

**Knowledge
Management
Series**

MANAGING ORGANIZATIONAL KNOWLEDGE

A Project-Centric Approach to Knowledge Management

The loss of corporate knowledge may be the most serious challenge faced by organizations of all sizes today. Fueled by employee turnover, baby-boomer retirement and poor planning, companies watch vital organizational knowledge walk out the door.

Over the past few years, Knowledge Management has matured into an executive-level dialogue intended to mitigate this knowledge loss. It has created an awakening to the importance of knowledge creation, discovery, acquisition, organization, retention, transfer and sharing. But despite this promise, Knowledge Management is rejected by many in business as an impractical, academic exercise.

With **MANAGING ORGANIZATIONAL KNOWLEDGE**, that is about to change. This new *Tryon and Associates* session establishes a revolutionary and bold strategy based on harvesting knowledge from an activity already familiar to most modern organization ... *projects!*

Projects are the mechanism organizations use to create new products and services and make major revisions to current products and services. These products and services are critical to meeting the expectations of external customers and satisfying internal business needs. Projects, by their very nature, are rich in organizational knowledge.

Successful project-oriented companies depend on mature Project Management and formal processes to perform the work of a project. Yet few are capitalizing on the natural by-products these disciplines offer as a foundation for Knowledge Management.

This information-packed seminar compresses the results of over four years of intense research, evaluation and live implementation. It explains the realities that make Knowledge Management a vital discussion as well as the concepts that make KM understandable. The heart of this seminar is a revolutionary new model that provides the infrastructure for designing a KM program in your organization. It also defines the components of a Knowledge Retention Policy that will provide an umbrella for your vital knowledge. The seminar concludes with presentations on the roles needed to implement and support KM and then takes a hard look at current research on maximizing the productivity of your knowledge workers.

The *core assumptions* for this session are...

- Organizational knowledge is a vital institutional asset and must be managed as any other valuable asset.
- People are the creators and users of organizational knowledge. They must be treated with great respect for their contributions to the knowledge of an organization. Their role in

identifying organizational knowledge and transferring it to other should increase the value of these individuals to the organization.

- The transfer of organizational knowledge must follow an intentional path that is actively supported by executive management.
- As naturally occurring projects conducted by an organization are the primary source for new organizational knowledge as well as the most significant users of current knowledge, these projects provide an ideal opportunity to identify, refine, retain and transfer organizational knowledge.

MANAGING ORGANIZATIONAL KNOWLEDGE explains how your organization can utilize projects as the most significant source of organizational knowledge. Topics addressed in this seminar include...

- The business realities and drivers for Knowledge Management.
- A definition of the Knowledge Management discipline.
- The core concepts and terminology of Knowledge Management that enables a valid organizational discussion.
- A distinction between general/encyclopedic knowledge and organizational knowledge.
- The life-cycle of knowledge.
- How to create a Knowledge Retention Policy that provides a clear structure for knowledge within your organization.
- A formal model to guide launching a KM initiative. This model integrates a flow of end knowledge artifacts with your best practices and project management activities.

Each of these topics lead to practical, realistic processes your organization can immediately apply. This session also integrates with more detailed strategies, techniques and templates offered in other seminars offered by *Tryon and Associates*.

MANAGING ORGANIZATIONAL KNOWLEDGE is available in two formats. A one-day “seminar” version presents the concepts listed above and uses highly participative small-group discussions to clarify the issues. This session also provides samples and templates that attendees may take with them. The two-day “workshop” version adds team-oriented activities where attendees use the samples and templates to create all of the elements of the Knowledge Retention Policy for their own environment. This enables them to bring back tangible work products that may be developed further in their workplace.

MANAGING ORGANIZATIONAL KNOWLEDGE should be the lead session for any organizational training initiative on Knowledge Management, Project Management or Requirements Management. This seminar may be combined with other *Tryon and Associates* educational programs to create customized training sessions that fit your needs.

Learning Objectives

The specific goals and objectives for this seminar are to provide each attendee with...

- Meaningful definitions of Knowledge Management (KM).
- The importance and value of KM to modern organizations.
- Useful KM concepts and terms.

- How to create a Knowledge Retention Policy to guide the retention of process and knowledge artifacts.
- What role projects play in Knowledge Management.
- How knowledge assets may be harvested from organizational projects.

Seminar Content

MANAGING ORGANIZATIONAL KNOWLEDGE is divided into the following units...

Session 1: THE NEW REALITIES OF THE KNOWLEDGE AGE

Session 2: KNOWLEDGE MANAGEMENT FUNDAMENTALS

Session 3: THE KNOWLEDGE RETENTION POLICY

Session 4: A MODEL FOR MANAGING ORGANIZATIONAL KNOWLEDGE

Audience

This seminar targets senior decision makers of any organization in any industry. Potential participants include Chief Executive Officers, Chief Information Officers, other members of the senior executive staff, business unit management and staff management. This communication *must* reach from the top of an organization to the people who work directly on major projects.

Prerequisites

There are no prerequisites for this session.

Duration

MANAGING ORGANIZATIONAL KNOWLEDGE compresses a large number of issues into a very stimulating and fast-paced one-day seminar format or a two-day workshop.

Format

This seminar utilizes an instructor-led format. Consistent topic coverage is insured by the use of easy-to-follow seminar notes. The instructors introduce each topic adding illustrations, examples and analogies to explain the material. Seminar attendees are encouraged to add their observations or ask questions at any time. Workshops will help illustrate specific topics, stimulate questions and facilitate physical deliverables from the class.

Materials

Each attendee receives a full set of presentation materials used by the instructor during the seminar. Various articles, examples, templates and common processes that are identified during the course may also be distributed. A comprehensive bibliography is provided of all books and reference materials noted during the seminar.

Author

MANAGING ORGANIZATIONAL KNOWLEDGE is authored by *Tryon and Associates* founder Charles Tryon. [Chuck Tryon](#) has authored over a dozen seminars on Knowledge Management, Project Management and Requirements Management. He is the co-chair and moderator for the annual Knowledge and Project Management Symposium. Since 1981, Chuck has taught thousands of people how to manage their projects and define business requirements.



Chuck earned a Master of Science in Knowledge Management degree from the University of Oklahoma to compliment his undergraduate degree in Business Administration from the University of Tulsa. Mr. Tryon has presented dozens of conference talks. He has also authored numerous papers that are available at www.TryonAssoc.com.

Scheduling and Pricing

This seminar is typically scheduled on-site for a specific client. Please review the general [scheduling and pricing policies](#) on the *Tryon and Associates* website. A price quote will be provided on request. On occasion, this seminar is offered on a public basis. Contact *Tryon and Associates* for more information about scheduling or attending this seminar.

Contact Information

Additional information on this and other *Tryon and Associates* seminars may be obtained by calling (918) 625-8258. Seminar descriptions and other helpful information are available at www.TryonAssoc.com.

Attendee Comments

“Session 2 was excellent because there’s not a lot of clarity out there about what KM is. “

“The model (Session 4) definitely communicated in a meaningful way to me. What I took from it was we are on the right track with our approach to project management and our vision for maintaining the artifacts coming out of our projects. It gave me a more solid understanding of how it all fits.”

“I appreciate the templates. Learned a lot and really enjoyed it.”

“Excellent job, I really enjoyed it.”

“Great seminar!”

When I left (the seminar), my initial reaction was disappointment in not being able to get into some practical application of KM. As I drove home, however, I realized I felt disappointment more from having to disengage from the conversation, because I found it to be so valuable.”

“I believe that you can help push this forward as I see the rest of the KM world has stalled – stuck in the same paradigm.”

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