

# KMCI Sponsors Consulting Program

## An Overview

One of the many benefits of the KMCI Sponsors program is access by sponsoring companies to 150 hours of KMCI consultation on topics related to *The New Knowledge Management* at no charge. *The New Knowledge Management* is a comprehensive re-orientation of Knowledge Management in a second-generation form. Here is a list of what is new in *The New Knowledge Management*:

1. A heavy emphasis on innovation and problem solving, not just knowledge sharing.
2. A strategy for energizing the learning and innovation capacity of whole firms, not just their managers or designated administrative groups (e.g., R&D, etc.).
3. An approach for enhancing an organization's adaptive capacity by strengthening its ability to detect and solve problems.
4. A tested and mature analytical framework (the Knowledge Life Cycle, or KLC) for determining the strengths and weakness of current knowledge processing environments, as well as for defining new ones.
5. A detailed specification of Knowledge Management, the purpose of which is to enhance Knowledge Processing (i.e., the problem solving, learning, and innovation behaviors of whole firms).
6. A comprehensive specification for operationalizing corporate Knowledge Management functions.
7. A robust methodology (K-STREAM™) for use in support of the KM function, complete with strategy, implementation, and ROI measurement capabilities, along with supporting tools, metrics, and training.
8. A conceptual framework for achieving Sustainable Innovation.
9. A conceptual framework in which the organizational capacity to learn and innovate is seen as a form of social capital, which when strengthened enhances the value of intellectual capital – i.e., *Social Innovation Capital*.
10. A Governance- rather than a Management-based approach to KM.

## KMCI Sponsors Consulting Program – An Overview (cont.)

11. A Framework Relating Knowledge Management to Risk Management.
12. The Open Enterprise: a Normative Model for Knowledge (and Risk) Management.
13. The Enterprise Knowledge Portal vision and specification.
14. The Distributed Knowledge Management System vision and specification.
15. The patent-pending Policy Synchronization Method™ (PSM) for realizing Sustainable Innovation and the Open Enterprise

The sponsoring company can choose one of two plans for using KMCI consulting services. Under both of these plans, KMCI will make available the consulting services of Mark W. McElroy and Joseph M. Firestone, Ph.D., co-developers of *The New Knowledge Management*.

**Plan A:** The purpose of Plan A is to deliver telephone consulting to the sponsoring organization on a week-to-week basis throughout the year at roughly 3 hrs. per week. If a sponsoring organization's consulting time allotment of 3 hrs. is unused in any given week, then the unused time is credited to the sponsor's account and the allotment of no-charge consulting for the succeeding week is adjusted accordingly.

For example, if a sponsor doesn't use its consulting allotment for 4 weeks, the amount of no charge consulting available in the 5<sup>th</sup> week would be 15 hrs. If the sponsoring organization requires additional consulting beyond its accumulated allotment of no charge consulting in any given week, KMCI will make it available at the discounted rate of \$200 per hour. A sponsor must use its no-charge consulting credits within the annual period of its sponsorship. Accumulated credits will not carry over from one sponsorship year to another.

**Plan B:** The purpose of Plan B is to deliver KMCI consulting services through periodic engagements. Using this plan, a sponsoring company can engage KMCI consulting services according to any schedule it prefers until the allotment of 150 hrs. is exhausted. Additional consulting beyond the limit of 150 hrs. is available at the sponsor's discounted rate of \$200 per hour.

Both of these plans are conceived with a \$20K annual contribution in mind.