

Measuring and Managing Knowledge

Do you know how to measure and manage knowledge in your organisation?
Are you able to cope with the new industrial revolution?

Introduction

This workshop covers the theories, frameworks, models, tools, and supporting disciplines relevant to both the student and the practitioner. The main goal of knowledge management is to improve an organisation's efficiency and save knowledge within the company. Often it is referring to training and learning in an organisation or of its customers. It consists of a cycle of creating, sharing, structuring, and auditing knowledge to maximise the effectiveness of an organisation's collective knowledge. Do you have what it takes to sustain in Industry 4.0?

Program Objectives

This program aims to:

- provide a comprehensive overview of knowledge management by examining its objectives, scope, strategy, best practices, knowledge management tools, and so on

Learning Outcomes

After completing this program, the participants should be able to:

- accumulating, storing, and sharing knowledge in the organisation;
- create a learning culture, where sharing knowledge is encouraged, and those who seek to learn to better themselves find it easy to do so.

Methodology

Gamification, case study, interview, case simulation, quiz, group discussion, lecture, videos.

Who Should Attend

Human resource personnel, Marketing personnel, financial personnel, senior management, and anyone who would need to manage learning and involvement in the company's knowledge management

Program Outline

Day One	
Time	Topics
9:00am – 10:30am	<p>Knowledge Management: An Introduction</p> <p>It is important to remember that knowledge management is not about managing knowledge for knowledge's sake. Instead, the overall objective is to create value and leverage and refine the firm's knowledge assets to meet organisational goals. This module enables participants to understand the dimension of implementing knowledge management.</p>
10:30am – 11:00am	Tea Break and Networking
11:00am – 1:00pm	<p>Knowledge, Information, Data</p> <p>In this module, the participants would learn the differences between knowledge, information and data. At the end of the module, the participants should be able to have different types of expertise in this module.</p>
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	<p>Organisational Knowledge and Organisational Learning</p> <p>In this module, participants would learn in-depth the concept of organisational knowledge. Through gamification, the participants learn SECI Model and organisational memory. In addition, this module covers organisational learning, organisation learning theory, and organisation learning communities of practice. Finally, through discussion and group presentation, the participants would understand the challenges in organisation learning.</p>
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	<p>Organisational Culture and Leadership</p> <p>In this module, the participants would learn through gamification, role-play methods to understand the leadership and learning organisation, the challenges, and the key to be a knowledge leader in this module.</p>
Day Two	
Time	Topics
9:00am – 10:30am	<p>Knowledge Management Model</p> <p>The participants would be exposed to the knowledge management framework and three knowledge management models in this module. Then, the integrated model. Finally, through a case study, the</p>

	participants would learn how the framework and models are applied in the business environment.
10:30am – 11:00am	Tea Break and Networking
11:00am – 1:00pm	<p>Knowledge Management Process</p> <p>The participants would learn the process of managing KM. In addition, the participants would have a hands-on practical session to learn knowledge discovery and detection, knowledge organisation and assessment, knowledge sharing, knowledge reuse, knowledge creation, and knowledge acquisition.</p>
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	<p>Knowledge Management Strategy</p> <p>This module enables participants to know KM strategy. The participants would be equipped with skills of KM strategy on organisational structure, culture change, retention, core competencies, external network, KM system. The participants also learn through a case study on the KM best practice.</p>
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	<p>Knowledge Tools</p> <p>The participants would be exposed to the resources for IT-based and non-IT-based tools. The IT-based tools include the warehousing data and data mining, decision support system, content management system, search tools for knowledge retrieval, SharePoint knowledge-based. For non-IT-based, the participants would be exposed to mentoring, cross-functional project teams, mentoring, and storytelling.</p>