

# The Practice of Knowledge Management

## To Secure Competitive Advantage & Sustainable Performance

2 Days Workshop and **FREE** follow-up review to develop a road map to implement Knowledge Management Practice in your Organization

Exclusively designed for

- The Senior Management, Heads of Division and Key Decision Makers
- Human Capital and Organisation Development Professionals
- Knowledge Management Practitioners and Information Specialists
- ICT, Operations, Technical and Project Management Staff

Facilitated by

**Lee Keong Fatt**

JT Frank Academy's Senior Facilitator / Consultant

Honourable member of The

Malaysian Emerging Knowledge Organization (MEKO) Award 2007 Review Committee

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2 days Workshop  
on 25-26 April, 2008  
at 09:00 a.m.  
fee: Rp. 2.750.000,-



**JT Frank**  
Academy

**SWA**

**BALbiz**  
CONSULTANT

# The Practice of Knowledge Management (POKM)

- The Practice of Knowledge Management (POKM) is about achieving SIGNIFICANT and SUSTAINABLE PERFORMANCE by adopting KEY SELF – DRIVEN MINDSETS and HABITS or FOCUS
- The INTERNALISATION of these mindsets and habits transform individuals, teams, and organisations to be more self-drive, proactive, collaborative and innovative
- The Practice of Knowledge Management (POKM) is a progressive journey in pursuit of ORGANISATIONAL DEVELOPMENT/IMPROVEMENT
- Ultimately, The Practice of Knowledge Management, assists organisations to rise to a higher level of ORGANISATIONAL COMPETITIVENESS and the capability to achieve SUSTAINABLE PERFORMANCE
- In this context, The JT Frank POKM model offers a HIGHLY STRUCTURED and INTEGRATED APPROACH to pioneer, sustain and innovate the Practice of Knowledge Management facilitated by KEY ENABLERS

## Key Habits

Key habits will lead Individuals, teams and organisations to be more:

**Self – Driven, Pro – Active, Collaborative and Innovative**

and this will lead to higher level of:

**ORGANISATIONAL COMPETITIVENESS and achieving SUSTAINABLE PERFORMANCE**

## Practical benefits of POKM to Organizations

The Practice of Knowledge Management assists organizations to:

Increase  
**OPERATIONAL EXCELLENCE**

Enhance  
**CUSTOMER RESPONSIVENESS**

Accelerate  
**INNOVATION INTENSITY**

## Practical Benefits of POKM to Individuals and Teams

- Nurture OPEN MINDEDNESS for effective learning to develop, apply and manage change successfully
- Form Strong Habits To Share And Innovate
- Retain Critical Knowledge
- Develop SELF-DRIVEN and PROACTIVE INDIVIDUALS who can REALIZE SUSTAINABLE PERFORMANCE

## When Should Organizations Introduce POKM?

- Positioning to secure a higher level of performance and competitive advantage
- Expanding locally, regionally and globally
- Pursuing key transformation
- Undergoing restructuring and reorganization
- Introducing major changes
- Implementing strategic sizing exercise
- Deploying major or key projects
- Carrying out branding or re-branding initiatives

## Day One OUTLINE

### 1. THE KNOWLEDGE ECONOMY

- (a) Impact of the Knowledge Economy on organisational competitiveness
- (b) The emergence of The Practice of Knowledge Management (POKM)
- (c) Transforming individuals, teams and organisations to be more self-driven, pro-active, collaborative and innovative – Towards nurturing “Global Class Mindset”

### 2. THE PRACTICE OF KNOWLEDGE MANAGEMENT-1

- (a) A systematic approach to initiate POKM – Achieving Key Performance Indicators (KPIs)
- (b) Implementing a practical Knowledge Identification Exercise
- (c) Developing an open-mind to pursue K-acquisition – Unlearning and Relearning

### 3. THE PRACTICE OF KNOWLEDGE MANAGEMENT-2

- (a) Adopting the mindset of immediate K-application
- (b) Cultivating the habits of K-sharing and Collaborations
- (c) Placing major emphasis on K-development and enhancing key competencies

### 4. THE PRACTICE OF KNOWLEDGE MANAGEMENT-3

- (a) Developing the passion for K-creation and K-innovation
- (b) Making K-preservation work and retaining critical knowledge
- (c) Carrying out periodic K-measurement – Implementing progress and impact indicators

## Day two OUTLINE

### 5. THE 6 KEY ENABLERS

- (a) Putting in place the 6 key enablers of a Knowledge-based organisation
- (b) The 6 key enablers as Strategic Facilitators
- (c) Key physical architectures that support the Practice of Knowledge management

### 6. BUILDING A KNOWLEDGE-BASED ORGANISATION-1

- (a) Innovating the Macro Organisation design, capitalising on Formal micro teams and Communities of Practice (COPs)
- (b) A systematic approach to formulate an effective POKM Policy for the Knowledge-based organisation
- (c) The structured POKM roadmap as a practical guide to implement key initiatives

### 7. BUILDING A KNOWLEDGE-BASED ORGANISATION-2

- (a) Deploying K-tools that are driven by habits and culture-Learning History and K-Creation Board
- (b) 8 Distinctive competencies of an Innovative K-Professional (IKP)
- (c) Information Communication Technology as a powerful enabler that facilitates the implementation of POKM initiatives.

### 8. BUILDING A KNOWLEDGE-BASED ORGANISATION

- (a) Business Case/ Value Propositions and key benefits of POKM
- (b) The 5 key phases of the Practice of Knowledge Management
- (c) The Global Emerging Knowledge Organisation (GEKO) Award 2008

## Practical Workshop 1

- (1) Team discussions on “Challenges and Solutions to implement the Practice of Knowledge Management”
- (2) Individual team presentations and summaries

## Practical Workshop 2

- (1) Team discussions on “Formulating the Operating POKM Policy and Structured POKM Roadmap”
- (2) Individual team presentations and summaries

## Practical benefits of POKM to Organisations

The Practice of Knowledge Management assists organisations to:

### 1. Increase OPERATIONAL EXCELLENCE –

- a) Reduce number of mistakes or repeated mistakes,
- b) Decrease cost of operations or managing projects and
- c) Increase consistency to achieve deadlines

### 2. Enhance CUSTOMER RESPONSIVENESS –

- a) Speed up response time
- b) Deliver consistent services and
- c) Offer more quality solutions

### 3. Accelerate INNOVATION INTENSITY –

- a) Generate more ideas,
- b) Shorten the time taken to innovate and
- c) Pioneer breakthrough improvements

## Practical Benefits of POKM to Individuals and Teams

1. Nurture an **OPEN MIND TO LEARN**, develop, apply and manage change successfully
2. Form **STRONG HABITS TO SHARE AND INNOVATE** ideas, solutions, lessons learned and good (best) practices with greater impact
3. **RETAIN CRITICAL KNOWLEDGE** in individuals and teams more effectively
4. Develop self – driven and pro – active mindsets to **SUPPORT** the company’s **INITIATIVES, PROJECTS AND DIRECTION**



### 1) The Visionary Knowledge Leader

- Lee Keong Fatt has 30 years of professional working experience in Corporate and General Management, Coaching and Consulting
- He has worked in a number of establishments in Scotland, Ireland, UK, Singapore and Malaysia
- His past and present clients include- Perak SEDC, Pahang LKPP, Ministry of Tourism, Tourism Malaysia, Ministry of Education, MARA, Porla, Telekom, TNB, Oil Corp. Bhd., Marina Cove, Strawberry Park, Kingwood Group, KFC, IBM, HSBC, Maybank, Apex Equity Holdings Bhd., Travel Agents Nationwide and others

### 2) the Innovative Global Facilitator and Consultant

- Lee has more than 16 years of Facilitation, Consulting and Coaching experience globally in The Practice of Knowledge management (POKM), Project Management, Turnaround Management and Mentoring
- He is a Certified JT Frank Global Facilitator and Consultant and a Honourable member of the Malaysian Emerging Knowledge Organisation (MEKO) Award 2007 Review Committee. He is also a Senior Faculty Member of the JT Frank Academy's Facilitation/ Consulting team for The Asian Zone
- His research interests include- Analysing the impact of Knowledge acquisition (unlearning and relearning) on individual, team and organizational effectiveness and Transforming enterprises into Knowledge-based organizations

### 3) the Learner

- Lee has a Bachelor degree in Hotel and Catering Management from the University of Strathclyde, Scotland
- He is also a certified practitioner for Coaching, Neuro Linguistic Programme(NLP), Hypno Therapy(HT) and Time Line Therapy(TLT) with credentials approved and recognised by American Board of NLP, NLP University(USA), Hypnotherapy Institute California, American Council of Hypnotists and American Board of Hypnotherapy. Lee's coaching qualification is recognised by the International Coach Federation, the highest and the most established coaching body in the world

## Learning ADMINISTRATION

1. Learning Group Size - 20 to 25 participants
2. Learning methodologies - Presentation, board diagrams, open class and team discussions
3. Medium of Facilitation - English Language

## About JT Frank Academy Sdn. Bhd. (Co.No.658285-P)

- JT Frank Academy is A Global Centre of Learning and Certification Excellence in the Practice of Knowledge Management.
- It was established on 22nd July 1988 by Dr. Frankie Ow DBA (Hrd), Chief Knowledge Architect. Today, JT Frank Academy is The Undisputed No. 1 Content Creator, Innovator and Provider of the Practice of Knowledge Management Learning Solutions and Certifications in Malaysia.
- It is the First Global Centre in Malaysia to introduce the 5-day CIKM. Since 28th October 2000, JT Frank has successfully innovated and facilitated 50 CIKM intakes with 614 participants. And more than 10,000 participants have completed the JT Frank POKM Learning.
- Besides Malaysia, organisations from China, Korea, Norway, Republic of Mauritius, Thailand, Philippines, Singapore, Indonesia, Vietnam, Cambodia, Taiwan, India, Mongolia, Pakistan and Sri Lanka have participated in the JT Frank POKM Learning Solutions



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