



## Course Brochure and Fee/Discounts

### AIJC and CCLFI

## Knowledge Management Practitioner Certification Course

### Announcement

The Asian Institute of Journalism and Communication (AIJC), the Asian Media Information and Communication Centre (AMIC) and the Community and Corporate Learning for Innovation( CCLFI) are inviting your members to register in the 17<sup>th</sup> class of the CCLFI online mentored Knowledge Management Practitioner Certification Course. The class will begin on February 17, 2020. The advantages of this course are:

- *It does not disrupt your work or travel schedules* because it does not require you to be online at specific dates and times. You devote a total of about three hours per week at different times that suits you schedule.
- *Two experienced mentors* with two decades each of knowledge management experiences will guide your learning processes, Dr. Serafin Talisayon and Dr. Daan Boom. Check their profiles here: <http://www.cclfi.net/who-we-are>
- You practice knowledge management in your workplace, thereby enhancing work performance and *generating benefits for your organization*.
- Graduates of previous classes from Asia, Europe, Africa, North and South America had *expressed satisfaction from the course*. Read their reactions here: [http://www.cclfi.net/products\\_services/kmpcc](http://www.cclfi.net/products_services/kmpcc)

### Course Objectives

At the end of the course, participants are expected to be able to –

- Link knowledge management (KM) with organizational performance objectives, including enhancing productivity and innovation;
- Practice thirty (30) basic or unit knowledge management skills (see list on page 2) along six areas: establishing and managing workplace learning processes, managing intellectual capital, making KM assessments and measurements, enhancing organizational performance, managing the content of a website, and motivating knowledge workers ; and

- Select, adopt, practice and document a KM tool or solution appropriate to one's workplace or business process problem.

## Learning Processes and Outcomes

The course will feature the following approaches:

- Learning by *doing* under a mentor;
- Learning through *interaction* with other participants;
- KM concepts are introduced via participants' *experiences* using actual examples, class polls, and exchange of experiences among participants;
- Learning is enhanced by *conscious reflection* of the participant's own learning process;
- Learning in the *context* of, and relevant to, the participant's *workplace*;
- Use of a practice website, and the participant's own dedicated *practice webpage*, where all work outputs and class communications are archived and accessible for review at any time including after the course is over;
- Weekly learning sessions: each participant can log in several times during the week and at any time *conveniently* suited to his/her daily schedule (there is no need for participants to log in at the same time); the participant devotes a total of about three (3) hours per week.
- Progress of each participant is *monitored* through a participatory online monitoring form which is part of the practice website and is itself a KM tool;
- Use of *metrics* to demonstrate impact of KM on work performance; and
- Measurements of *impacts* of the course on the KM skills of each participant.

## Ten (10) weekly KM Lessons

Principles and concepts in KM will be discussed over ten weekly learning sessions.

Optional lessons will be available for participants who want to learn more:

1. Definitions and KM framework  
Optional: *KM for the public and development sectors*
2. Tacit and explicit knowledge  
Optional: *What is more valuable?*
3. Aligning KM with organizational objectives  
Optional: *KM logframe for development projects*  
Optional: *Measuring the social reach of a knowledge product/service*
4. Demand-driven KM  
Optional: *Demand-driven KM: Whose demand?*
5. Selecting the right KM tool  
Optional: *Knowledge translation: writing and delivering user-responsive knowledge products*  
Optional: *Quad bottom line*
6. Organizational learning  
Optional: *Tools for cross-project learning*  
Optional: *Communities of Practice*
7. Innovation: organizational practices  
Optional: *Social innovation*

8. Innovation: individual practices  
Optional: *Personal stories of innovating new development tools*
9. Managing intellectual capital  
Optional: *Community intellectual capital and other intangible assets*
10. KM assessments and action planning for KM practicum  
Optional: *Success factors in KM implementation*

## **Thirty (30) Basic KM Skills**

In addition to KM theory, the following basic or unit KM skills will be learned through practice:

### Content management of a website

- 1.1 Editing and updating a webpage
- 1.2 Creating a webpage with functionalities to suit its purpose
- 1.3 Managing a threaded online forum
- 1.4 Evaluating how demand/user-driven is a website

### Managing intellectual capital

- 2.1 Setting up a web-based self-updated expertise directory
- 2.2 Identifying elements of my relationship capital
- 2.3 Aligning KM to organizational objectives
- 2.4 Innovating for "next practice": what went wrong and why?

### Establishing and managing learning processes in the workplace

- 3.1 Keeping a learning journal: My most significant learning
- 3.2 Making our thinking process visible: mind mapping
- 3.3 Setting up an "Ask Me" procedure
- 3.4 Conducting a lessons-learned session

### Motivating knowledge workers

- 4.1 Making explicit the inner drives of a person: my passions
- 4.2 Explaining benefits of KM to a superior: contest with prizes
- 4.3 Identifying and designating in-house consultants
- 4.4 Creating a KM persona that suits a person's talents and passions

### Enhancing organizational performance

- 5.1 Identifying generator knowledge assets and critical knowledge assets
- 5.2 Estimating peso value of a demand-driven intranet
- 5.3 Collecting and organizing work templates
- 5.4 Setting up and managing an online participatory M&E

### KM assessments and measurements

- 6.1 Assessing process efficiency and effectiveness
- 6.2 Identifying potential KM champions
- 6.3 Estimating the market value of my human capital
- 6.4 Selecting KM tools to match workplace needs

### Innovation (knowledge creation)

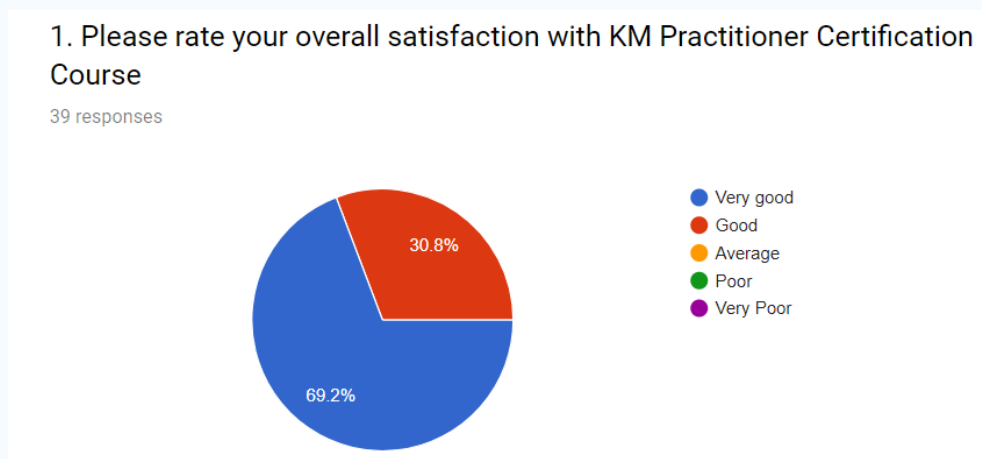
- 7.1 Setting up an idea register
- 7.2 Mining customer complaints
- 7.3 Problem finding versus problem solving
- 7.4 Questioning your assumptions

7.5 Two-phase creative brainstorming

7.6 Go outside your comfort zone

## Features of the Course

- It is approved and endorsed by the People Management Association of the Philippines – the largest professional association among human resource development and personnel managers in the Philippines.
- The Course has almost 200 graduates from 30 countries since the course was introduced in 2013.
- The course is popular among development organizations. We have graduates from Horizont3000, UNICEF, UN Volunteers, Laos-Australia Learning Development Facility, World Wildlife Fund, International Centre for Integrated Mountain Development, Asia Foundation, ILO, Catholic Relief Services, FAO, African Development Bank, Sparkassenstiftung, Asian Development Bank, UN Habitat, Lux-Dev, World Vision and EMI Megacities.
- Designed by knowledge management specialists from CCLFI or the Community and Corporate Learning for Innovation – the most experienced company in knowledge management in the Philippines since 1999.
- Rated well by a sample of the graduates:



- 44% of a sample of graduates surveyed in April 2018 said that their workplace KM practicums were evidently useful or beneficial and hence were adopted or replicated by other staff or teams in the organization.

## Course Fee and Discounts

	Philippines based	Based outside the Philippines
Course fee, due within 30 days from course start date	<b>P 32,000</b>	<b>US\$ 900.00</b>
Course fee, less “early bird discount” of 10% (x 0.9) if paid before the course start date	P 28,800	US\$ 810.00
Group course fee, for 5 or more participants from the one organization less 15% discount (x 0.85) if payment is made within 30 days from course start date.	P 27,200 per participant	US\$ 765.00 per participant

### Notes:

- Multiple discounts, if applicable to you, are allowed. If you are one of a group of 5 or more and you pay early to avail of the “early bird” discount, 15% and 10% are both applied in the following manner:  $P32,000 \times .85 \times .9 = P24,480.00$ .
- Bank remittance must be made within 30 days of course start date. Email a scan or photo of the bank receipt to [serafintalisayon@gmail.com](mailto:serafintalisayon@gmail.com) and [babes.afable@gmail.com](mailto:babes.afable@gmail.com). Receipt of payment by CCLFI completes the registration process.
- The group discount does not apply if remittance is made beyond 30 days from course start date.
- If a sponsoring organization will pay the course fee after the course is over, a late payment surcharge of 20% is applicable.
- Installment payments are not accepted.
- Please see the Registration Procedure on how to remit the amount to CCLFI.