



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

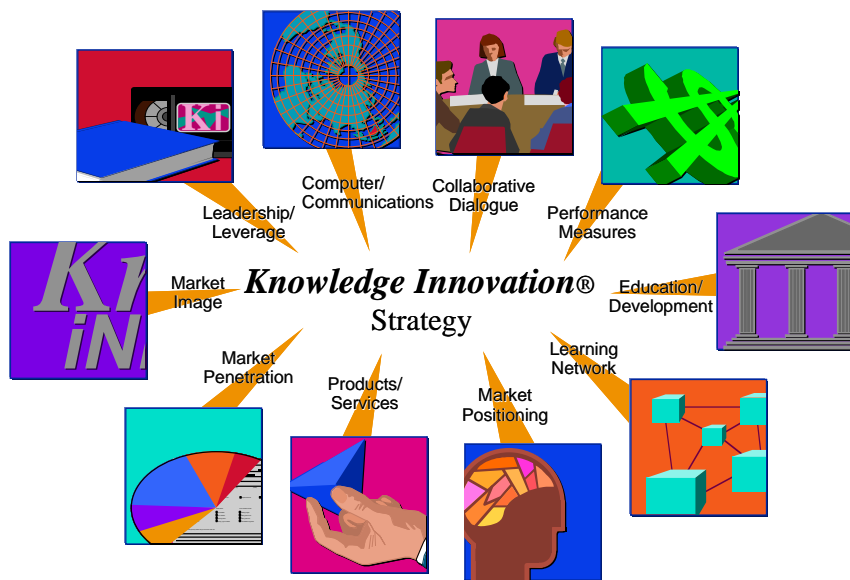
Identification and preparation of a pragmatic knowledge innovation project that provides measureable value impact for a chosen organization. Project work is continued in the following weeks.

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:

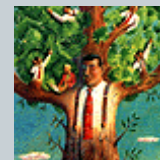
- the success of an enterprise
- the vitality of a nation's economy
- the advancement of society

Required literature



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

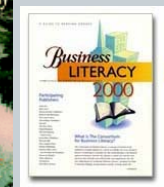
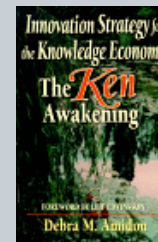
by Debra M. Amidon (2002)



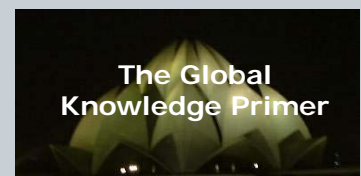
"Creating the Knowledge-Based Business"

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 –

³ Update/ENTOVATION News.

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