

Significantly, *Knowledge Services* – unlike other management methodologies dealing with information transfer, knowledge management, and strategic learning – is people based. The focus is on people – on connections, collaboration, and constructive cooperation – not on technology. Technology is the tool. *Knowledge Services* is the methodology.

In your organization, you can use *Knowledge Services* to:

- Market the services provided by the specialized library/information center
- Establish a proactive collaborative environment within the enterprise
- Ensure that knowledge development/knowledge sharing (KD/KS) is practiced throughout the organization
- Ensure that the organization's intellectual capital is captured, organized, analyzed, interpreted, and customized for maximum return to the enterprise
- Ensure that the value of the specialized library/information center is recognized and that it is positioned as the leading information "agency" in the organization.

#### **Program Overview**

The *Know ledge Services* Workshop is a three-part learning activity, utilizing presentation, facilitated group discussion, and interactive dialogue. The workshop has been specially designed for information specialists, knowledge managers, managers of special libraries and information/knowledge centers, content professionals, training and development specialists, and any other information/knowledge professional whose service delivery impacts organizational success.

- Part One – The Knowledge Services Advantage: Shaping Your Organization for Performance Excellence
- Part Two – Re-Inventing Knowledge Management: Conducting the Knowledge Audit and Developing the Strategy Plan for Knowledge Services
- Part Three – Taking Knowledge Services into the Organization: Marketing and Raising Awareness, Customer Service, Identifying Advocates and Champions

#### **Your Workshop Leader**

Guy St. Clair is President and Consulting Specialist for Knowledge Management and Learning at SMR International. His newest book, *Beyond Degrees: Professional Learning for Knowledge Services*, was published in 2003 by K.G. Saur.

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