MERCURY

Essential Knowledge Management Course

8 – 12 August 2027
Istanbul (Turkey)



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Ref: 9228_1080538 **Date:** 8 – 12 August 2027 **Location:** Istanbul (Turkey) **Fees:** 4900 Euro

Introduction:

Effective knowledge sharing throughout an organization enhances employee performance and promotes innovation. This knowledge management course is designed for professionals who play a significant role in enabling access to critical knowledge and expertise wherever and whenever work gets done.

Understanding the Essential Knowledge Management Course involves delving into the crucial facets of knowledge management, a discipline pivotal in today's organizational landscape. This course covers various topics, from the fundamental definitions of knowledge management to its strategic importance and practical applications.

Participants will explore a knowledge manager's role and responsibilities within an organization. They will learn why knowledge management is vital for businesses, including its benefits in enhancing productivity, innovation, and decision-making processes.

The course delves into various types of knowledge management, ranging from explicit to tacit knowledge. It outlines best practices and strategies for effective implementation. Participants will gain insights into developing and executing a knowledge management plan tailored to organizational needs.

Furthermore, the curriculum highlights essential knowledge management tools and solutions for efficient information sharing and collaboration. It also addresses the certification process for becoming a Certified Knowledge Manager CKM, emphasizing the value of obtaining this credential in the field.

In summary, this course serves as a comprehensive guide to knowledge management, equipping participants with the skills and knowledge to drive successful knowledge initiatives within their organizations.

Targeted Groups:

- Professionals want to understand knowledge management and how to provide leadership in their organizations with a broader array of learning solutions that meet the critical information needs of the workforce.
- Talent development professionals trainers.
- Instructional designers.
- Organizational development practitioners.
- Anyone within an organization is responsible for developing others, from managers to human resources specialists.

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Course Objectives:

At the end of this knowledge management course, the participants will be able to:

- Advocate for effective knowledge sharing.
- Foster an enabling environment within your organization that encourages knowledge sharing.
- Conduct a knowledge management assessment of your organization.
- Apply knowledge-sharing tools and techniques in practice.
- Develop a knowledge management strategy to institutionalize KM practices within your organization.

Targeted Competencies:

At the end of this knowledge management training, the participant's competencies will be able to:

- Organizational Knowledge.
- Knowledge Management Components.
- Knowledge Management Procedures and Governance.
- Selecting a Knowledge Management Vendor.
- Knowledge Management and Organizational Learning.

Course Content:

Unit 1: Fundamentals:

- Understand the fundamentals and key concepts of knowledge management.
- How can we make a case for knowledge management?
- Explore the role of KM in an organization.
- Identify where KM is situated in your organization.
- Establish a framework and components for developing your knowledge management strategy throughout the course.

Unit 2: Understanding Context and Taking Stock:

- Understand the cultural and behavioral elements of knowledge Management.
- Develop a conducive environment for knowledge sharing and overcoming challenges.
- Learn how to make the best use of organizational assessments.

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Unit 3: Actively Learning From Feedback Loops:

- Examine supply and demand for knowledge.
- Capture and generate meaningful lessons learned.
- Recognize and maximize learning opportunities in the project cycle.
- Pool good practice examples.

Unit 4: Pure KM Tools and Supporting Practices:

- Explore and apply knowledge-sharing techniques and processes.
- Share current examples of ICT and social media.
- Identify and work with knowledge champions.

Unit 5: Knowledge Management Strategy:

- Develop steps for a knowledge management strategy.
- Validate components of your KM strategy with peer support.
- Share insights for overcoming challenges and recognizing success in KM in your organization.

Conclusion:

The Essential Knowledge Management Course comprehensively explains a knowledge manager's critical role and responsibilities within organizations. Participants gain insights into the importance of knowledge management in fostering innovation, enhancing decision-making, and improving overall operational efficiency.

The course explores various knowledge management practices, strategies, and best practices, equipping learners with a robust toolkit to implement knowledge initiatives effectively. Participants also learn about different types of knowledge management, including explicit and tacit knowledge, and how to leverage these for organizational success.

Moreover, the course emphasizes the benefits of knowledge management, such as improved collaboration, faster problem-solving, and better customer service. It highlights the process of obtaining a knowledge management certification and its value to professional development.

By the course's end, participants are equipped with a solid understanding of knowledge management essentials, including defining and executing a knowledge management plan, selecting appropriate tools and solutions, and driving a knowledge-centric culture within their organizations. This course serves as a springboard for those aspiring to become certified knowledge managers, empowering them to lead successful knowledge management initiatives.