

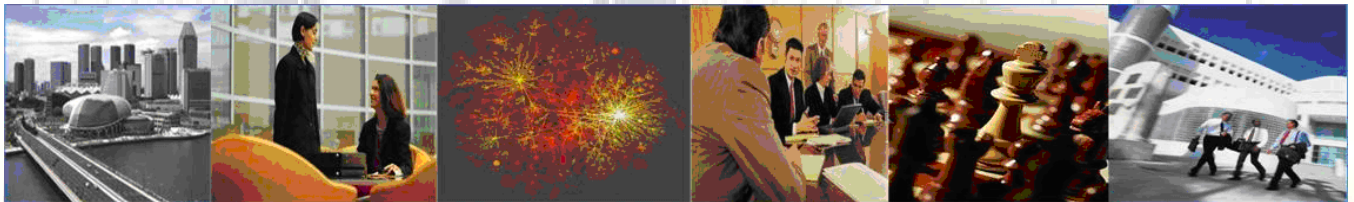


Knowledge Leadership Development Seminar

"Understanding The Vital Building Blocks of Knowledge-Based Business Model Innovation"

Thursday October 12 to Friday October 13, 2006 – 2 Days.

Thursday November 9 to Friday November 9-10, 2006 – 2 Days.



"The business model is a cognitive device to convert technical aspects of a product or service into economic value. Any successful innovation (vs. invention) needs a business model, and that model must do two things: first, it must create value in its ecosystem, and second, it must capture a portion of that value for the innovator, so that additional advancements will be forthcoming."

**Henry Chesbrough
Author Of Open Innovation**



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"With technological advances and globalization presenting so many opportunities – and threats –CEO's are now giving business model innovation as prominent a place on their agendas as products/services/markets innovation and operational innovation"

Expanding The Innovation Horizon - The IBM Global CEO Study 2006

❖ **Introduction & Overview**

Are you responsible for executing your organization's knowledge and intellectual capital strategy?

Knowledge management as practiced until now has lacked the thinking tools and frameworks you will need to be able to deal with upcoming business changes. How confident are you when it comes to viewing your business in terms of continual knowledge-based business model innovation? How do you create a successful knowledge-based business model? What are some of the critical elements of such a model? What essential building blocks should you be thinking about so as to be better prepared for the future?

We are increasingly immersed in a global knowledge-based economy. In previous economies, original business models have been created as business people figured out new ways of delivering value to customers. Business models such as time-sharing, outsourcing, leasing, franchising, did not always exist, but were creative new inventions. Today, competition as several leading business strategists have argued, is not just a matter of product competition. Increasingly, the battle is between competing business models.

In the internet era it's not hard to see how unique and proprietary business models have been integral to the success of such companies as Amazon, AOL, Dell, and e-Bay. In addition companies such as Southwest Airlines, Starbucks, Cisco, Wall Mart, Home Depot and many other companies have had success using highly unique business methods.

In many ways then, business model invention, development, evolution, and adaptation, is fast becoming a new core competence for top executives. It's also one thing to conceptualize and design industrial-age business models. But how do you now effectively go about thinking through and developing creative and successful **knowledge-based** business models?

Especially in the global knowledge-based economy where competition is internet-time paced, **an understanding of knowledge-based business models can become a great asset**, and the lack thereof will become a serious liability.

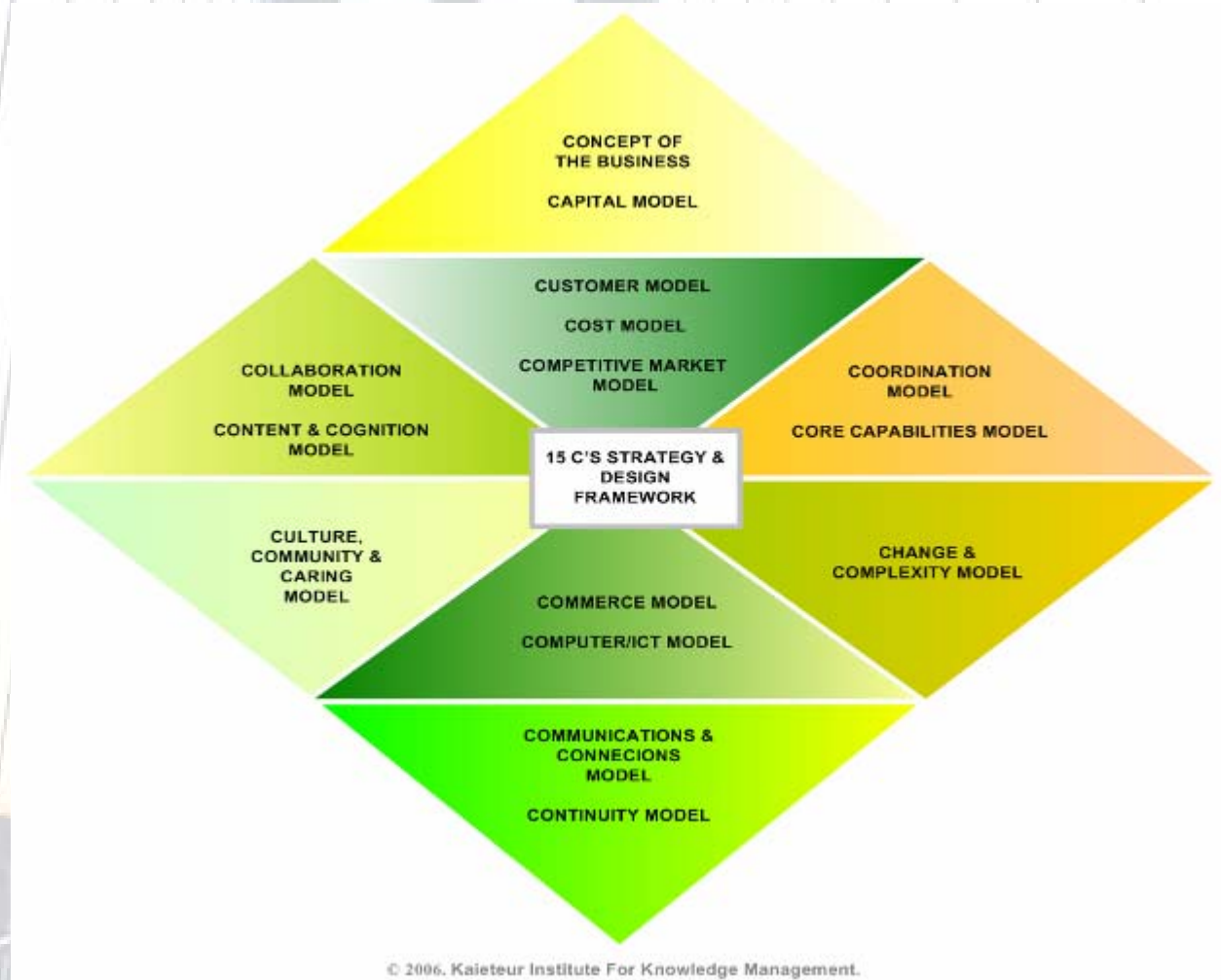
In our work we have addressed this gap and deficiency. We are now in a position to advance a powerful new strategy framework. One that can enable senior executives to systematically engage in superior, if not "killer", knowledge-based business design, creation, articulation, refinement, enhancement, and deployment. We may still not have all the answers, but we do understand the right questions and the powerful questions you need to be now asking yourself.



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❖ **New Analytics**

We have been developing powerful frameworks for the design of knowledge-based business. The intellectual tools we have developed form together a heuristic device for imagining future possibilities and scenarios. We have isolated 15 core components which any self-respecting knowledge-based business should be built with. (Similar to the way any building has to have key components, such as a foundation, roof, windows, doors, framing, plumbing and so on). Any knowledge-based business has to have what we refer to as the 15 C's, which in our view will necessarily include models for the business concept; capital; customer; commerce; cost; competitiveness; community, culture and caring; content and cognition; communications and connections; coordination; core capabilities; computerization; change and complexity; collaboration; and continuity;





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❖ Improving business model pattern recognition

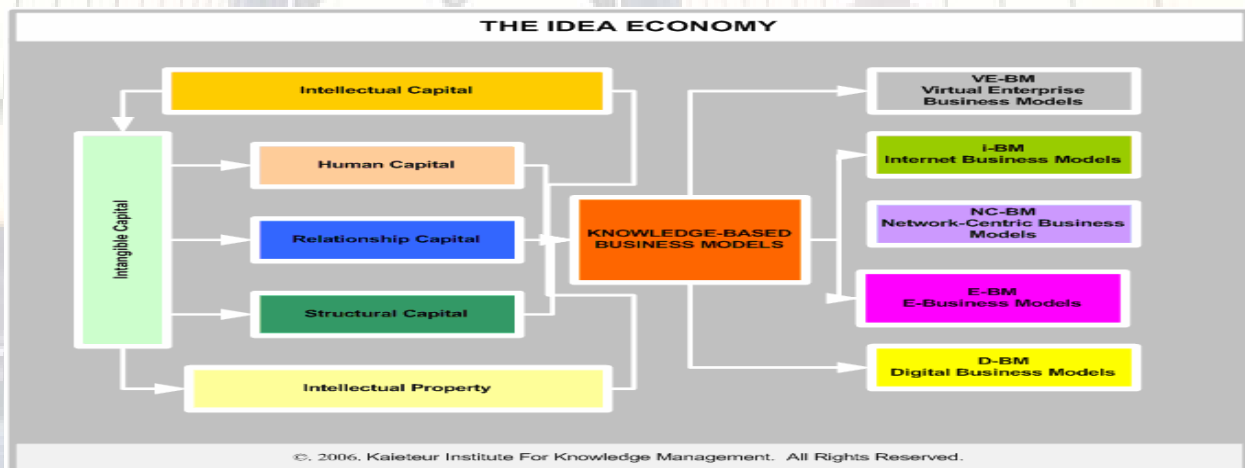
Within each model we have isolated known patterns which represent options on a choice-board which the business strategist can examine.

Example				
Model	Sub-Model	Options	Roles	Positioning
6. Commerce Model	Revenue Model	Subscription Royalty Services Sponsored Utility Membership Fee Syndication Free Advertising Hybrid Licensing Other	Broker Merchant Auctioneer Incubator	Buyer Oriented Seller Oriented Other

To our way of thinking this is a much smarter and more intelligent way of beginning to develop a coherent strategy map and blueprint for the successful knowledge-based business.

Our approach is also more ecological than mechanical. It provides a powerful tool for rapidly deconstructing the business models of existing knowledge-oriented businesses, and finding their flaws. It also offers a competitive way to gain further insight into how existing business methods can be evolved continuously in response to new technologies, customers, and marketplace changes.

In the expanding idea economy of the twenty-first century, we are witnessing the evolution of business models that are virtual, digital, network centric, e-business oriented, and internet oriented.

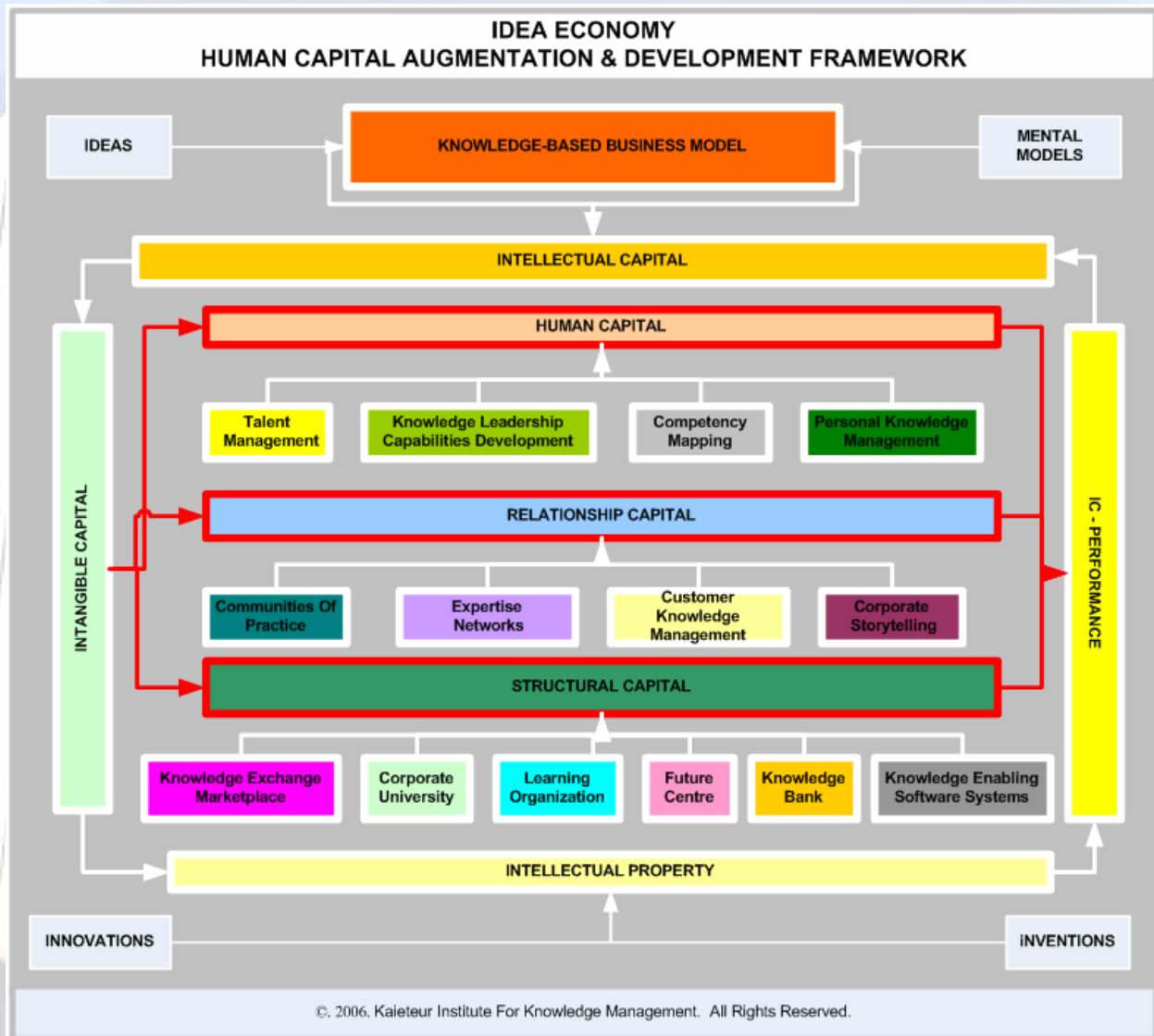




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❖ *The Augmentation & Development Of Human Capital*

In the new economy how do we create a more powerful knowledge capable infrastructure, linked to work teams employing the latest and knowledge enabling technologies? We have another framework that provides a structured way to probe this important question.





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❖ Understanding Intellectual Capital & Intangibles

Most executives will agree that intangible and weightless factors are also now becoming important to the valuation of organization's wealth and worth. Such factors as branding, reputation, and the culture of the organization, for example, now carry more weight than they used to. We have developed yet another important innovative framework to address this important issue. We explain it during the seminar.

	Human Capital	Human Capital	Human Capital	Relationship Capital	Relationship Capital	Relationship Capital	Relationship Capital	Structural Capital	Structural Capital	Structural Capital
REPUTATION CAPITAL	Reputation Institute Indicators	Popularity & Likeability	Critical Acclaim	Endorsement Capital	Cyber Profile	Peer approval	Scope & Reach	Formal Reputation Management	Positive Buzz	Integrity, Authenticity, Honesty
LEADERSHIP CAPITAL	Political Capital	Market Leadership	Charisma	Ethical Leadership/ Integrity	Socially Responsible	Authenticity/ Credibility/ Character	Scope & Reach	Confidence & Optimism	Vision Inspired	Thought Leadership
INNOVATION CAPITAL	Talent, Expertise, capabilities, Competencies	Technological Innovation	Originality/New Ideas	Design Capital	Research & Development Capital	Product & Services innovation	Marketing Capital	Creative Ingenuity/ Improvisation	Mind To Market Process Capital	Competitiveness
DIVERSITY CAPITAL	Workforce Cultural & Genetic Diversity	Demographics	Diversity Of Thought	Talent & Expertise Diversity	Diversity Of Opportunities	Customer Diversity	Supplier Diversity	Tolerance & Appreciation Of Diversity	Diversity Policies	Gender Equality
BRAND CAPITAL	Name Recognition	Emotional Equity	Perceived Quality	Image Coolness	Market Share & Positioning	Mind-Share	Customer Loyalty	Market Identity, Differentiation	Market Extensions, Reach	Persona Profile/ Legend/Story/ Mythology
NETWORK CAPITAL	Virtual	Social	Alliances	Hub Proximity	Connectedness	Complexity	Transparency	Awareness	Trust	Richness & Reach
CULTURAL CAPITAL	High Trust	Caring/Soul	Collaboration	Attitudes	Learning Desire	Creativity	Community	Knowledge Friendliness	Heritage	Values
TECHNOLOGICAL CAPITAL	ICT Platforms	ICT Operations	Applications	Resilience/ Robustness	ICT Governance	ICT Expertise	ICT Renewal & Change	ICT User Proficiency	ICT Accessibility	ICT Ubiquity & Pervasiveness
ORGANIZATIONAL CAPITAL	Principles	Policies	Communities Interest/ Practice/ Purpose	Project Teams	Social Networks	Work Practices/ Processes	Recognition & awards	Change Readiness/ Flexibility	Coordination/ Alignment	Role Definitions
STRATEGIC CAPITAL	Business concept	Business Model Design	Customer & Market Strategy	Internet Strategy	Digital Business Strategy	Intellectual Asset Management	Sustainability & Risk Management	Growth Strategy	Continuity & Renewal Strategy	Future Strategy
KNOWLEDGE CAPITAL	Personal Knowledge Asset Portfolio (PKM)	Mental Models/ Mindset/ Awareness	Motivation/ Love Of Knowledge	Tacit or Intuitive Knowing	Knowledge From Experience/ Wisdom/ Sagacity	Mental Models/ Mindset	Knowledge Mastery/ High Performance	Knowledge Pattern Recognition	Local or Indigenous Knowledge	Knowledge Networks & Market Intelligence

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❖ **Topics Covered?**

If you are interested in these subjects, then this seminar is definitely for you. You will not find another seminar anywhere else that so thoroughly, deeply and comprehensively examines these inter-related topics:

- Knowledge-Based Business Models
- The Knowledge-Based Economy
- Knowledge Markets
- Knowledge Pattern Recognition & Knowledge To Profit Patterns
- Knowledge strategy playbooks
- The Ideas Economy
- The Design economy & Knowledge-based business design
- Intangibles
- Intellectual capital(IC) & intellectual property(IP)
- The Mental Game Of Knowledge – mental models
- Visualization & Knowledge Representation
- Knowledge Entrepreneurship; Knowledge Equity; Knowledge Monetization; Knowledge Value Innovation; Knowledge dynamics & change;
- Knowledge Innovation Zones; The Triple Knowledge lens
- Knowledge citizenship and social entrepreneurship
- Knowledge Enabling Technologies

" Somewhere out there is a bullet with your company's name on it. Somewhere out there is a competitor, unborn and unknown, that will render your business model obsolete. Bill Gates knows that. When he says that Microsoft is always two years away from failure, he's not just blowing smoke at Janet Reno. He knows that competition today is not between products, it's between business models. He knows that irrelevancy is a bigger risk than inefficiency. And what's true for Microsoft is true for just about every other company: The hottest and most dangerous new business models out there are on the Web."

Gary Hamel and Jeff Sampler in Fortune Magazine December 7, 1998.



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❖ Contemporary Trends Influencing New Business Model Design

Here is a summary of major trends which we believe are having an impact on today's evolving business context:

MAJOR CONTEMPORARY TRENDS

- 1 Computing Power – Moore's Law
- 2 The Power Of Networks – Metcalfe's Law
- 3 The Explosive Growth Of The Internet – millions continue to go on-line
- 4 The Integration/Blurring of products and services
- 5 The Growth In Intellectual Property & Patenting
- 6 Open Source Movement as a Counter Trend
- 7 Growing Complexity
- 8 Increasing Velocity & Chaos – Change ; real-time, anytime, anywhere, Internet time
- 9 Demographics such as The GENERATION X - Nintendo Generation
- 10 The doubling of knowledge every 2-3 years and the cycle getting shorter
- 11 Information overload; Information Famine; Infoglut; Decision-Overload
- 12 Virtualization and The Digital Revolution – increasing ubiquity of computers
- 13 Miniaturization – including Nanotechnology
- 14 The Communications Revolution – The Death Of Distance; The plummeting costs of bandwidth; The 500 Channel universe;
- 15 The Proliferation Of Intelligent Agents
- 16 The Projectization Of Work, and its growing Knowledge Intensity
- 17 The Rise In Free Agency – e-Lance and the Creative Class
- 18 The Learning Imperative
- 19 Relentless Innovation and the Potentially Disruptive Implications
- 20 Trust & Privacy in Cyberspace
- 21 The Commodification Of Industrial Products
- 22 Hyper-competition
- 23 Customer Attention and the Experience Economy Grow in importance
- 24 The Neo-biological Revolution – eg Human Genome
- 25 rise of new business ecosystems such as Business to Business e-marketplaces
- 26 From Monologue to Interactive Customer Dialogue
- 27 Markets on-line for everything



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❖ **Who Should Attend?**

Anyone with a serious business interest in the knowledge-based economy will find this seminar of great value. Executives interested in new ideas about knowledge-based business model innovation. Knowledge entrepreneurs. People who see themselves too as intellectual capitalists. Knowledge managers, strategists, and architects, who are open to fresh ways of viewing their initiatives.

❖ **Why You Should Attend?**

You will gain access to world-class and cutting-edge insights. You will be able to network with peers who have a shared passion and interest this subject. It will be an investment in a deeper understanding of the knowledge-based economy. It will be an excellent source of innovative ideas and next practices. It will give you a competitive and collaborative advantage.

❖ **What You Will Learn?**

You will learn how to think for yourself about ongoing knowledge-based business model innovation. You will learn how to use our frameworks and heuristic tools to further your own developing understanding and insight. You will be able to more rapidly spot and decode existing knowledge-based business model innovations. You will see your existing knowledge initiatives from a fresh perspective and will undoubtedly find new ideas and practices that you can immediately act on so as to make improvements.

You will learn what's involved in strategic knowledge-based business model development. You will have a road map to guide you in incremental business model innovation so as to stay ahead of the competition. You will learn how you can better optimize and leverage knowledge and intellectual capital assets. You will have a new way to examine and assess the maturity and quality of your existing knowledge management strategies and initiatives.

You will be exposed to unique analyses of case studies involving innovative knowledge-based businesses. We will profile of some of the smart innovators who are leading examples as creative knowledge-based business model leaders. We will explore as well, the important links between mindset, mental models and new business model ideas. Further we will delve into the emergence of the ideas economy, the creative class, and it's profound implications.

❖ **Have Fun! - the experience of a life time**

Prepare to be stimulated and inspired. At our seminars amazing developments can happen. People become energized to launch new initiatives, ventures, and knowledge-based



Knowledge Leadership Development Seminar

enterprises. They return refreshed and reinvigorated with new strategic insights, perspectives, ideas, and intellectual tools. New lasting friendships are formed and you gain access to a select peer network of smart people. The seminar is a mixture of presentation of new concepts and ideas, as well as vigorous, stimulating, energized, facilitated, interactive conversation, discussion and dialogue.



❖ **Schedule & Agenda**

Day One – (8:30 am – 4:30 pm)	
7:30 - 8:30 am	Registration, Continental Breakfast, and Networking
8:30 - 9:00 am	Welcome and introductions
9:00 - 10:15 am	The case for knowledge-based business strategy & design
10:15 – 10:30 am	Break
10:30 – 12:00	Business models, the knowledge economy, & knowledge-based business, & IP trends
12:00 – 1:00	Lunch
1:00 – 2:30 pm	An examination of contemporary business model innovations
2:30 – 2:45 pm	Break
2:45 – 4:30 pm	Introduction to our 15 C's framework and associated thinking and planning tools
Day Two – (8:30 am – 4:30 pm)	
8:30- 10:00 am	Using knowledge, intellectual capital, intangibles to create new market spaces, business models, sustainable growth, profitability, and value
10:00-10:15 am	Break
10:15-12:00 am	Exercise - Application of the framework to real world cases
12:00 -1:00 pm	Lunch
1:00 - 2:30 pm	Participant presentations of their example, ideas, and findings
2:30 - 2:45 pm	Break
2:45 - 4:00 pm	Presentation of emerging thinking, tools, and enabling software systems. Gaming, learning, simulation, and visualization techniques and technologies
4:00 - 4:30 pm	Reflections & Wrap-Up



Knowledge Leadership Development Seminar

❖ Seminar Leader



Bryan Davis is founder and president of The Kaieteur Institute for Knowledge Management based in Toronto, Canada. The Institute is an independent management consultancy research think tank, applied knowledge lab, and knowledge practices network.

Bryan conducts advanced independent research and practice related to innovation intelligence. New thinking is specifically being applied to furthering our understanding of high performance knowledge-based innovation. We leverage our strategic understanding of knowledge markets and exchanges, knowledge networks, knowledge cities, knowledge-enabling software, knowledge-based business design, knowledge-based business models, knowledge monetization, knowledge entrepreneurship, knowledge pattern recognition, the enterprise ideas economy, knowledge as a vital asset for business continuity, change management patterns, knowledge buyer motivation, knowledge-value creation, personal knowledge management, knowledge grids, and the emerging "KnowledgeEverNet" – the always-on, always-connected global brain. Bryan is increasingly recognized as a leading world authority in these specialized knowledge domains.

He is a Fellow of Entovation International. He lectures on Knowledge Management at the University of Toronto in the School For Continuing Studies. He has served as Vice President , Knowledge Management Strategies and Research with the Delphi Group Canada.

He has worked as an Information & Technology Consultant with the Municipality Of Metropolitan Toronto, and worked at Transport Canada and National Archives Canada. He is a graduate of York University's Philosophy Program. He is an accomplished presenter and regularly makes presentations at International Conferences. He served as a member of the Advisory Board of Knexa.com

He is also a member of the Entovation 100. He is a past president of the Toronto Chapter Of The Canadian Information & Image Management Society, and a co-chair of the Knowledge Management Special Interest Group of the Toronto Chapter of the Canadian Information Processing Society.



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❖ **About The Kaieteur Institute**

A leading independent think-tank. We provide state-of-the art, high performance knowledge management education, research, and consulting services. We work with top executives to customize and master profitable, competitive, and sustainable knowledge-based business strategies and solutions. We have unique and innovative capabilities related to knowledge markets, knowledge-based business models, knowledge pattern recognition, the ideas economy, knowledge enabling software systems, and competitive intelligence. We assist our clients with the profitable optimization of human capital, intellectual capital, intellectual property, knowledge infrastructures, customer relationship capital, social and community capital, and intangible assets. We use disciplined strategy frameworks to help accelerate cultural change, gain grassroots buy-in, and develop knowledge leadership. Other areas we specialize in are expertise management, the development of knowledge cities and innovation zones, knowledge entrepreneurship, knowledge monetization, knowledge arbitrage, knowledge networks, knowledge workflow and transfer, knowledge continuity, resilience, and renewal, and managing the triple knowledge bottom-line for true enterprise growth and sustainability.

❖ **About the City Of Toronto**

For more information about accommodation, tourist attractions, visit on-line <http://www.torontounlimited.ca/story2.htm> and visit Tourism Toronto which is the official destination-marketing organization for Toronto's tourism industry <http://www.torontotourism.com/Visitor>

❖ **Cost Of The Seminar?**

\$ 950.00 plus 7% GST = **\$ 1016.50 CDN**

Includes snacks, refreshments, lunch, and electronic copies of presentation materials on CD, access to private collaboration network site.

❖ **Location**

Toronto Downtown – TBA. The specific venue will be confirmed based on registrations – see posted schedule at www.kikm.org

❖ **Venue**

TBA – check for posting at www.kikm.org



Knowledge Leadership Development Seminar

❖ Dates

Next Scheduled Dates. October 12-13, 2006 – 2 Days
November 9-10, 2006 – 2 Days

❖ Registration For This Seminar

Notify us by e-mail to info@kikm.org of your plan to register for the seminar or call 416-651-1837.

Make sure to provide us with the following details:

- Name Of Seminar You Wish To Attend: _____
- Dates: _____
- Location: _____
- Name: _____
- Title: _____
- Address: _____
- Tel # : _____
- E-Mail: _____

We will electronically send you a pro forma invoice.

Issue a cheque or money order for **\$ 1016.50 CDN** payable to The Kaieteur Institute For Knowledge Management and mail or courier to :

The Kaieteur Institute For Knowledge Management..
67 Alberta Avenue, Toronto, Ontario, Canada. M6H-2R7

"..if we shift our attention from invention to innovation, we begin to see a much broader horizon. Innovation -- the ability to create and capture economic value from invention -- is what really drives both the economic prosperity of nations and the shareholder value of corporations.

Innovation isn't just confined to commercialization of new products. It can also build upon creative new practices, processes, relationships, or business models, and even institutional innovations such as open-source computing -- invention occurs in all these domains. And while breakthrough innovations can generate significant economic value, sustaining that value requires a capacity for continual incremental innovations."

John Hagel and John Seely Brown
Business Week Magazine
February 16, 2006