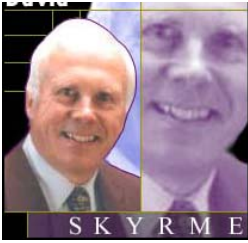




## Content Expert

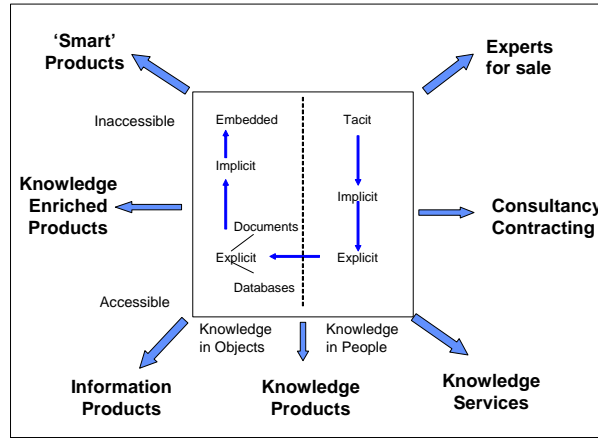


David Skyrme is a world-renowned knowledge management consultant. As a hybrid manager, he is equally at home in the fields of management and IT, business and academia. After obtaining a doctorate in nuclear physics at Oxford University, he pursued a corporate career for 25 years in the computer industry, much of it with Digital Equipment Corporation. His experience covers many activities including sales, marketing, systems development, product management, change management initiatives and corporate strategic planning.

David left Digital in March 1993 and set up his own consultancy. Typical projects include KM strategy development, creation of knowledge centres, advising CKOs (Chief Knowledge Officers), running KM workshops, analysing market and technology trends, and implementing websites and portals using content management systems. His many publications include *Creating the Knowledge-based Business* (co-authored with Debra Amidon), *Measuring Knowledge and Intellectual Capital*, *Public Sector-Public Knowledge*, *Knowledge Networking* and *Capitalizing on Knowledge: From e-business to k-business*.

David regards himself as a knowledge refiner, in that he articulates complex subjects in ways that helps his clients gain new insights and develop practical approaches. This course is an example of his insightful yet practical approach to knowledge transfer.

# K-Business: Building a Knowledge Business



## Learn How To

- Identify which knowledge assets have commercialization potential
- Develop positioning, packaging and pricing strategies
- Use the Internet as an effective marketing and delivery vehicle
- Enrich your customer experience
- Create and implement a thriving k-business

Knowledge management has evolved from a fad to being a fundamental cornerstone of successful and sustainable enterprises. However, to date most knowledge management initiatives are focused on improving the performance of an organization – its internal processes, its products and services, and its relationships with customers and other stakeholders. But if it is such a valuable resource as many people claim, then most organizations are sitting on potential goldmines of knowledge which are waiting to be exploited commercially.

## Benefits

The course provides a balanced mix of key concepts, practical guidance and sample cases. Each module is a learning loop in which you learn the key concepts, apply them using relevant templates and checklists to your own situation, and discuss the results with the course facilitator.

Depending on your organizational status and focus, you should have at the end of the course a practical blueprint for commercializing knowledge assets and/or increasing revenues and profits from the knowledge that your organization already markets.



## Facilitator



Dr. Oliver Schwabe is one of the world's foremost community moderators and facilitators with over 50 theme areas delivered virtually to over 2500 students in 60 countries in the past decade.

Key clients include:

- Jones International University
- Capella University
- The Open University Business School
- KnowInc
- Entovation
- Sveiby Knowledge Associates
- United Nations Virtual Development Academy

For more information visit [www.euro-focus.com](http://www.euro-focus.com).

This course explores the unfolding world of a k-business – a business whose product is knowledge and which exploits the characteristics of the internet as a global marketing and delivery vehicle. As we know from the rise and fall of the dot-com mania, success can be elusive. But your chances can be significantly improved if you understand the fundamentals of productizing knowledge and of internet marketing. Core concepts that are covered include:

- Valuing knowledge
- K-business niches
- Pricing mechanisms
- B2B and B2C online knowledge markets
- The 10Ps of internet marketing
- The changing regulatory context.





## Module 1: K-Business: An Overview

Learning Objective: The elements of k-business

Topics: The evolving knowledge agenda, what is k-business, a k-business model, value from knowledge, knowledge markets, assessing KM maturity and commercialization readiness.

## Module 2: Knowledge Assets

Learning Objective: Identifying knowledge assets and market potential

Topics: Types of knowledge assets, knowledge products and services, conducting a knowledge audit, assessing market potential.

## Module 3: Leveraging the Internet

Learning Objective: How to exploit the Internet to the full

Topics: Evolution of e-commerce, knowledge on the internet, richness vs. reach, internet innovations, k-commerce, knowledge e-marketplaces, knowledge value networks, web services, lessons from the rise and fall of dot-coms.

## Module 4: Know Your Customers

Learning Objective: How to gain customer and competitor intelligence

Topics: The 4Cs – context, company, customers and competitors, customer knowledge, web analytics, competitor analysis, beyond intelligence.

## Module 5: Productizing Knowledge

Learning Objective: How to create a portfolio of knowledge products

Topics: forms of knowledge, knowledge codification, people-based services, object-based products, hybrids, product wrappers, metadata, digital rights.

## Module 6: The 5Ps of Promotion

Learning Objective: How to gain customers for your knowledge products

Topics: The 10Ps of internet marketing and trading, portals, pathways, pages, progression, personalization, the sales lifecycle, developing an optimum marketing mix.

## Module 7: The 5Ps of Profitability

Learning Objective: How to develop profitable k-commerce

Topics: positioning, packaging, pricing, processes, performance evaluation, the transition from entrepreneurship to management.

## Module 8: Planning for Success

Learning Objective: How to create a robust business plan

Topics: the kbiz.com mnemonic, the core concept, the value proposition, the customer experience, building the infrastructure, resourcing, minimizing risk, planning and website checklists. Reflection and review.

## Offerings

- Eight (8) week facilitated on-line course
- One day face-to-face workshop
- Four (4) hour online tele-coaching



This tree symbol can be seen on [www.unic.net](http://www.unic.net) - message is the roots for the fruits, i.e turning the tree upside down.

## Methodology

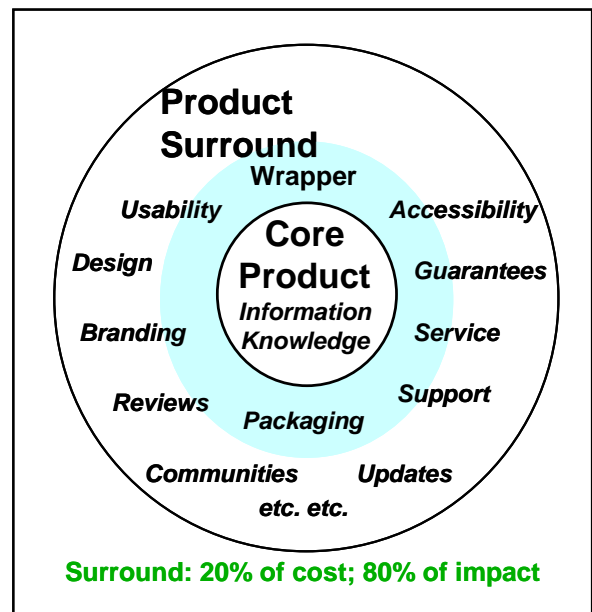
An intensive 8-week program, consisting of a coached e-Learning program. The course will be based on facilitated **action learning** based on the true challenges of the organizations whose people participate in each course.

A combination of several interaction tools will support shared learning:

- ❖Virtual round tables
- ❖Virtual brainstorming
- ❖Case studies and Best practices
- ❖Facilitated reading of selected material
- ❖Peer review of student's designs

## Learn by Doing

This is not just a course on theoretic concepts – useful as some of them are. During this course you will work through a sequence of logical steps to develop your own knowledge commercialization plan. You will also learn through application of the concepts about the practicalities of your approach. Our coaches will challenge you to be both ambitious yet realistic.



## Resources Included

- Book: Capitalizing on Knowledge: From e-Business to K-business
- Book Updates: Progress of the companies featured and lessons learned
- Working templates: KM maturity assessment, Knowledge marketplace evaluation, Website evaluation checklist, development plan checklist
- Web page of links to useful external resources
- Dialogue with course creator

**Registration:** please contact Dr. Oliver Schwabe via [oliver.schwabe@eurofocus.com](mailto:oliver.schwabe@eurofocus.com)

**Dates:** Courses start monthly by agreement. Group size: up to 10 people. **Time commitment:** Each week minimum 10 hours

**Delivery:** Asynchronous delivery via [www.communityzero.com](http://www.communityzero.com) **Online seminars** are conducted using [www.centra.com](http://www.centra.com)

**Payment:** Via [www.paypal.com](http://www.paypal.com) **Refunds:** only before receiving course materials