



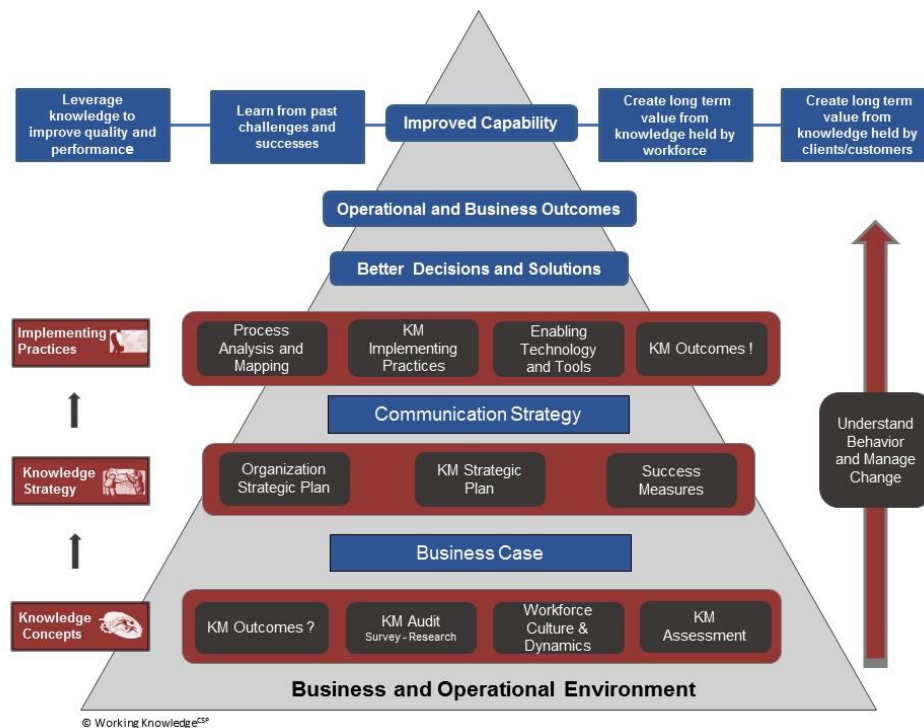
## The CSP Model Workshop KM in Practice

Many organizations understand not only the increasing relevance and value of their organizational knowledge, but also of the personal knowledge of their workforce. They also understand that it is important to leverage this knowledge to achieve their business objectives and performance outcomes. **The basic question is "How do I do this and where do I start?"**

Working Knowledge<sup>CSP</sup> developed the CSP Model to help organizations like yours successfully plan, develop, and sustain a knowledge driven organization based on a relevant and practical KM strategy supported by sustainable implementing practices that is a fit for your organization...not a copy of someone else.

**The Model:** The model is divided into three phases:

**Knowledge Concepts, Knowledge Strategy, and Implementing Practices.**



**Concept:** Understanding (1) the future state that you wish to achieve from leveraging “what you know about what you do” to improve business or operational performance, and (2) the outcome that you wish to achieve through your investment in Knowledge Management (KM).

**Strategy:** Any KM investment should be grounded in the overall strategic plan of your organization. Developing a KM Strategy and codifying this as part of the overall strategic plan helps to embed KM as an achievable and valued objective that is supported by leadership.

**Practice:** Identifying and implementing through carefully selected pilot projects the relevant KM practices, tools, and techniques that you will embed in your organization as "part of the way you work" to consistently

capture, adapt, transfer, and reuse the critical and relevant knowledge needed to drive your business or mission outcomes.

To move from ***concept to strategy to implementing practice***, to enable your organization (top down) and workforce driven (bottom up) behavior and knowledge culture, the organization must focus on (1) easily stated and easily understood outcomes, (2) tied to relevant measures of (KM) success, that (3) are tracked to existing strategic initiatives and measures of value.

The result will be an improved ability to create value from knowledge by:

1. Leveraging knowledge in ongoing operations to immediately improve quality and performance
2. Improving the ability to learn from past challenges and successes in strategic decision making and client-customer delivery
3. Creating long term value from knowledge, experience, and insight held by your workforce
4. Creating long term value from knowledge, experience, and insight gained from customers.

**The Workshop:** The CSP Workshop facilitates your ability to create ***a clear road map*** for sustainable KM success. It is presented in understandable and practical language supported by ready-to-implement ideas that will facilitate your ability to think about and then to build a smarter, knowledge enabled, more agile organization by capturing, adapting, and retaining the knowledge that is already inside your organization before it is lost through turnover or other attrition.

The Workshop is structured to support both half-day and full day sessions depending on the level at which you wish to begin and the time you are willing to invest.

- The **Half Day Workshop** discusses in depth each of the three phases -- Concept, Strategy, Practice -- and introduces you to the approach and the thinking that you will need to implement the CSP model.
- The **Full Day Workshop** also facilitates an integrated discussion relevant to your organization's unique business and operational environment. We collaborate with you to develop specific details of your roadmap and help you to understand what it will take for you to develop and implement a sustainable high performing, knowledge enabled organization.

**The Practical Application:** This is neither a so called "certification" course that promises to "certify" you in KM, nor is it an academic exercise in KM concepts lacking practical outcomes or outputs. Rather, it is an opportunity for you and your team to gain the understanding required to develop a relevant KM Concept for your organization based on a solid understanding of what you want to do with KM and why, develop a KM Strategy that fits your culture and workforce dynamics, and then to determine what implementing practices work best based on your KM concept and strategy.

**The Cost:** Dependent on the number of people and whether you wish a half day or full day workshop. Our travel expenses are billed at cost. The workshop, conducted at your location, includes:

- A Half Day or Full Day Workshop
- The CSP Workbook for each attendee
- For the full day workshop, eight (8) hours of virtually supported post-workshop follow up and coaching to answer any questions about the CSP Model and its implementation.

Contact Working Knowledge<sup>CSP</sup> to schedule a CSP Model Workshop at your location  
[bill@workingknowledge-csp.com](mailto:bill@workingknowledge-csp.com) or call Bill Kaplan at 571.934.7408.

