

One-day connected forum and workshops
24 - 25 May 2010, Rydges World Square, Sydney

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Knowledge Transfer and Retention

Preventing knowledge collapse through effective
preservation, collaboration and collation of information and expertise

Post-forum workshops Tuesday, 25 May 2010

Workshop A: Prioritising knowledge transfer and retention during periods of change

Facilitated by: *Wendy Fogarty, Knowledge Management
Consultant, Important & Imperative Business
Solutions (I&IBS)*

Workshop B: Designing a simpler, smarter, social knowledge transfer and retention approach

Facilitated by: *James Dellow, Senior Consultant, Headshift*

Connected forum

Monday, 24 May 2010

Hear from our expert panel of speakers:

Telstra Corporation Limited

Blake Dawson

Innotecture

NSW KM Forum

Centre for Learning Innovation

KM Roundtable (SIRFRt)

Knowledge Solutions

Charles Sturt University

IP Australia

UBS User Services

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Knowledge Transfer and Retention

The impact of the global financial crisis (GFC), along with a consistent talent drain brought about by retrenchment, retirement, promotion, redundancies and natural attrition, means that knowledge collapse has become a very real prospect for many organisations.

Many managers are recognising the tacit and explicit value of employee knowledge and are disseminating this expertise to establish cost effective solutions and retain collective intelligence. This is creating a number of opportunities to collect and retain an organisational knowledge repository, particularly through the use of social media, but also through narrative, Communities of Practice (CoPs) and eLearning.

However, knowledge practitioners still need to devise solutions to overcome organisational resistance and to create a value proposition for knowledge transfer and retention initiatives that are not currently topical, but will have a significant impact on future knowledge capabilities.

This one-day connected forum will take a closer look at the current state of knowledge transfer and retention within organisations and will suggest how to:

- Cultivate a knowledge sharing culture
- Utilise social media to capture and store employee knowledge
- Minimise the risk of knowledge collapse
- Develop networks to sustain ongoing relationships and improve knowledge retention

Who should attend?

Directors, Managers and other Professionals responsible for:

- Knowledge Management
- Knowledge Improvement
- Knowledge Transfer
- Know How
- Change Management
- Innovation Management
- Expertise Management
- Communities of Practice (CoPs)
- Social Media/Web 2.0
- Strategy Management
- Quality Improvement
- Learning and Development
- Organisational Development
- Information Management
- Human Resources
- Employee Communication
- Information and Communication Technologies (ICT)
- Workforce Planning

Post-forum workshops: Tuesday 25th May 2010

Workshop A: Prioritising knowledge transfer and retention during periods of change

Registration: 9.00 am
Workshop starts: 9.30 am
Workshop ends: 12.30 pm



Facilitated by: Wendy Fogarty, Knowledge Management Consultant, Important & Imperative Business Solutions (I&IBS)

About the workshop:

This highly interactive workshop will provide practical solutions to the issues that arise during organisational change and their impact on your organisation's knowledge management capabilities. This half-day workshop will cover key areas including:

- Identifying where knowledge exists within your business and where the biggest risks lie
- Embedding knowledge transfer and retention strategies into ongoing organisational strategy
- Ensuring knowledge retention is still a priority during restructures, mergers, downsizing and as part of succession planning

About your workshop leader:

Wendy Fogarty is a successful management consultant and business owner based in the Illawarra Region of NSW. Her business, Important & Imperative Business Solutions (www.i-ibs.com.au) specialises in supporting the SME sector by working directly with business owners to improve their profitability and long term success through strategic planning, knowledge management, and a range of mentoring programs.

With an extensive background in intellectual property, human resources and workplace training that spans some 25 years of her career, Wendy has assisted businesses at all stages of development from start up through to mergers and succession planning. She is involved in a number of business networks across Australia and internationally and has an accolade of awards and success behind her. In 2009 Wendy was named NSW Small Business Champion Entrepreneur and is a regular public speaker, presenter, business awards judge and mentor to both business owners and young emerging leaders.

Workshop B: Designing a simpler, smarter, social knowledge transfer and retention approach

Registration: 1.00 pm
Workshop starts: 1.30 pm
Workshop ends: 4.30 pm



Facilitated by: James Dellow, Senior Consultant, Headshift

About the workshop:

Looking for a simpler, smarter, social approach to knowledge transfer and retention? When used appropriately, Web 2.0 and social media technologies offer a better way to:

- Retain knowledge by enhancing collective intelligence with less overhead
- Transform individual and team productivity through in-the-flow knowledge transfer
- Create a greater capability to survive and thrive by transferring and retaining knowledge using the power of "we" to do more with less

Of course using social computing tools for knowledge transfer and retention takes more than just technology. In this workshop you will learn about integrating connections, culture, communication and content for knowledge transfer and retention using an approach based around Headshift/Dachis Groups's social business design framework.

About your workshop leader:

James Dellow is a Senior Consultant with leading enterprise social computing consultancy, Headshift. He supports Headshift's clients with the organisational and technical aspects of their projects.

His professional experience includes working with organisations such as AMP, Australian Securities and Investments Commission (ASIC), the Australian Tax Office (ATO), BHP Billiton, BlueScope Steel, Ernst & Young's Centre for Business Knowledge (CBK), Australian Red Cross Blood Service, Rio Tinto and Sydney's New Children's Hospital. He completed a Master of Business and Technology (University of New South Wales, Australia) in June 2005.

8.45 Registration and refreshments

9.15 Chairperson's opening remarks

Marie O'Brien, Knowledge Management RoundTable (KMRT) Facilitator NSW, SIRF Roundtables (SIRFRt)

Establishing frameworks for knowledge transfer and retention

9.30 Developing networks to sustain ongoing relationships and improve knowledge retention

- Understanding current KM networks and their impact
- Identifying future KM relationships
- Sustaining ongoing relationships
- Improving knowledge retention via local KM ownership

Damien Lumby, KM, Process and Training Coordinator, UBS User Services

10.10 Managing expertise sustainably: beyond retention and transfer

Using the results of a global open research project, this presentation will look at how to effectively harness organisational expertise. The following issues will be addressed:

- What expertise management practices (good and bad) can be found across the organisation?
- Moving from understanding expertise as an individual to a collective issue
- How do we best manage expertise inside and outside our organisations?

Matt Moore, Director, Innotecture, and Chair, NSW KM Forum

10.50 Morning refreshments and networking

Tools, techniques and knowledge channels

11.10 Knowledge sharing and accessibility

- Improving social inclusion by addressing accessibility for all people to knowledge sharing technologies
- Evaluating collaboration tools, such as Sharepoint and Wordpress blogs, for accessibility and knowledge exchange
- Making websites and PDFs accessible, considering Web Content Accessibility Guidelines (WCAG) version 1 and 2

Evan Bailey, Acting Manager, Knowledge Sharing Services, Centre for Learning Innovation

11.50 Utilising tools that maximise organisational knowledge capabilities

- Understanding your audience and their needs
- Ensuring awareness and understanding of tools available
- Promoting simple ways of knowledge sharing, such as virtual networks
- Making sure technology assists rather than leads knowledge sharing

Jenny Owen, Head of Legal Precedents and Systems, Telstra Corporation Limited

12.30 Promoting KM and knowledge transfer in an educational setting

- Facilitating university wide KM and transfer to drive ICT enabled learning in a distributed environment
- Using social media as a tool for knowledge transfer and retention in a community of practice created for ICT enabled learning
- Developing virtual networks to connect dispersed employees with crucial knowledge
- Building up a showcase of learning design stories about ICT enabled learning

Philip Uys, Director, Strategic Learning and Teaching Innovation, Charles Sturt University

1.10 Networking lunch

2.00 Driving effective transfer and retention of knowledge through collaboration

- Implementing traditional forms of knowledge transfer and retention for improved collaboration
- Embracing the opportunities offered online through the intranet and wikis
- Practical application and use of these tools in a professional services organisation

Mira Renko, Expertise Team Leader; Renee La Vincente, Expertise Manager, Blake Dawson

2.40 Developing and nurturing knowledge flows: a Peer-to-Patent Australia case study

- Opening up knowledge flows to drive innovation
- The patent information system as knowledge flow
- Using Web 2.0 to channel information between expert communities and invigorate the patent examination process
- Expertise and democracy: closing the gap

Paulette Paterson, Manager, Strategic Planning and Corporate Reporting, IP Australia

3.20 Afternoon refreshments and networking

Overcoming barriers to effective knowledge transfer and retention

3.40 KM in the manufacturing and service worlds: being run over by the GFC bus

- Appreciating that crisis equals danger and opportunity in terms of knowledge transfer and retention
- Identifying key areas of knowledge to be captured and transferred and applying these strategies from the upper echelons to the shop floor
- Encouraging curiosity without disappearing into rabbit holes
- Can monetary incentives work for capture and transfer?

Kerrie Christian, MTL & Quality Systems (Global KM Centre) Manager, BlueScope Steel

4.20 Interactive session: Preventing knowledge collapse

Through activities and case studies, this session will look at how KM tools can be used to:

- Understand the effects of knowledge collapse
- Document knowledge and create frameworks to capture crucial information
- Actively develop and enhance participation in formal and informal networks

Facilitated by: Luke Grange, Owner/Founder, Knowledge Solutions

5.00 Chairperson's closing remarks and end of connected forum



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Knowledge Transfer and Retention

24 - 25 May 2010, Rydges World Square, Sydney

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- All speakers are correct at the time of printing, but are subject to variation without notice.
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