

# Mastering Knowledge Management

*An online course leading to Certification*

Are you managing what you need to manage? If, on average, the value of the intangible assets of an organization is up to three times the value of its tangible assets – shouldn't you pay just as much attention to the intangible side of the equation?

**This course will help you learn how to manage intangible assets through pragmatic synthesis of:**

- **TangoNet** – the award winning business simulation by Dr. Karl-Erik Sveiby and Celemi
- **The Collaborative Climate Index**
- **The Sveiby Knowledge Management Activity Planning tool (KMAP)**
- **The Sveiby Invisible Balance Sheet (IBS)**
- **The Sveiby CaseBase**
- **The Sveiby Intangible Assets Monitor (IAM)**

The course will also include Change Management, Project Management, and the sharing of

**A LOT OF EXPERIENCE**

that brings Knowledge Management to life!

At the end of the course you will have started implementing a well-defined and customized knowledge focused business strategy.

**Learn by doing:** You won't listen to lectures on knowledge management. You will learn new concepts, assess how to implement them, and practise newly acquired skills in specially designed, integrated simulation exercises. Proven assessment tools will enable you to objectively analyse situations common to a range of industry sectors.

This 8-week introductory course to KM and established tools is delivered fully online to groups of 3-10. The seminar itself focuses on providing insights into the fundamental issues of knowledge management as a preparation for understanding the simulation tool TangoNet and finally on the development of a KM proposal for the organization of each participant. Your proposal can be provided to the facilitators for review and comment. The above parallel learning tracks ensure that you gain knowledge about KM issues which can be directly applied to your own environment. This allows you to move into the phase of *learning by doing*.

## Integrated Tools:

*The online version of the award winning simulation Tango.*

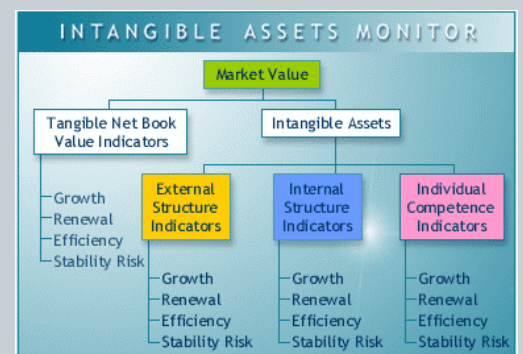


[www.tangonow.net](http://www.tangonow.net)

*The online version of the powerful knowledge management activity planning tool: KMAP*



*The online version of the Sveiby Intangible Assets Monitor*



## Learning Objectives

By the end of the course participants will have mastered the fundamentals of:

- How to Create a Knowledge Focused Strategy
- How to Measure Intangible Assets and Intellectual Capital
- How to create an Invisible Balance Sheet
- How to Manage Knowledge Workers and Knowledge Organizations
- How to perform Knowledge Management Activity Planning
- How to Manage a Knowledge Organization

Participants will have created an all-encompassing proposal for implementing a knowledge focused strategy in their organization.

## Required resources

**Book:** The New Organizational Wealth

**Hardcover:** 275 pages **Publisher:** Berrett-Koehler; ISBN: 1576750140; 1997

This groundbreaking book offers practical advice and rules of thumb for designing a business strategy that focuses on knowledge as an intangible asset. In eight chapters, Sveiby assembles a veritable toolbox of knowledge-based management techniques to enable managers to meet the new business challenges of the coming century. Available through [www.knowledgeshop.com](http://www.knowledgeshop.com)

**Online:** The Sveiby Toolkit (included in course fees), TangoNet (included in course fees)

## Curriculum

Acting as the CKO of your company you will leverage the Sveiby Toolkit to experience:

**Week 1:** KM Fundamentals

**Week 2:** The Knowledge Focussed Strategy

**Week 3:** Measuring Intangibles

**Week 4:** Creating the Invisible Balance Sheet

**Week 5:** Managing Knowledge Workers

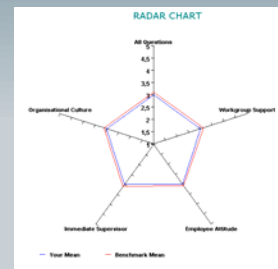
**Week 6:** Knowledge Management Activity Planning

**Week 7:** Creating the Collaborative Climate

**Week 8:** Managing the Knowledge Organization

In a final examination, course learning and the overall project quality are evaluated.

*The online version of the Collaborative Climate Index*



*...and finally, full access to The Sveiby Toolkit*



### Online Facilitator:

SKA Member: Oliver Schwabe, Eurofocus International Consultants Ltd. [www.euro-focus.com](http://www.euro-focus.com)

E-mail: [oliver.schwabe@euro-focus.com](mailto:oliver.schwabe@euro-focus.com)

**Starting Dates:** Monthly

**Length:** 8 weeks; Weekly time commitment: Approx. 8 hours

**Delivery:** Asynchronous delivery via [www.sveibytoolkit.com](http://www.sveibytoolkit.com). Online seminars are conducted using an established voice over IP platform. Interactive self-tests provide useful learning tips. E-mail and telephone support on questions is also provided.

Certification: Successful completion of the course is accompanied by formal certification as "Knowledge Manager (SKA)" by Dr. Karl-Erik Sveiby.