Effective knowledge sharing throughout an organization enhances employee performance and promotes innovation. This knowledge management course is designed for learning professionals who have a major role in enabling access to critical knowledge and expertise in real time—wherever and whenever work gets done.

Knowledge management training introduces approaches that both include and transcend formal learning solutions. Emerging practices extend beyond curating repositories of content; they’ve grown to include fostering collaboration and access to experts.

A Knowledge Management Strategy Certificate Should Include:

- Unified, virtual, secure library of knowledge that is accurate, relevant, and authentic.
- Capability for each individual and organization to choose resources of greatest importance.
- Accountability to ensure resources are kept relevant and up-to-date.
- Capability to share ideas through collaboration.
- Capability to find information across all resource types and sources, both technological and human.
- A common, single point of access to knowledge.
- Scalability and flexibility to accommodate growth.
Derived From ATD Research, Backed by Our Competency Model

ATD’s Knowledge Management Certificate program follows the key knowledge and actions that successful talent development professionals must have to meet business needs, as defined by research. Facilitate the exchange of your organization’s most important commodity: the know-how of the people who make the difference between success and failure. Learn the knowledge management approaches that transcend formal training.

In this program, you will:

- Learn to identify knowledge management opportunities and align them with your organization’s business strategies.
- Build a more robust training and development toolkit to help you generate effective learning and performance solutions.
- Discover tips to select the right people and tools for implementing knowledge management in your organization.

After this program you will be able to:

- Develop a vision and strategy for a knowledge-centric workplace, ensuring that it integrates with the organization’s business strategy.
- Evaluate and determine appropriate uses for current and emerging knowledge management tools and technologies, including web 2.0 approaches, to support work-centered learning and development.
- Manage the information life cycle, from identifying, defining, and creating knowledge assets to assessing the value knowledge management brings to the organization.
- Examine the design of workplace and social environments that encourage and facilitate knowledge creation, sharing, and innovation.
- Analyze organizational readiness for knowledge management and implement appropriate strategies to ensure successful organizational implementation.
- Articulate the benefits of knowledge management (KM) as an important component of an organization’s overall learning and performance strategy.
- Develop strategies for creating requests for proposals (RFP) and selecting a vendor for knowledge management work.
- Identify strategies that incorporate KM approaches in support of organizational learning programs, and how the training and development function can incorporate KM into its repertoire.

Related Learning Offerings

ATD Master Performance Consultant™ Program

Change Management Certificate
Become a change leader, facilitator, and communicator.

Improving Human Performance
Enhance performance with a systematic and results-based approach, driven by business results.

Integrated Talent Management Certificate
Match your talent strategy to your organizational objectives.

Managing Learning Programs
Boost your ability as a manager of the learning function.
Knowledge Management Certificate
Leverage organizational know-how for maximum impact.

COURSE OVERVIEW

INTRODUCTION

Introduction
• Welcome to Knowledge Management
• Course Objectives

Module 1: Organizational Knowledge Overview
• What Does KM Mean for the Organization?
• Organizational Knowledge Examples Activity
• Knowledge Sharing Activity
• KM Organizational Assessment Activity
• Information Challenges Activity
• Defining Knowledge Management
• Knowledge Management Traps Activity
• The Importance of Managing Organizational Knowledge
• Informal Learning and Performance Solutions
• Performance Support Activity
• Guiding Principles of Knowledge Management

Module 2: Knowledge Management Components Module Introduction
• Knowledge Management Components
• Information Repositories
• Communities of Practice
• Web 2.0
• Enterprise KM vs. Web 2.0
• Experts and Expertise
• J. Owens Case Study
• Toward a Knowledge-Centric Organization

Module 3: The Knowledge Management Development Framework
• Introduction to the Knowledge Management Development Framework
• Components of the Framework
• Knowledge Architecture
• Knowledge Mapping Content Inventory Worksheet Example
• Creating a Knowledge Architecture Activity
• Implementing the Framework: Strengths and Weaknesses Activity
• Strategic Knowledge Management Questions Job Aid
• Benefits of Using the Knowledge Management Framework
Knowledge Management Certificate
Leverage organizational know-how for maximum impact.

COURSE OVERVIEW

Module 4: Who Owns Knowledge Management: Working With IT
- What Would You Do? Activity
- Working With Information Technology

Module 5: Knowledge Management Procedures and Governance
- Establishing Procedures for Knowledge Management Operations
- Establishing a Governance Structure

Module 6: Building a Justification for Knowledge Management (and Selling It)
- Justifying Knowledge Management
- Recognizing KM Opportunities and Building a Justification Activity
- Aligning With Your Organization’s Strategies Activity
- Guidelines for Building a Business Case
- Approaches for Evaluating Knowledge Management
- How to Identify Knowledge Management Opportunities
- Change Management
- Barriers to Change
- Dealing With Barriers to Change Activity

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Module 7: Selecting a Knowledge Management Vendor

- How are Vendors Selected? Activity
- Finding Good Vendors
- Vendor Selection Process
- Develop Requirements
- Research the Marketplace
- Request for Information (RFI)
- Request for Proposal (RFP)
- Vendor Management
- Identify Finalists

Module 8: Knowledge Management and Organizational Learning: Working Together

- Connecting Knowledge Management and Organizational Learning
- Learning Performance EcoSystem
- A Knowledge Management Learning Process
- New Career Opportunities
- Getting Started
- Incorporating KM Into a Classroom-Based Course
- The “New” Blended Learning
- Revising an ILT Curriculum Activity
- How Will Learning Be Different? Activity
- Next Steps

What Participants Are Saying

“After doing a little research, I discovered ATD has by far the broadest and deepest resources available to professionals in training and development.”

— Britt McDonnell
ATD Education Participant

Additional Tools and Resources:
- ATD Competency Model
Eight Tips for Promoting the Sharing of Expertise

1. **Reduce the workload.**
   Experts are generally very busy and already have many requests for their expertise. To avoid resentment and possible burnout, include sharing expertise as part of their job description and allocate work time to the task.

2. **Use the right incentives.**
   Provide incentives such as organizational perks or professional development opportunities for true experts who share their knowledge.

3. **Rotate your experts.**
   If you have enough experts, rotate them so that no single person is giving too much time.

4. **Manage the demand.**
   Do not allow an onslaught of demands on the expert’s time to become discouraging. Consider specific time parameters on when the expert is available.

5. **Publish expertise as it becomes more stable and repeatable.**
   Documenting and storing expertise in a searchable format helps eliminate redundancy.

6. **Point to where the information can be found.**
   Sometimes experts are most helpful when showing others where or how to find information, rather than giving direct answers.

7. **Use different knowledge capture techniques.**
   Because it is not always easy for an expert to document their knowledge and wisdom, think of a variety of creative knowledge capturing techniques to get at the essence of their knowledge. Examples include interviews, recording of storytelling, apprentice/mentor relationships, and, of course, training.

8. **Bring in your trainers.**
   Consider using your trainers as experts.
Why Choose ATD As Your Professional Development Resource?

Over the last 75 years, our mission has been to empower talent development professionals with the knowledge and skills they need to be successful and remain competitive. We accomplish this by providing learning that sticks and leads to measurable results in your on-the-job performance.

What You Can Expect From an ATD Course
✓ Research- and competency-based learning with applied adult learning principles
✓ Hands-on practical activities
✓ An engaging environment that builds confidence and makes learning personally relevant
✓ Actionable take-home materials to ensure real application back at work

Ready to Get Started?

Register by Phone or Get a Consultation
Not sure what to take? Call a professional development specialist to help you enroll. They can give you course recommendations based on your learning goals and your role.

Call: 855.404.2783
Visit: www.td.org/learningpath

Register Online
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• Choose your preferred dates and times.
• Click Enroll.
• Follow the cart and checkout prompts.

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Email: enterprise@td.org

120+ Countries With an ATD Presence
100,000+ Professionals Have Learned With ATD Education
95+ Course Topics
900+ Organizations Have Trained With Us

95+

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