

# KNOWLEDGE ASSET MANAGEMENT

## Two Day Masterclass

With internationally acknowledged expert and KAM author:

**Ron Young, Knowledge Associates UK**

In this two-day masterclass participants learn the essentials of Knowledge Asset Management (KAM) and why this approach enhances organisational performance. Throughout the interactive masterclass, examples of successful KAM application will be drawn from government and industry as learning experiences. Participants have the opportunity to share and discuss their own experiences and stories to enhance learning outcomes.

At the end of this masterclass participants will be able to:

- Describe the principles and purpose of KAM processes
- Share insights of the impacts successful KAM implementations have on performance
- Understand how to start to implement a KAM program
- Perform an internal KAM project within their own organisation
- Lead a KAM program in their own environment
- Continue their relationship with Knowledge Associates to share insights through the international KAM network

Participants will walk through the KAM Methodology phased approach of **AWARENESS, STAGE I: PLAN, STAGE II: DEVELOP, STAGE III: PERATE, MEASUREMENT and TRAINING.**

**People who should participate in this masterclass include: Anyone desiring to enhance the performance of this organisation including; leaders, managers, entrepreneurs, academics and business owners from all industries and functions.**

**The concepts and experiences in this workshop are relevant to private and public organisations of all sizes.**

**Cost \$630 + GST Per Day**

**November  
15-16 2017  
9:00am - 5:00pm**

**RMIT Graduate School of  
Business and Law  
Melbourne**



### WHY KAM?

KAM has been designed to ensure a comprehensive, systematic and consistent approach to knowledge asset management. It embraces a holistic approach to the strategic, cultural, people, process and technology aspects of leading a high-performance organisation. Successful implementation of knowledge asset management programmes involves integration of several critical success factors.

Critical success factors introduced in this masterclass include: proper KAM education, senior management engagement and commitment, identification of the critical knowledge areas/assets, shared KAM vision and strategy linked to the business objectives, fostering a knowledge sharing culture, robust knowledge enabled processes that harvest and leverage ideas, new learnings and insights, natural and flourishing knowledge-led communities, enabling knowledge technologies, aligned rewards and recognition, critical knowledge worker skills training, defined and effectively managed knowledge worker competency levels, measures to gauge the business performance, knowledge productivity and innovation benefits. Creating harmony across these many interdependent elements is the magic that KAM brings to high-performing organisations.

**Express your interest in the workshop with Cath Shelley  
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