

# Make KM strategic in your organization

A presentation by Dave Snowden

Properly understood **Knowledge Management** is about improving the **decision making capacity** of an organisation and creating the conditions in which **innovation** can happen. In order to achieve those goals it addresses issues of organisational culture, information management, trusted networks and lessons learnt programmes. Too often however KM attempts to justify itself as being a "good thing" without directly addressing **business needs** in other than the most general terms.

This presentation will attempt to provide some guidance on how to switch from being a corporate function, vulnerable to downsizing and budget cuts - to being **a strategic function** supporting senior executives in their work. It will address:

- How to use social computing tools to create faster, lower cost deployment of **knowledge flow**
- A micro-project approach to creating a KM strategy, based on the immediate "keeping them awake at nights" **needs of senior Executives**
- Using KM to transform aspects of customer **insight** and employee **engagement**
- **Narrative** approaches to knowledge management, learning and insight

To book for this event, please forward delegate details, company details and VAT registration number to

[elmi@kmpractitioners.com](mailto:elmi@kmpractitioners.com) **RSVP by 12 August**

**Date: 19 August 2009**

**Time: 13:00–15:30**

Refreshments will be served after the session.

R250 p.p. (paid-up KMPG members R200)  
Excl VAT

Knowledge Commons @  
Pretoria

<http://www.csir.co.za/roadmaps.html>



#### About the presenter

*Dave Snowden is an internationally-renowned KM expert and a regular keynote speaker at international KM conferences.*

*His work is international in nature and covers government and industry looking at complex issues relating to strategy and decision making.*

*<http://www.cognitive-edge.com/files/Dave-Snowden.pdf>*

#### PRESENTED BY



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