



STRATEGIC DIRECTION



TRAINING ON TARGET

Managing Knowledge

Purpose

To help participants enhance business performance by managing intangible assets. These assets would include elements such as the knowledge held within the organisation, customer relationships and employee know-how. Participants see how the needs of customers and their own personnel can be brought together to improve company financial results. They learn about practical strategies to manage knowledge, to gain competitive advantage and hence improved results.

The Simulation (1½ - 2 Days)

Participants in teams run an organisation that undertakes projects. The company needs to resource these projects with appropriately competent people in order to run them effectively.

Features of the Simulation include: -

- ▶ Finance, Project Selection, Project Planning, and People Recruitment.
- ▶ A selection of intellectual asset indicators to gauge success.
- ▶ The development of personnel through training and work experience.
- ▶ Project problems and factors involved in their impact.
- ▶ The need to meet customer's needs and deadlines.

At the end of the simulation participants evaluate their own company (or department) against a set of criteria and then develop an action plan for improvement.

Benefits

Participants learn more about: -

- ▶ Converting skills and processes into success
- ▶ The need for an employee development plan as part of the company strategy
- ▶ The planning and value of projects
- ▶ Building relationships within and outside the organisation
- ▶ Balancing company short-term effectiveness and long-term needs
- ▶ Business finance in a knowledge company

The participants have a tremendous learning experience in the process of achieving a difficult business balance. They will develop as individuals and the whole organisation will benefit from their improved skills and insights. The action plan will provide the basis for specific steps to improve the business situation.

Participants

The simulation is appropriate for managers in companies, or departments, where the skills of individuals have a major impact on the long-term success.

