WORKSHOP 1

9:00 a.m. - 12:00 p.m.

Corporate Storytelling

Dave Snowden, *Director, Institute for Knowledge Management, IBM*

The ability of a story to transmit a powerful meaning with intensity has enormous significance for performance in communication, knowledge facilitation, cultural change, and cross-cultural understanding. Organizations such as 3M, Xerox, IBM, NASA, The World Bank, Intel and Microsoft are actively using story techniques to handle complex management issues. Storytelling already exists as an integral part of defining what the organization is in terms of culture and purpose. This workshop provides an opportunity to understand the rich opportunities for the use of storytelling in your organization.

WORKSHOP 2

9:00 a.m. - 12:00 p.m.

Collaborative Teams

Jose Valencia, *Senior Facilitator, Russell Martin and Associates*

Collaboration is a positive theory that staff members say they believe in, but is it true? Companies are built with silos of departmental competition, and organizations compete actively against each other for budget and resources. Increasingly, cross-organizational teams find themselves in situations where they must balance collaboration and competition within the same business. Through simulations, case studies, and discussions, attendees in this workshop will experience how collaboration and competition can coexist to increase the effectiveness of organizational teams. Experience step-by-step how to implement a strategy to manage both the competition and collaboration needed for project teams to survive and thrive.

WORKSHOP 3

9:00 a.m. - 12:00 p.m.

A Strategic Approach to Building Your Corporate Portal

Thomas W. Hoglund, *Principle, Arthur Andersen, LLP*

Responsible for building Arthur Andersen's corporate portal, which is accessed by 70,000 employees and thousands of clients, Hoglund provides a high-level approach to building a corporate portal. Using a combination of lecture, examples and group exercises, he creates a high-level guide that you can put into practice immediately at your workplace. Topics covered include: defining the business goals of your corporate portal and measurement criteria, defining the content of your portal and how to organize it, creating the business organization and processes to support your portal, identifying key change management tasks, identifying functional requirements, selecting component technologies, designing the technical architecture, creating the visual context of your portal, integrating the pieces, and piloting the technology and processes.

WORKSHOP 4

9:00 a.m. - 12:00 p.m.

XML and KM: Powering Information and Retrieval for the Semantic Web

Darlene Fichter, *Data Coordinator, University of Saskatchewan*

Frank Cervone, *DePaul University*

Tim Berners-Lee and others noted that "the Semantic Web is an extension of the current Web in which information is given well-defined meaning, better enabling computers and people to work in cooperation." And enabling computers and people to work in cooperation and share knowledge is what KM is all about. XML is one of the powerful standards that allows us to add meaning to documents. XML formats are multiplying like rabbits. Keeping up the with new document formats is a challenge. This primer brings you up to speed with some new XML formats and terminology, focuses on the practical applications of XML, and illustrates its uses for knowledge initiatives. This half-day workshop helps you find out what XML is and what it isn't; how it relates to HTML and SGML; how XML markup, DTDs, schemas, namespaces, and stylesheets can be useful; as well as how to understand the XML document life cycle, including marking up the document, parsing the document, processing, and transformations.

WORKSHOP 5

9:00 a.m. - 12:00 p.m.

Mapping Organizational Knowledge

Seth Earley, *President, Earley & Associates, Inc.*

When building systems that leverage and reuse knowledge, you need to start with a clear picture of where knowledge repositories lie and what various groups need in order to do their job. However, getting this map of knowledge and knowledge processes is difficult to do when using standard development sessions, individual interviews and survey tools. The reason is that knowledge processes are more cultural than technical, so breaking through cultural, political and communication barriers is essential to success. In this half-day workshop, participants will learn a highly interactive technique for mapping knowledge and knowledge systems, defining user and customer knowledge needs, and creating vision and alignment behind KM efforts. The use of this technique is integrated with knowledge auditing procedures. The results of applying these techniques during KM projects will be a clear knowledge vision and a tactical road map for implementation. The team exercises applied in the workshop are particularly effective with multiple participants from your organization, so bring your colleagues.

WORKSHOP 6

9:00 a.m. - 12:00 p.m.

Performance Centered Business Models and Processes: Keys to Effective KM

Gloria Gery, *Principal, Gery Associates*

Burton A. Huber, *President and CEO, Ariel Performance Centered Systems, Inc.*

KM has become many things to many people. Finding ways to optimally capture and manage an organization's knowledge resources is critical. Once captured and stored, implementing these resources into the context of the work becomes the next major task for system designers and developers. A design and architecture with a focus on end user performance is perhaps the most effective way to achieve these goals. Real world examples and case studies demonstrate the

value of this approach. Our findings indicate one key principal: the power of KM is directly proportional to the level with which performance design is integrated into the tasks of the end user. Learning is a function of doing — it only makes sense to provide users with the knowledge resources they need to complete tasks at hand. Learn how organizations from Fortune 500 companies to small Internet start-ups are leveraging KM designs into effective performance centered systems that provide real value and have a definite business impact.

WORKSHOP 7

9:00 a.m. - 12:00 p.m.

Basics of Web Usability

Phil Goddard, *Chief of Training, Development, and Delivery, Human Factors International*

Access and reuse of knowledge are at the core of KM making usability a key contributor to success. This half-day workshop covers the essentials of Web usability — the science and art of making Web sites intuitive and easy to use. By the end of the workshop you'll be able to:

- organize content and function so users will find them
- select the right site and page navigation model for your users
- write text easy to scan or read online
- add depth to your design using good color principles
- choose a standard to increase design consistency.

Having worked for over a decade in applying scientifically-based human-factors principles to software interfaces, Goddard has worked on everything from deception-detection systems to business and medical applications for major corporations. Join him for this information-rich workshop on usability.

WORKSHOP 8

9:00 a.m. - 12:00 p.m.

Enterprise Knowledge Maturity Model

Antony Satyadas, *Director, Knowledge Management, IBM*

Umesh Harigopal, *Vice President, Technology, JPMorganChase*

Knowledge management initiatives in the enterprise have seen successes as well as failures around technology and transforma-

tion management. One critical drawback is the lack of a practical KM solution roadmap. Satyadas and Harigopal bring their depth and breadth of corporate knowledge and expertise in KM in the form of a Knowledge Maturity Model that captures best practices around strategy, process, technology, and products. Given that KM has survived the hype in the enterprise adoption cycle, a practical understanding of planning and implementing KM initiatives helps attendees overcome the hurdles towards successful delivery and measurable business value. This workshop provides an interactive learning experience that leverages a case study. CIOs, CTOs, CKOs, and architects will get a deeper understanding of what it will take to successfully deliver KM solutions in their enterprise, line of business executives and managers will learn how to generate immediate business value through their KM initiatives toward increasing shareholder value, technocrats and entrepreneurs will get an in-depth understanding of the KM opportunities, challenges and solutions, and system integrators will be able to develop innovative KM solution offerings.

WORKSHOP 9

- CANCELLED -

Knowledge Products: Drivers of the eEnterprise

Mark Clare, *Knowledge Architect, Kanisa*

A high-impact way to create value from knowledge is to use KM technologies and processes to repackage it as a new product or service. With the rise of eBusiness, there is a growing realization that knowledge products are a killer economic opportunity for many firms, no matter what business they are in. In this session we will focus on how to develop a knowledge product strategy that is right for your firm. Topics include: understanding knowledge and how it can be productized, the three approaches to developing knowledge products, the role of knowledge products in your eBusiness strategy, technologies used to develop knowledge products, when to patent a knowledge product/service, and examples from many industries.

PRESS ROOM

Thanks to KM Software for sponsoring the Press Room located in Room 202.

WORKSHOP 10

1:00 p.m. - 4:00 p.m.

Organizing Virtual Organizations & Teams

Randy Brooks, *Vice President, InfoWorkSpace*

Jay McConville, *Director, Business Development, Ezenia!*

This half-day workshop presents a case study of a real virtual community consisting of thousands of national intelligence analysts. The people in the community are distributed all around the world. They form virtual teams, some standing and some ad hoc, to produce reports and studies for both policy makers and military commanders. They use a state-of-the-art tool with a place-based metaphor to provide context. The environment provides multiple tools to interact graphically and textually. They use VOIP, chat, instant messengers, data conferencing, application sharing and whiteboards on a daily basis. These teams have matured over the past 3 years to become one of the most complete and efficient virtual organizations in the world. Workshop leaders discuss the cultural and distances issues, how they are organized, the tools they use, and the training they require.

WORKSHOP 11

1:00 p.m. - 4:00 p.m.

Knowledge Portals: Converting Information Overload into Knowledge-on-Demand

Nettie Longietti, *Knowledge Project Manager, VisionCor*

John Schneble, *Business Development Manager, VisionCor*

This half-day workshop, presented in case-study format, focuses on VisionCor's partnership with Cisco Systems, describing how a unique approach to structuring content helped to facilitate rapid scaling of Cisco's Service and Support Advocacy organization. It illustrates the pitfalls and successes throughout the initiative, allowing for discussion around key issues and the sharing of relevant experience as necessary. By the end of this workshop, attendees will understand how Cisco Systems, a world leader in internetworking products, uses a unique approach to knowledge management to help sustain and facilitate rapid growth, how well architected, role-specific knowledge portals can reduce time-to-proficiency and dramat-

ically improve productivity by capturing and distributing knowledge assets, and how a structured approach to content development and management can help sustain the effectiveness of KM initiatives and minimize long-term maintenance efforts.

WORKSHOP 12

1:00 p.m. - 4:00 p.m.

What You Need to Know About Managing a Knowledge Management, or Web Project

Darlene Fichter, *Data Coordinator, University of Saskatchewan*

Frank Cervone, *DePaul University*

Leading a project is a challenging task. Many of us never received formal project management training and have picked up techniques wherever we could. This workshop discusses how to plan and carry out your project to ensure its success. Learn about the art and technique of setting clear project requirements, preparing budget and cost estimates, defining critical paths, selecting development methodology, leading diverse project teams, creating project documentation, and enabling reporting and communication. Fichter has consulted on more than 100 internet projects, specializing in usability, search engines, information architecture and technological change in the workplace, and Cervone has managed similar complex information technology projects for many years. Their experience is evident in the solid tools and techniques discussed in this workshop.

WORKSHOP 13

1:00 p.m. - 4:00 p.m.

Crashing with the Nose Up: Building a Working, Sharing Environment

James R. (Robert) Crow, *Principal, Crow Consulting*

One of management's traditional roles is that of motivating people. To do this, management uses a variety of "tools." These include performance appraisals, pay for performance, quotas, management by objectives, ranking, and contests. Knowledge management is based on people's willingness to share information with other people, operations, divisions, etc. The "tools" used by management are counterproductive to teamwork and help to establish a more competitive internal working environment that

makes it difficult if not impossible for a knowledge management process to succeed. Rather than resort to these motivational "tools" to externally motivate people, management is better served by creating a working environment that focuses on cooperation and allowing the intrinsic motivation within people to come out. The workshop leader, an organizational effectiveness consultant, helps attendees to look at their organization as a system of interdependent components that try to work together to achieve the aim of the system. He discusses how the job of management is optimization of the system, and that with optimization everybody wins, the customer, the company, stockholders, suppliers, employees, and community over the long term. He develops attendees' ability to identify the barriers to optimization, recognize why they are barriers, and what can be done to remove them to establish a more cooperative internal working environment.

WORKSHOP 14

1:00 p.m. - 4:00 p.m.

Creating a Learning Organization

Jose Valencia, *Senior Facilitator, Russell Martin and Associates*

Create a learning organization by maximizing and directing already-occurring, individual learning in spite of your organization! Cultivate the innovative thoughts that exist in the minds of your company's management and staff. Learning is more than attending another workshop; it is adding capacity to not only survive, but to thrive. This workshop allows you to practice Peter Senge's five disciplines of a learning organization: personal mastery, mental models, team learning, systems thinking, and shared vision. Attendees will leave with their own visions and learning action plans. A day of learning will help you jump years ahead.

WORKSHOP 15

1:00 p.m. - 4:00 p.m.

Implementing Knowledge Management: An Overall Architecture & Framework

Robert I. Patt-Corner, *Senior Principal Scientist, KM, Mitretek Systems*

This half-day workshop lays out a comprehensive layered architecture for tacit and explicit KM systems, orienting each layer to both technical and business functions. Exist-

ing commercial and in-house developed offerings are mapped to the various layers so that a clear picture of cross-vendor integration possibilities is available. Issues in technical implementation, cultural barriers and opportunities as well as case studies are presented to illustrate the overall framework.

WORKSHOP 16

1:00 p.m. - 4:00 p.m.

Knowledge Management in Defense

Jeffery A. Goldman, Senior KM Strategist, General Dynamics Advanced Information Systems

Dennis M. Scanlon, *Vice President, FORMTEK, Lockheed Martin Global Telecommunications*

Knowledge Management in Defense is a powerful guiding vision for the transformation in which intelligence organizations and collection agencies have to undergo in the next two decades. It is the striking success of the Internet and eBusiness that promises profound change to the defense sector: improving the communication and information flow with the warfighter, redesigning co-operation within and between intelligence agencies, and supporting complex battle decision making. All these changes need and urge an essential redistribution of knowledge. The challenge for KM in defense is to find a successful way of re-engineering and distributing the knowledge inside the intelligence and collection agencies. Distributed knowledge becomes the key question of successful reorganization, so KM becomes a prime concern. The workshop brings together builders and practitioners of KM to discuss the many perspectives and aspects influencing knowledge management for the defense community. These perspectives need to be integrated in a comprehensive approach to develop eBusiness strategies and systems. We will specifically address the needs of the signals intelligence (SIGINT) community, the imagery intelligence (IMINT) community, and the overall concept of collaborative, multi-INT knowledge management in the defense community.