

## **APPLYING KNOWLEDGE MANAGEMENT TO UNLOCK INSIGHTS WORKSHOP**

**DATE: 30<sup>TH</sup> JULY – 3<sup>RD</sup> AUGUST 2019**

**VENUE: NYALI SUN AFRICA BEACH HOTEL & SPA**

**COST: KSHS 87,500 EXCLUDING VAT PER PERSON NITA REGISTERED: NITA/TRN/916**

### **BACKGROUND**

As the knowledge-based economy grows exponentially, the knowledge assets become invaluable to the organizations. Effective use of knowledge has been crucial to the organization's survival and success in competitive global markets and has a strong potential to problems solving, decision making, organizational performance enhancements and innovation. Effective use of knowledge, stated in a more academic way, is Knowledge Management.

Knowledge Management defines a systematic, explicit and deliberated building processes required to manage knowledge, the purpose of which is to maximize an enterprise's knowledge-related effectiveness and create values (Bixler & Stankosky, 2005). The process incorporated in KM includes collecting, organizing, clarifying, disseminating and reusing the information and knowledge throughout an organization. Dealing with knowledge is the main theme of Knowledge Management.

Successful Knowledge Management has maturity, dynamic and self-growth attributes. Maturity attribute means Knowledge Management should be strong enough to handle the turbulence in performance yet flexible to adapt to changes. Also, Knowledge Management should align with the organizational policy, strategies, culture and structure, and provide an environment with well disciplined, value-added and relevant knowledge to generate and introduce innovation and challenging ideas.

## OBJECTIVES OF THIS TRAINING

The purpose of the Knowledge Management process is to share perspectives, ideas, experience and information; to ensure that these are available in the right place at the right time to enable informed decisions; and to improve efficiency by reducing the need to rediscover knowledge. The objectives of Knowledge Management are to:

- Improve the quality of management decision-making by ensuring that reliable and secure knowledge, information and data is available through the service lifecycle
- Enable the service provider to be more efficient and improve quality of service, increase satisfaction and reduce the cost of service by reducing the need to rediscover knowledge.
- Ensure that staff have a clear and common understanding of the value that their services provide to customers and the ways in which benefits are realized from the use of those services.
- Maintain a Service Knowledge Management System (SKMS) that provides controlled access to knowledge, information and data that is appropriate for each audience.

## THE IMPACT OF PERSONAL AND POSITIONAL POWERS ON KNOWLEDGE MANAGEMENT

Knowledge Management can have the following impacts on people:

- ❖ Knowledge Management can facilitate employee learning
- ❖ Knowledge Management can facilitate employee adaptability and cause employees to become more flexible
- ❖ Knowledge Management can also enhance employee job satisfaction.
- ❖ Knowledge Management Impacts on Employee Learning. This can be accomplished through Externalization e.g., writing a report on lessons learned from a project Internalization e.g., when employees preparing for a later project, can read it
- ❖ Socialization e.g., through joint activities, such as, meetings or informal chats, communities of practice, an organic and self-organized group of individuals who are dispersed geographically or organizationally, but communicate regularly to discuss issues of mutual interest
- ❖ Knowledge Management can impact employee adaptability as follows: - Employees are likely to adapt, when they interact with each other. They are more likely to accept change and - They are more prepared to respond to change and less likely to be caught by surprise!
- ❖ Knowledge Management Impacts on Employee Job Satisfaction



## THE IMPACT OF KNOWLEDGE MANAGEMENT ON ORGANISATIONAL PERFORMANCE

Organizations can increasingly rely on knowledge shared across individuals to produce innovative solutions to problems, as well as, to develop more innovative organizational processes. Knowledge Management has been found to enable frequent improved brainstorming, thus enhancing process innovation. Knowledge Management can enable organizations by better exploitation of new ideas. “The power of intellectual capital is the ability to breed ideas that ignite value”.

Knowledge Management impact on products can help organizations offer new products or improved products that provide a significant additional value as compared with earlier products. Value-added products also benefit from Knowledge Management due to the effect the latter has on organizational process innovation. Knowledge Management Impacts on Knowledge-Based Products. Knowledge Management can have a significant impact on products that are knowledge based, e.g.: - Consulting - Software development Consultants can quickly access and combine the best available knowledge and bid on proposals that would otherwise be too costly or too time-consuming to put together.

Organizations can place solutions to software problems of customer in a shareable knowledge base. Let customers download software patches based on their answers to an automated “wizard” system that prompts customers with a series of questions aimed at diagnosing the customer needs. In knowledge-based industries, Knowledge Management is often necessary just for mere survival. Knowledge Management Impacts on Organizational Performance “Ideas are capital. The rest is just money”. It reflects the belief that investments in Knowledge Management should be viewed as capital investments, to produce long-term benefits to the entire organization, instead of assets providing value only at the present time.

## TARGET GROUP

The benefits of this workshop accrue to all professionals and business managers, team leaders and supervisors from departments or sections of an organization who desire to learn up to date best practices in Organizational Knowledge Management. This program is beneficial to:

- Knowledge Management Managers
- Knowledge Management Coordinators,
- HR Personnel,
- Documentation Officers,
- Data Management Personnel,

- Librarians,
- Records Managers /Officers,
- Information & IT Officers,
- Monitoring & Evaluation Officers (M & E)
- Quality Officers
- Project Managers/Officers,

## TARGET COMPETENCES

This training aims to upskill participants with the following competencies based on improving performance five important areas:

- Strategy development
- Management techniques
- Collaboration mechanisms
- Knowledge sharing and learning processes

## OUR TRAINING METHODOLOGY

Our training approach is unique and is intelligently designed to deliver the expected outcomes of this training. It is based on consistent, sound and proven approach that we have perfected over time. Our training approach is interactive and enhances participation, understanding and absorption of new ideas and habits. Our communication and protocol skills training methodology are designed to offer different challenges so that all key communication skills are utilized. The sessions will focus on the organizations staff and teamwork. We start by introducing and explaining communication and public relations, and the tenets of the same, then employ sets of carefully selected exercises designed to enhance participants' understanding of the principles. The exercises will highlight existing communication challenges being faced within organizations. The exercises will be highly stimulating, though provoking and moderately challenging, but fun to carry out such that participants will learn without feeling the mental discomfort of learning. In addition, participants will be required to summarize their learning experience in a brief statement or presentation to help reinforce their learning achievement and celebrate their accomplishment.

We aim to deliver an outstanding and interactive learning experience to your participants. Our training approach encompasses lecturers combined with group exercises, case studies, role play coupled with examples from organizations that are deliberately included to reinforce the learning of “communicating, connecting and caring” as presented throughout the training. We employ the latest interactive training and group training techniques to deliver an unforgettable learning experience.

We adopt an approach that allows participants to share their experiences in each session. In addition to power point presentations and handouts, participants will take home a CD with more additional reference material. The expert resource persons leading this in-house training have more than ten (10) years' experience each in executive training. Participants will be grouped into teams to undertake practical learning exercises. This will be an exciting, unforgettable, interactive and participatory seminar for your staff.

The resource persons are top-notch trainers and taking into account that staff have been performing the duties relating to the scope of this seminar, the training methodology will be a combination of the following approaches:



- Presentations through lecturing, Group Exercises & Demonstrations
- Case Studies (Group discussions and Presentation) to enable interactions between the facilitators and the participants and among participants.
- Discussions on topical issues arising from the various sessions and during the scheduled plenary discussions.
- Citation of real case scenarios to enhance understanding of the core concepts, issues and training strategies
- Role play, Games & Hands-on exercises

DGMB will deploy and use modern teaching aids aimed at making the training more exciting, inspiring and interesting. The teaching aids are numerous and serve different purposes. We have found the following teaching aids to be very effective in capturing the imagination of the trainees- *Overhead Transparencies (Coloured power point slides), Demonstrations & Handouts.*

### COURSE DURATION

The course duration is five (5) days and will run from **30<sup>th</sup> July to 3<sup>rd</sup> August 2018** at Nyali Sun Africa Beach Hotel & Spa. The length of the workshop is adequate to cover the entire course as shown below in course program.

<b>DAY ONE</b>	
8:00 am – 9:00 am	Arrival, Registration and Climate Setting
9:00 am – 11:00 am	Introduction to Knowledge Management Exercise 1: Terms & Definitions
11:00 am – 11:30 am	<b>Mid-morning Break and Refreshments</b>
11:30 am – 1:00 pm	Components of Knowledge Management Exercise 2: Governance and People
1:00 pm – 2:00 pm	<b>Lunch Break</b>
2:00 pm – 4:00 pm	Processes Exercise 3: KM Processes Case Study
4:00 pm – 4:15 pm	<b>Coffee/Tea, Wrap Up &amp; End of Day One</b>
<b>DAY TWO</b>	
8:00 am – 8:30 am	Arrival, Registration and Climate Setting
8:30 am – 10:30 am	Exercise 4: Case Study Presentation Components of Knowledge Management Part 3: Technologies in KM
10:30 am – 11:00 am	<b>Mid-morning Break and Refreshments</b>
11:00 am – 1:00 pm	Knowledge Management and Organizational Strategy Exercise 5: Aligning KM with Organizational Strategy
1:00 pm – 2:00 pm	<b>Lunch Break</b>
2:00 pm – 4:00 pm	Knowledge Management and Organizational Identifying Critical Knowledge Presentation of the Exercise
4:00 pm – 4:15 pm	<b>Coffee/Tea, Wrap Up &amp; End of Day Two</b>
<b>DAY THREE</b>	
8:00 am – 8:30 am	Arrival, Registration and Climate Setting

8:30 am – 10:30 am	Knowledge Management and Organizational Strategy Knowledge Management Documentation
10:30 am – 11:00 am	<b>Mid-morning Break and Refreshments</b>
11:00 am – 1:00 pm	Knowledge Management Success & Failure Factors
1:00 pm – 2:00 pm	<b>Lunch Break</b>
2:00 pm – 4:00 pm	Knowledge Management Development
4:00 pm – 4:15 pm	<b>Coffee/Tea Wrap up, Graduation &amp; End of Seminar</b>
<b>DAY FOUR</b>	
8:00 am – 8:30 am	Arrival, Registration and Climate Setting
8:30 am – 10:30 am	Knowledge Management Principles & Practices
10:30 am – 11:00 am	<b>Mid-morning Break and Refreshments</b>
11:00 am – 1:00 pm	Design & the Implementation of Knowledge Management
1:00 pm – 2:00 pm	<b>Lunch Break</b>
2:00 pm – 4:00 pm	
4:00 pm – 4:15 pm	<b>Coffee/Tea, Wrap Up &amp; End of Day Two</b>
<b>DAY FIVE</b>	
8:00 am – 8:30 am	Arrival, Registration and Climate Setting
8:30 am – 10:30 am	Best Practices in Knowledge Management
10:30 am – 11:00 am	<b>Mid-morning Break and Refreshments</b>
11:00 am – 1:00 pm	Role of Emotional Intelligence
1:00 pm – 2:00 pm	<b>Lunch Break</b>
2:00 pm – 4:00 pm	<b>Coffee/Tea Wrap up, Graduation &amp; End of Seminar</b>

### YOUR INVESTMENT

We shall offer this training at a professional fee of Kshs 87,500 per person excluding VAT, for the entire duration of the course. This fee will cover our charges, costs of course preparations and training materials. This cost does not cater for transport and accommodation for participants.

### ADMINISTRATION DETAILS

Dates: 30<sup>th</sup> July – 3<sup>rd</sup> August 2018  
 Venue: Nyali Sun Africa Beach Hotel & Spa  
 For enquiries or registration call **David** or **Caroline** on: (+254) 722 352 680/ (+254) 774 352 680.  
 Email: [training@dgmbtraining.co.ke](mailto:training@dgmbtraining.co.ke) or [dgmbfinance@gmail.com](mailto:dgmbfinance@gmail.com)

### PRE-REQUISITES

No prior detailed exposition to Knowledge management is required.

## TESTIMONIALS FROM PARTICIPANTS

1. “Given the knowledge and skills possessed by most participants, such a course is very relevant as it helps to link strategic planning and budgeting more effectively given work experience. It’s relevant in this era of devolution. The course gives clarity.” - *Grace Mbera – Postal Corporation of Kenya.*
2. “The seminar was beneficial”. *Erick Korir – National Social Security Fund.*
3. “You are moving in the right direction. Keep on!” *Anastasia N. Muriqi – National Hospital Insurance Fund.*
4. “You have done a fantastic job. Keep it up. The booklet has adequate content and the CD very nice”. *Clifford N. Nzioka – Kenya National Highways Authority.*
5. “The course was very well planned, and the materials provided were very informative and can be used for future reference. Keep it up”. *Angela Kiarie - National Hospital Insurance Fund.*
6. “The course was very objective and fitted well within my required mandate at my company. I got new and compelling ways to enhance my performance with regard to strategic planning, budgeting and forecasting. In overall, the course was extremely relevant and useful to my daily undertakings”. *Nicholas Omenya – Kenya Electricity Generating Company.*
7. “Keep up the good work”. *Martha Ndichu – National Social Security Fund.*
8. “The course is very important to managers, planners and accountants. It provides good guidance in running the organization”. *Molline Otieno –Siginon Aviation Limited*
9. “The course is very relevant – suggest to our organization that the content is useful, and accountants can benefit”. *Halima Sheikh - National Hospital Insurance Fund.*

## QUALITY ASSURANCE

DGMB Training Solutions Ltd strives to provide you with the most productive, effective and value for money training experience possible. If after completing the course you feel there is some way we can improve, please write your comments on the evaluation form provided upon your arrival.

## TERMS AND CONDITIONS

**Disclaimer:** All registrations are subject to session availability. All speakers, sessions and prices were confirmed and correct at the time of printing. DGMB Training Solutions Limited reserves the right to change speakers and program details as required in addition to making changes to the schedules, venue or cancel the event altogether. **Privacy notification:** DGMB Training Solutions Limited respects the privacy of individuals, their sponsors, Organizations and acknowledges that the information you provide on registration form is confidential and third parties would not have access to. DGMB Training Solutions Limited collects this information for purposes of processing your registration and providing you information (via email and/ or mail) on upcoming events, specific products and services provided by or associated with DGMB Training Solutions Limited.

Learn. Internalize. Apply



Kindly register by 5pm, two working days prior to the training to enable us cater for your course materials and catering requirements.

**Notice of withdrawal:** Unless written notice of withdrawal is received before the closing date of the program, the full fee is still due in the event of non-attendance. However, DGMB Training Solutions Limited accepts replacement(s) or substitution, made in writing, prior to the commencement date of the Seminar. However, no substitution of participant(s) is allowable after the commencement of the training.

### **CERTIFICATE OF PARTICIPATION**

Participants will be awarded certificates after attending this course.

### **TRANSPORT AND ACCOMMODATION**

Participants will cater for own transport and accommodation.

### **HOW TO PAY**

1. Issue a cheque in the name of “DGMB Training Solutions Ltd” or
2. Remit the Training fees via RTGS or Electronic Funds Transfer (EFT) to our Bank, the details are: - Account Name: - DGMB Training Solutions Limited, Bank: Cooperative Bank of Kenya, Branch: City Hall Branch, Nairobi, Account Number: - 01148231039600 and Branch Code: - 11049.
3. Our PIN is P051349463PS