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**PRESS
RELEASE**

KMCI Launches *K-STREAM™* – A State-of-the-Art KM Methodology and Training Program

November 10, 2003 – KMCI announced today the launch of K-STREAM™, a practice-oriented methodology for serious KM professionals that focuses on the nuts and bolts of *KM strategy and methodology*. Unlike other KM tools and methods, K-STREAM™ is comprehensive in scope, designed as a practitioner's blueprint for all aspects of KM planning, design, and implementation. It is the first complete KM methodology of its kind in the industry – a state-of-the-art, one-stop-shop solution for contemporary KM practitioners and managers of corporate KM functions.

K-STREAM™ will be offered to KM professionals throughout the world via licenses issued to attendees of KMCI's K-STREAM™ training programs. The first such program will be held March 1 - 5, 2004 in Washington, DC.

K-STREAM™ is based upon KMCI's hallmark conception of *The New Knowledge Management*, a second-generation vision of KM that gives equal treatment to both knowledge production and knowledge integration. As Joseph M. Firestone, EVP of KMCI's Education and Research, points out, "No other approach to KM methodology is as comprehensive in scope, or as integrative of practice and theory."

Among the most important features of K-STREAM™ are its thorough approach to planning, installing, and managing KM solutions, its balanced treatment of social and IT-based interventions and their impact, and its end-state vision of the *Open Enterprise* as a basis for KM strategy and implementation. Here, K-STREAM™ offers a strategic view of what high-performance knowledge processing systems can look like in business, non-profits and government, and how to plan, build, and maintain them.

K-STREAM™ also involves the use of third-party tools. Each workshop will feature guest instructors from several related sources, thereby providing attendees with knowledge of both K-STREAM™ itself and hands-on exposure to tools required to use it. K-STREAM™ supports many popular KM tools and methods, such as social network analysis, portals, communities of practice, knowledge audits, and more.

The K-STREAM™ program will be team-taught by Joseph M. Firestone, Ph.D. and Mark W. McElroy, co-CEOs of KMCI, co-authors of *The Open Enterprise – Building Business Architectures for Openness and Sustainable Innovation* (KMCI Online Press, 2003) and *Key Issues in The New Knowledge Management* (Butterworth-Heinemann, 2003), and individual authors of two other leading works in KM.

For more information about this release or about KMCI in general, visit KMCI's website at www.kmci.org, or contact Mark W. McElroy, president of KMCI, by phone at (802) 436-2250 or by e-mail at mmcelroy@vermontel.net.