

Two-day Masterclass
14-15 August 2007, Singapore

Book before
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Establishing a **knowledge sharing** **culture**



**LEARNING AND COMMUNICATION
TECHNIQUES TO ENCOURAGE
COLLABORATION IN YOUR
ORGANISATION**

Facilitated by:



David Gurteen

**Founder, Gurteen
Knowledge Community**

**(a global learning network
of over 14,000 people in 150
countries)**

A two-day masterclass designed to help you:

- Stay focused on the business outcomes of cultural change
- Overcome the barriers to knowledge sharing
- Use measures, targets and rewards for knowledge sharing
- Adopt specific learning and communication tools and techniques

**This masterclass will provide a unique
opportunity to learn about knowledge
cafés and experience one first hand!**

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Establishing a knowledge sharing culture

LEARNING AND COMMUNICATION TECHNIQUES TO ENCOURAGE COLLABORATION IN YOUR ORGANISATION

WHY THIS EVENT?

Collaboration is viewed by many to be the latest organisational holy grail but how can you really break down those stubborn barriers to knowledge sharing that exist in so many organisations?

Your masterclass leader will help you to identify the major barriers to collaboration in your organisation, demonstrating how you can work to overcome them in order to establish a culture that supports your knowledge management efforts.

You will be guided step by step through several different communication, learning and sharing techniques that you can apply in your own organisation to improve the success rate of your knowledge management programmes. Finally, you will leave this masterclass with an action plan that will enable you to initiate positive cultural change when you return to the office.

By attending this masterclass you will:

- Grasp the concept of knowledge networking and its importance
- Take away new ideas for improving your own knowledge networking skills
- Realise your role and responsibilities as an individual knowledge worker
- Understand the concept of knowledge trading
- Know how to collaborate with others
- Appreciate the role of conversation and dialogue in business life
- Learn how to construct and tell stories that facilitate sharing and ignite action
- Grasp the power of AARs, peer assists and retrospects as learning techniques
- Understand how to improve ownership of knowledge management problems and challenges
- Be equipped to run a knowledge café to surface knowledge
- Realise the role that social tools and technology can play in learning, and the psychology of these
- Take away an action plan to initiate change upon your return to the office

ABOUT YOUR MASTERCLASS LEADER

David Gurteen has over thirty years experience working in high technology industries. Today he works as an independent educator and coach helping people to be more creative and innovative and to work more effectively together.

He is the founder of the Gurteen Knowledge Community, a global learning network of over 14,000 people in 150 countries. The community is for people who are committed to making a difference: people who wish to share and learn from each other and who strive to see the world differently, think differently and act differently. Members receive the monthly Gurteen Knowledge Letter that is now in its sixth year.

David is also the publisher of the Gurteen Knowledge Website, the largest resource website of its kind that contains book reviews, articles, people profiles, event calendars, inspirational quotations, an integral knowledge-log and more on subjects that include knowledge management, learning, creativity, innovation and personal mastery.

A frequent speaker and facilitator, he regularly presents on various aspects of knowledge management and informal learning. He is well known for his Gurteen Knowledge Cafés that he runs regularly in London and in other cities around the world. He also facilitates knowledge cafés and workshops for other organisations.

For most of his career David was a professional software development manager and in the late 80s worked for Lotus Development as "International Czar" where he was responsible for ensuring that Lotus products were designed for the global marketplace.

Please advise if you have any specific catering requirements by sending an email to kchambers@arkgroupasia.com

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DAY ONE Tuesday, 14 August 2007

- 08:30 Registration and refreshments**
- Introducing 'knowledge trading' and how to make it work
 - Recognising the pivotal role of trust in collaboration
- 09:00 Introductions**
- Making the most of the two days and capturing actionable insights
 - Setting out the workshop and its conversational format
 - Introducing the participants: "speed networking"
- 09:15 Knowledge Networking**
- Explaining the concept of knowledge networking
 - Comparing knowledge networking to other forms of networking
 - Looking at the benefits of knowledge networking
 - Providing ideas and tips to improve networking
- 10:00 Personal vs Corporate Knowledge Management**
- Comparing personal to corporate knowledge management
 - Focusing on the role of the individual
 - Recognising the importance of the knowledge worker
 - Taking responsibility for your knowledge and making it productive
- 10:45 Morning coffee break**
- 11:15 Sharing Knowledge**
- Reviewing the benefits of knowledge sharing
 - Discussing the barriers to sharing and how to overcome them
- 12:30 Networking lunch break**
- 13:45 Rewarding Knowledge Sharing**
- Understanding the motivational factors to sharing
 - Looking at the problems of measures, targets and rewards
 - Avoiding the negative aspects of rewards
 - Exploring the role of praise and less tangible rewards
- 14.30 The Role of Conversation in Organisational Life**
- Understanding the role of conversation in business
 - The differences between conversation, dialogue and debate
 - Learning to listen and be honest
 - Understanding the principles of dialogue and its importance
- 15.15 Afternoon coffee break**
- 15:45 Personal Story Telling**
- Understanding storytelling in an organisational context
 - Discovering the benefits of storytelling
 - Constructing good stories that influence people
 - Using storytelling effectively to share and transfer knowledge
- 16:30 Review of the day**
- 16:45 Close of day one**

DAY TWO Wednesday, 15 August 2007

- 08:30 Refreshments**
- 09:00 Learning Techniques: After Action Reviews**
- Building learning into everyday business activities: learning before, during and after
 - Convening after action reviews; peer assists and retrospects
 - Running different forms of after action reviews; formal, informal and personal and establishing them as part of the culture
 - Capturing the lessons learned
- 09:45 Introduction to the Knowledge Café Concept**
- Understanding the knowledge café and its benefits
 - Appreciating where it can be used and the resources required
 - Knowing the knowledge café process: small group conversations and whole group conversation
 - Exploring the key role of the facilitator and understanding the facilitation process
- 10:45 Morning coffee break**
- 11:15 Experiencing a Knowledge Café**
- The theme: what are the barriers to knowledge sharing and how might we overcome them?
 - Experiencing the knowledge café process
 - Reviewing the knowledge café experience
 - Looking at varying creative uses of the knowledge café format
- 12:30 Networking lunch break**
- 13:45 Implementing social tools**
- Explaining social tools, Web 2.0, Enterprise 2.0 and participatory culture
 - Discerning why social tools are so different and why they are really personal KM tools
 - Exploring the role of social tools in knowledge sharing, especially business and knowledge weblogs
 - Looking at social tools and how they can be used to share knowledge and improve collaboration: RSS feeds, wikis, tagging and social book-marking
- 15.30 Afternoon coffee break**
- 15:45 What Next: Taking Action**
- Reviewing the workshop and key points
 - Exploring what was learnt by participants
 - Reviewing actionable insights captured during the workshop
 - Planning to take action
- 17:00 Review of masterclass**
- 17:15 Close of masterclass**



Fax back this form on
+65 6423 9575



Tel: +65 6423 9987

4 ways to book



aga@arkgroupasia.com
www.ark-group.com



Ark Group Australia Pty Ltd
Main level, 83 Walker Street,
North Sydney, NSW 2060
Australia

Establishing a Knowledge Sharing Culture

14-15 August 2007, Singapore

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I have read and accepted the booking conditions

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- Bookings can be submitted at any stage prior to the event, subject to availability. A limited allocation is being held and booking early is therefore recommended.
In the event of the booking not being accepted by Ark Group Australia the total amount will be refunded.
- Payment must be received in full prior to the course.
- All speakers are correct at the time of printing, but are subject to variation without notice.
- If the delegate cancels after the booking has been accepted, the delegate will be liable to the following cancellation charges:
 - Cancellations notified over 45 days prior to the event will not incur a cancellation fee.
 - In the event of a cancellation being between 45 and 30 days prior to the event, a 20% cancellation fee will be charged.
 - For cancellations received less than 30 days prior to the event, the full delegate rate must be paid and no refunds will be available.
- All bookings submitted by e-mail, fax, or over the telephone are subject to these booking conditions.
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- Ark Group will not be held liable for circumstances beyond their control which lead to the cancellation or variation of the programme.
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