



Entovation International Ltd.

About Lotus Innovation

## “Certified Knowledge Innovation® Practitioner”

*"Active management of innovation will become a required competency for all enterprises during the 2002-2007 planning horizon."  
Gartner Group (3/02)*

The knowledge economy has captured the imagination of many around the world, including those who have been quick to market without a comprehensive understanding of the fundamental nature of the transformation. Much of the material is confusing, simplistic and pushed into the system without values or vision. What is needed is a thoughtful, well-architected program for understanding the concepts, techniques and a mechanism for systematic dialogue.

The Entovation® Certification Program brings together the best of the global research in the field - in both knowledge and innovation - with a model to share the benefits with qualified practitioners through a thorough learning program.

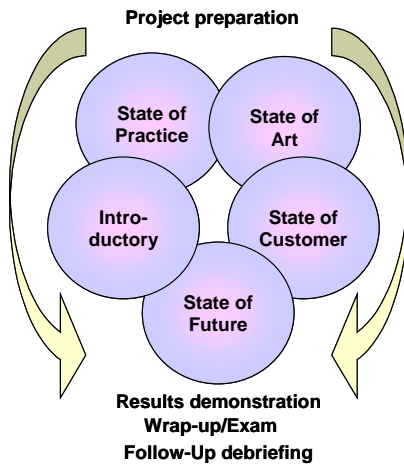
### Why

1. Understand how innovation is the one competence needed to be competitive in the Knowledge Economy.
2. Learn the roots, operational context, core managerial principles and vision for 21st Century enterprises.
3. Explore 'real-time innovation' practices with a hands-on experience resulting in a game plan for implementation.

### Benefits

Learn by doing: you won't listen to dry lectures on Knowledge Innovation®. You will assume the role of a "Chief Innovation Officer" at an organization of your choice and learn new concepts, assess how to implement them and practise newly acquired skills in specially designed, integrated simulation exercises.

The seminar itself focuses on providing insights into the fundamental issues of Knowledge Innovation® and finally on the development of a Knowledge Innovation® proposal for the organization of each participant.



The parallel learning tracks ensure that participants are able to gain knowledge about Knowledge Innovation® issues which can be directly applied to their own environment and hence to move into a phase of learning by doing.

### Methodology

An intensive 10 week program, consisting of an eight week-long coached e-Learning program based on the five Entovation Practicums.

A follow-up 2 week session after three months to evaluate and fine tune the learnings of the training program. Online workshops with Debra M. Amidon as guest speaker are conducted bi-weekly.

### Learn within the worldwide Network of ENTOVATION professionals.



<http://www.entovation.com/kleadmap/index.htm>

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*Committed to enhancing the prosperous sustainability of enterprises around the world through the optimal flow of knowledge in innovation systems.*

Author

Facilitator



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Starting dates: Monthly

Group sizes: Up to 15

Length: 8 weeks plus 2 week follow-up

Weekly worktime: Min. 4 hours

Cost: US\$ 2000 plus literature, forum membership, and connectivity. Customized corporate and educational rates available.

Delivery: Asynchronous delivery via [www.communityzero.com](http://www.communityzero.com). Online seminars are conducted using an established voice over IP platform [www.centra.com](http://www.centra.com). Email and telephone support on questions is also provided.

Certification: Successful completion of the course is accompanied by formal certification by Entovation International Ltd as "Certified Knowledge Innovation® Practitioner".

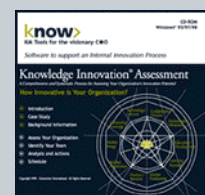
Registration: [certification@entovation.com](mailto:certification@entovation.com)

Payment: Via [www.paypal.com](http://www.paypal.com)

Questions? Contact Dr. Clint Ackerman - [c\\_ackerman@entovation.com](mailto:c_ackerman@entovation.com), or Dr. Oliver Schwabe - [oliver@euro-focus.com](mailto:oliver@euro-focus.com).

### Integrated tools

Knowledge Innovation® Assessment SOFTWARE.



Throughout the course, other individual assessment, networking climate and activity prioritization tools will be used and/or made available to students, such as the [Collaborative Climate Index](#), and the [Extended DISC Behavioral Evaluation](#).



**Week 1 – Introductory**

A basic introduction to the knowledge field, including forces behind the evolution of the movement, rationale for knowledge strategy, the 'Community of Knowledge Practice' and contrast of traditional vs. human capital management.

**Week 2 – Project Preparation**

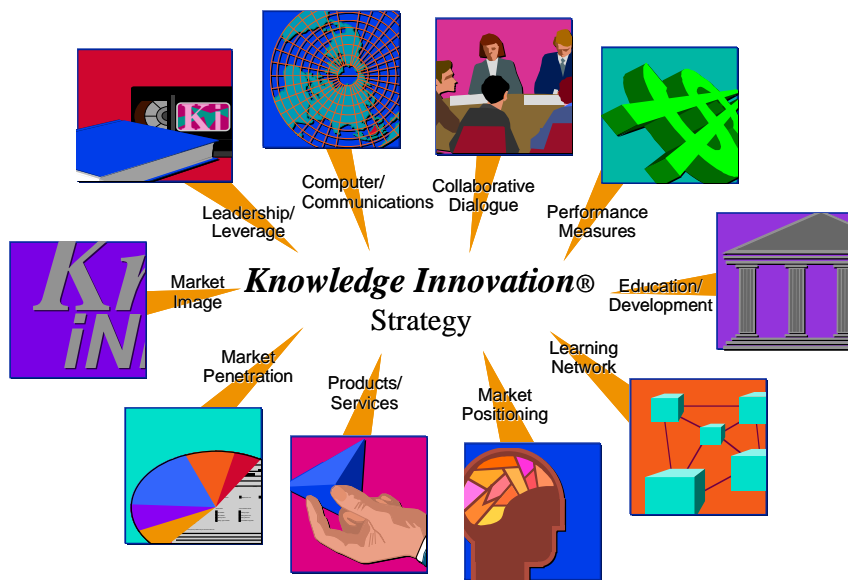
Identification and preparation of a pragmatic knowledge innovation project that provides measureable value impact for a chosen organization. Project work is continued in the following weeks.

**Week 5 – State-of-the-Customer**

A review of modern customer interaction models and exploration of customer innovation – beyond CRM methodologies – based upon the value of customer knowledge, not knowledge of the customers.

**Week 6 – State-of-the Future**

An examination of the most relevant future management trends and the emergence of modern managerial standards (e.g., modern performance models to measure intangible value, intellectual capital) to ensure leadership positioning in the next decade.



**Week 3 – State-of-the-Practice**

In-depth examination of the knowledge field, including key research findings from a major research study considered the 'KM Bible.' Sessions feature representative case study examples, an exploration of the migration from business planning and observations from select global leaders.

**Week 4 – State-of-the-Art**

An exploration of the five core concepts of the Knowledge Economy and an in-depth analysis of the innovation capacity of the organization resulting in knowledge strategies for sustainability.

**Week 7 – Project Presentation**

Preparation and discussion of completed knowledge innovation project proposal.

**Week 8 – Certification**

Review of course material and final examination/certification.

**Weeks 9 & 10 – Follow-up**

Follow-up coaching and results sharing will occur 3 months after course completion.

**By the end of the course, participants will have started to implement their own well-defined, customized strategy for Knowledge Innovation®.**

- Weekly Activities**
1. Expert lectures via streaming video/audio and online conferences
  2. Literature reading to grasp fundamentals
  3. Online text reading to access the newest thinking
  4. Asynchronous conferences to discuss concepts and share stories
  5. Case study evaluations
  6. Project work and research

**Definition of Knowledge Innovation®**

The creation, evolution, exchange and application of new ideas into marketable goods and services for:

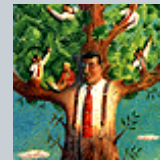
- the success of an enterprise
- the vitality of a nation's economy
- the advancement of society

**Course materials**



"The Innovation SuperHighway: Harnessing Intellectual Capital for Collaborative Advantage"

by Debra M. Amidon (2002)

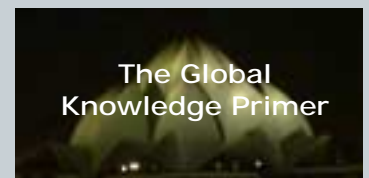


"Creating the Knowledge-Based Business"

by David J. Skyrme and Debra M. Amidon (1997)



"Innovation Strategy for the Economy: The Ken Awakening"; Selected for Business Literacy 2000, by Debra M. Amidon (1997)



**The Global Knowledge Primer**

"Global Knowledge Primer"

An e-publication of articles featured in our newsletter –

I<sup>3</sup> Update/ENTOVATION News.

**After successful completion ask for details about becoming a "Certified Knowledge Innovation® Consultant"**