



Knowledge Strategy Workshop

Determine the top Knowledge Management opportunities to solve business challenges in your organisation and select the best one to start with.

What is the Knowledge Strategy Workshop?

The Knowledge Strategy Workshop delivers the following outcomes:

- *Raises awareness and understanding of Knowledge Management (KM) principles and concepts.*
- *Indicate the common mistakes, stories and experiences organisations and people have had when implementing KM.*
- *Develop a list of potential starting projects for your organisation. These are directly linked to the challenges and goals your organisation currently has (you must come prepared for this to be achieved, see below).*

The Benefits

Following successful participation in this workshop, you will:

- *Have a common understanding and language about KM, its principles and concepts.*
- *Know what other organisations have done and be in a position to learn from their mistakes.*
- *Have a list of potential KM initiatives that will directly address several of your organisation's business challenges and that have the potential to deliver real business value.*
- *Take advantage of the thought leadership from IBM. This has been gained from many years of research in KM and direct experience with Clients Worldwide.*

Does your organisation need the Knowledge Strategy Workshop?

- *Do you know that KM can help your organisation, but don't know where to start?*
- *Do you need everyone to understand and use a common language about KM?*
- *Do you want to know how KM can help solve your Business Challenges?*
- *Do you know what else needs to be considered besides technology when choosing to use Knowledge Management?*

If you answered "yes" to any of these questions, you need this Workshop.

The Outcome

This Workshop will provide a practical and pragmatic approach to starting with Knowledge Management. It will provide a much clearer perspective on how KM can support the resolution of specific business issues and support your organisation's goals and strategies.

IBM will deliver a report which contains a list of potential KM projects that could be undertaken to deliver value to the organisation and specifically contribute to resolution of current business issues/challenges.



“Develop a list of potential Knowledge Management projects that are directly linked to challenges and goals your organisation currently has.”

Who Should Attend?

This workshop requires a high level of participation. It is targeted to those people in an organisation who either:

- **Can decide and act** on a course of action for Knowledge Management within the organisation.
- **Influence and recommend** a specific course of action to the person identified above.

This workshop can be taken at an Executive level for an entire organisation, or it can be effectively conducted for a Department, Division, Group, Team or even a Project. The workshop is not public but is conducted for individual organisations. Those attending must have some ability to influence or act for the people they represent. They must also have a good understanding of the current business issues and challenges facing their particular organisation/group.

How Do I Prepare for Attendance?

The Workshop relies on the participants be pre-prepared. They need to do this by:

- *Bringing a list of current business issues or challenges to the workshop.*
- *Be able to briefly describe the current technology and applications that are used within their organisation.*

Both points above will be discussed amongst the attendees (all from your organisation) during the workshop.

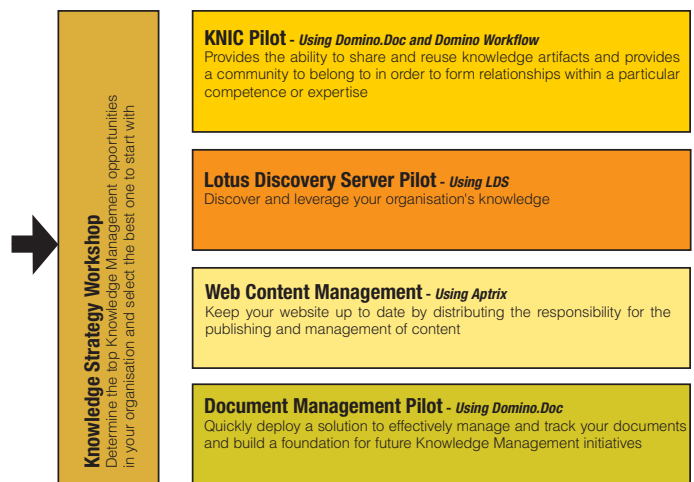
The Lotus Knowledge Discovery Portfolio

The below solution is only one of many offerings belonging to the Lotus Knowledge Discovery Portfolio.

These Solutions have been created to support a broad range of Knowledge Management initiatives and business requirements.

They provide a balance between technology adoption and the required organisational change.

They can be purchased separately or in combination to provide a more complete solution to the business challenges your organisation currently faces.



“Take advantage of the thought leadership from IBM that has been gained through direct experience with clients and years of Knowledge Management research.”

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Printed in Australia
06/02

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GL_4574