Knowledge Management Essentials: Mastering KM Principles

2027 □□□□□□ 30 – 26
Jeddah (KSA)



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Ref: 20222584_230426 Duration: Jeddah (KSA) Fees: 4200 GBP

Why This Course

Knowledge is one of the most valuable assets in any organization. When knowledge is captured, organized, shared, and used effectively, it improves decision-making, reduces repeated mistakes, supports innovation, strengthens collaboration, and protects critical expertise from being lost.

This comprehensive 1-week Knowledge Management Training program provides participants with a practical foundation in KM principles, frameworks, tools, and implementation strategies. The course covers knowledge types, KM lifecycles, knowledge audits, tacit and explicit knowledge, knowledge mapping, codification, collaboration, communities of practice, KM technologies, enterprise search, AI in KM, KM strategy, maturity models, change management, success measurement, and ROI. Through practical exercises and real-world examples, participants will learn how to build knowledge management practices that support organizational performance and long-term learning.

What You'll Learn and Practice

By joining this program, you will:

- Understand core knowledge management concepts and their organizational impact.
- Identify different types of organizational knowledge.
- Apply KM processes and lifecycle models.
- Conduct knowledge audits.
- Capture tacit and explicit knowledge effectively.
- Use knowledge mapping methods to identify knowledge flows and gaps.
- Apply codification strategies and best practices.
- Build a culture of knowledge sharing and collaboration.
- Develop communities of practice.
- Use collaborative tools and platforms.
- Overcome barriers to knowledge sharing.
- Explore KM technologies, system architecture, content management, and enterprise search.
- Understand the role of AI and machine learning in KM.
- Develop KM strategies, roadmaps, business cases, and performance measures.



The Program Flow

Day 1: Introduction to Knowledge Management

- Define knowledge and knowledge management.
- Understand the benefits and challenges of KM.
- Explore different types of organizational knowledge.
- Review the KM processes and lifecycle.
- Identify how KM supports decision-making, innovation, efficiency, and organizational learning.

Day 2: Knowledge Capture and Codification

- Apply knowledge audit techniques.
- Distinguish between tacit and explicit knowledge.
- Use knowledge mapping methods to identify key knowledge assets.
- Develop codification strategies for organizing and storing knowledge.
- Apply best practices for capturing lessons learned, expertise, documents, and process knowledge.

Day 3: Knowledge Sharing and Collaboration

- Build a culture that encourages knowledge sharing.
- Understand the role of communities of practice.
- Use collaboration platforms to support knowledge exchange.
- Identify barriers that prevent knowledge sharing.
- Develop strategies to improve participation, trust, and knowledge flow across teams.

Day 4: KM Technologies and Tools

- Understand KM system architecture.
- Explore content management systems and knowledge repositories.
- Use enterprise search and retrieval practices to improve access to knowledge.
- Review collaborative tools and platforms.
- Explore the role of AI and machine learning in knowledge discovery, classification, recommendation, and reuse.

Day 5: KM Strategy and Implementation

- Develop a practical KM strategy.
- Use KM maturity models to assess organizational readiness.
- Apply change management techniques for KM initiatives.
- Measure KM success and return on investment.
- Build a KM implementation roadmap aligned with organizational needs.



Individual Impact

- Build confidence in applying knowledge management principles.
- Strengthen skills in knowledge audits, mapping, capture, and codification.
- Improve ability to support knowledge sharing and collaboration.
- Gain practical understanding of KM technologies and implementation methods.
- Develop stronger capability in building KM strategies and business cases.

Work Impact

- Improve access to critical organizational knowledge.
- Reduce knowledge loss and duplicated effort.
- Strengthen collaboration, learning, and innovation.
- Improve decision-making through better knowledge availability.
- Support long-term organizational capability through structured KM practices.

Training Methodology

This program combines KM concepts with practical application through:

- Knowledge audit planning exercises.
- Tacit and explicit knowledge capture activities.
- Knowledge mapping workshops.
- Knowledge-sharing culture and barrier analysis scenarios.
- KM technology and tool demonstrations.
- KM strategy, roadmap, business case, and ROI development exercises.

Beyond the Course

Upon completion, participants will be able to:

- Create knowledge audit plans for their organizations.
- Design knowledge maps for key business processes.
- Develop KM implementation roadmaps.
- Build strategies for knowledge capture, sharing, and reuse.
- Craft business cases for KM initiatives.
- Measure and improve KM effectiveness over time.

