be found at his website at the following URL: [www.macroinnovation.com](http://www.macroinnovation.com)

**Joseph M. Firestone, Ph.D.** is Vice-President and Chief Knowledge Officer of Executive Information Systems (EIS), Inc. Joe was the first to define and specify the Enterprise Knowledge Portal Concept. He is widely published in the areas of Decision Support (especially Enterprise Information and Knowledge Portals, Data Warehouses/Data Marts, and Data Mining), and Knowledge Management, and has written a full-length industry report entitled "Approaching Enterprise Information Portals." He is the author of the forthcoming *Enterprise Information Portals and Knowledge Management* (KMCI Press). Joe is a founding member of the Knowledge Management Consortium International (KMCI), its Secretary, Executive Vice President of Education, Research, and Membership, the Director of the KMCI Research Center, and the Director and co-instructor of the CKIM-C certification program, and the Editor of the new journal *Knowledge and Innovation Management: A Joint Journal publication of the KMCI and The Institute for Knowledge Management (IKM) of The George Washington University*. Joe is a frequent speaker at national conferences on KM and Portals. He is also developer of the web site [www.dkms.com](http://www.dkms.com), one of the most widely visited web sites in the Portal and KM fields. DKMS.com has now reached a visitation rate of 130,000 visits annually, and 975,000 accesses.

**Registration**

To register for the class send an e-mail to either Joe Firestone or Mark McElroy, and a check (fee below) made out to Macroinnovation Associates, LLC at: 10 Ogden's Mill Road, Windsor, VT 05089.

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**Dates and Location**

This course will be offered three times at three different locations throughout the year (2002) as follows:

- June 18 and 19 in Cambridge, MA
- July 23 and 24 in Chicago, IL
- August 27 and 28 in San Francisco, CA

**Costs to Attend**

The registration fee to attend this 2-day program is \$995. Registrants are responsible for their own lodging and meals, although continental breakfasts and lunch will be provided on both days.

**More Information**

For more information about this program, contact either Joe Firestone at (703) 461-8823 [eisai@comcast.net](mailto:eisai@comcast.net) or Mark McElroy at (802) 436-2250 [mmcelroy@vermontel.net](mailto:mmcelroy@vermontel.net)