

April 26th - 30th • 2009



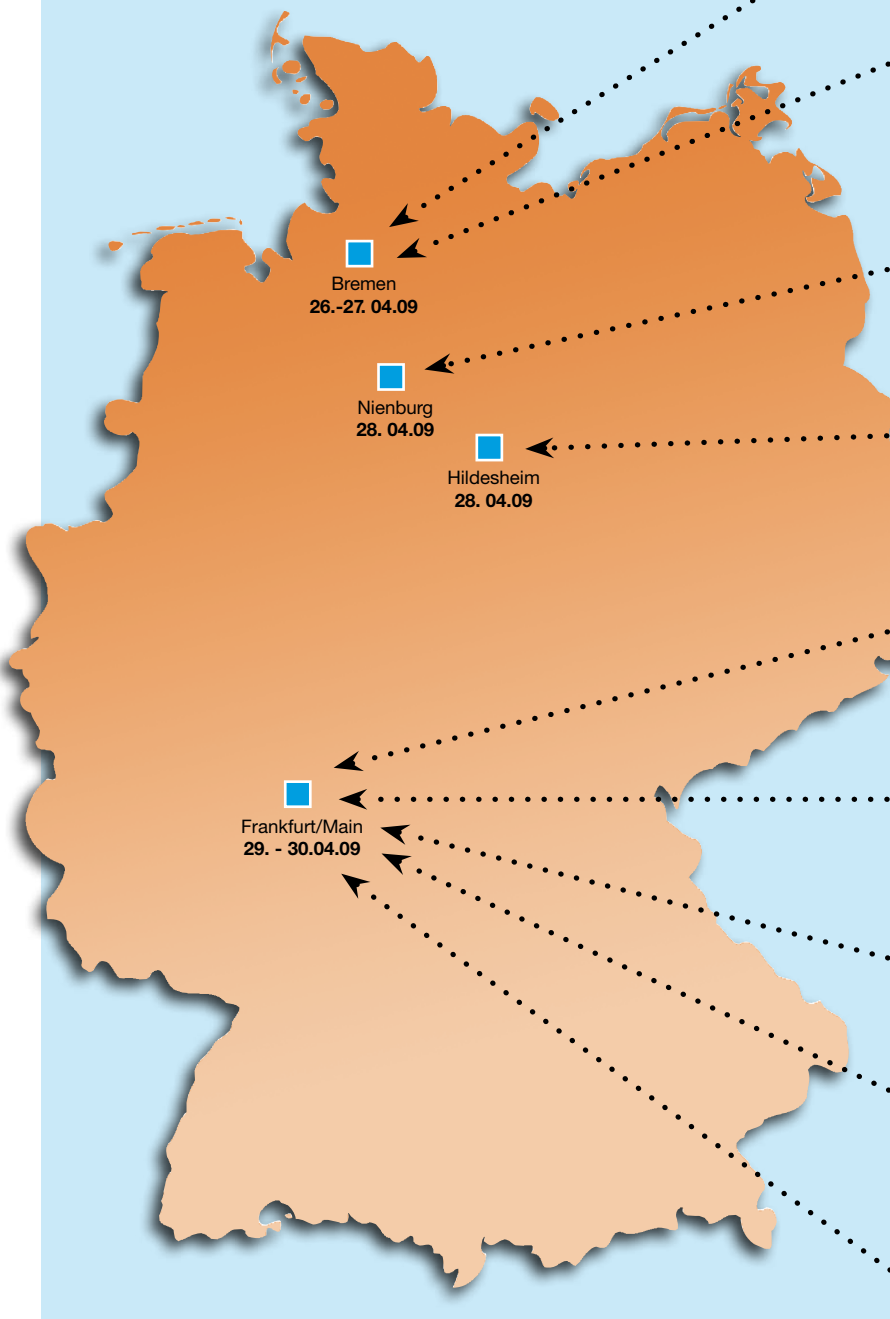
KM – Made in Germany

- Visit & Meet the KM-Champions in Germany

First KM Study Tour undertaken with Asian Productivity Organisation (APO) sponsorship and covers lessons learned from more than 10 years KM.



The first KM Study Tour is being undertaken in co-operation with the APO and the project „Fit for the knowledge competition“ which is supported by the German Ministry for Economics and Technology (BMWi)“



Bremen
26.-27. 04.09

Nienburg
28. 04.09

Hildesheim
28. 04.09

Frankfurt/Main
29. - 30.04.09



KM of the Year 2003:
Experiences from 10 years KM for R&D Knowledge Transfer from leaving Experts



AIRBUS
Corporate KMAward 2007:
Expertise Transfer with ExTra



Bürgel GmbH
Wasser. Wärme. Wohlbefinden.
KM of the Year 2002:
Knowledge Exchange between 30 small business units combining know how to complete



Robert Bosch Car Multimedia GmbH
KM for new product development



SCHAEFFLER GROUP

KM since 2000
From webmaster to KM Services to support the business



KM of the Year 2005:
Knowledge transfer worldwide



reinisch
Pioneering intellectual Capital Statements since 2004



APQC Best Practice Partner 2007
KM for Mergers & Acquisitions
Web2.0: From central KM to participative KM Solutions - learning from 11 years KM



Gesellschaft für Wissensmanagement e.V.

Knowledge networking with members and KM Practitioners of the German Association of Knowledge Management (gfwm), Frankfurt/Main

Note that luxury coach transport from Bremen on 27 April through to Frankfurt on 30 April is included in your fees.

Visit & Meet the KM Champions in Germany

Sunday evening April 26th to Thursday evening April 30th 2009

Detailed Program - First KM Study Tour in Germany

KM STUDY TOUR

This first Study Tour regarding Knowledge Management in Germany is structured for your choice of participation where you can attend one day, some days or all days.

CONNECTING PEOPLE, KNOWLEDGE & CREATIVE IDEAS THROUGH SITE VISITS & CREATIVE WORKSHOPS (In English).

PROGRAM

Site Visits:

- Airbus, Corporate Award for Excellence 2007
- GTZ, KM of Year 2005
- Robert Bosch Car Multimedia GmbH – KM supporting new products
- Bürgel GmbH, KM of Year 2002 – 30 SMEs

Guest Speakers:

- ATLAS Elektronik, KM of Year 2003 – KM relay for people leaving, 10 year trip - ups & downs
- reinisch AG, Pioneer in ICStatements Made in Germany
- BMWi / Fraunhofer Society, German Government KM Program
- Siemens, APQC Best Practice Partner 2007 & KM in Mergers / Acquisitions
- INA Schaeffler Group, Head of KM – KM Networks

Networking Exchange:

- KM Practitioners of the German Association of KM
- Facilitated amongst tour participants
- Regular facilitated capture and sharing of learnings & action planning in small groups

Social:

(only for delegates attending all 4 days)

- Pre-Tour briefing & ice breaker light dinner
- Traditional dinner - Göttingen, City of Science

Your Learning Outcomes

- strategy for Knowledge Management
- linking KM strategy to the organisational strategy
- how to get started in KM
- KM and Innovation
- what the Champions do
- how they do it
- how they sustain the effort and the benefits
- how the KM strategies are deployed to make sure they work well throughout the organisation
- benefits from KM – financial and other
- what the champions have recently improved re KM
- what the champions propose to improve next
- mistakes in the KM journey how they fixed them

Benefits for delegates:

- Learn about the BEST PRACTICES
- Participate in 'Think-tank' leadership discussions
- Network formally and informally with new friends on the tour from other learning organisations
- Comprehensive study tour manual for all delegates
- Receive Memory Jogger Notes of the proceedings
- Delegate and speaker contact list provided
- Learn about what you need to now as well as about what you didn't know you needed to know
- Action Planning session to help you commence implementation of your learnings

Your Facilitators: (PTO for brief BIOs)

Dr. Peter Heisig, European KM expert Berlin • Cambridge Uni

Terry Pilcher, UK Management Best Practice & Benchmarking expert

Bruce Searles, Australasian / Asia – Pacific Benchmarking & Study Tours



Go to www.benchmarkingpartnerships.com.au for more information about hosts, speakers & your facilitators and to register. Benchmarking Partnerships' Code of Conduct protects confidentiality and privacy.

PTO – Registration Form, Early Bird and Group Discounts & Travel Information



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Visit & Meet the KM Champions in Germany

Detailed Program - First KM Study Tour in Germany Sunday April 26th.

Welcome to the 1st. KM Study Tour „Meet KM Champions in Germany“ in Bremen

Time	Thema	Venue
19.30	Briefing about Study Tour Aims and host companies	Inside Premium Hotels Sternentor 6 28237 Bremen
21.00	Organisation / Program / Tour Manual Meet each other and share learning Needs Networking Buffet	

Facilitators: Bruce Searles, Peter Heisig, Terry Pilcher



Benchmarking Partnerships



Proudly supported by the GBN - a network of benchmarking competency centres in 20 countries – www.globalbenchmarking.org



BPIR.com Limited, as providers of a leading edge knowledge management and benchmarking resource - www.bpir.com, are proud to support and endorse the German Knowledge Management Champions Tour.



مجلس تجارة و صناعية أبو ظبي
ABU DHABI CHAMBER OF COMMERCE & INDUSTRY


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Visit & Meet the KM Champions in Germany

Detailed Program - First KM Study Tour in Germany Monday April 27th.

Visit - Airbus - „Corporate Award for Excellence 2007

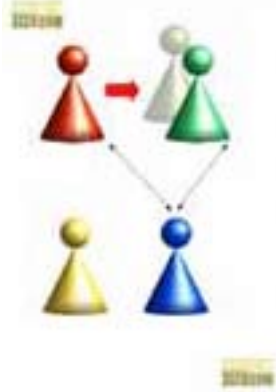
Time	Thema	Venue
08.30	Luxury Coach departs the Hotel for a site visit at Airbus Deutschland GmbH	Travel time approx. 15 Min.
09.00	<p>Airbus Deutschland GmbH – “Corporate Award for Excellence in 2007”</p> <p>Welcome and Video Presentation of Airbus Company Knowledge Management at Airbus-Overview. Airbus have set up Centres of Excellence that unify the design and production management processes. Bremen is the second largest Airbus site in Germany and has two Centres of Excellence.</p> <p>The Knowledge Management portfolio at Airbus comprises:</p> <ul style="list-style-type: none"> • Knowledge Transfer with ExTra – “Corporate Award for Excellence in 2007” • Identify your KM Needs – KMOD • Find the expert – YellowPages • Connecting people to communicate via professional Networks • Create new knowledge with Innovation Management • Capture and Reuse Lessons Learnt with RISE • Capture product and process knowledge with KCP • Search across databases – Business Search <p>Bernd Bredehorst, Team Manager for Knowledge Management, Pumacy Technologies AG, Berlin</p> <p>Mr. Bredehorst is responsible for KM concept development and implementation of KM Solutions with special focus on Lessons Learnt, Communities of Practice, Yellow Pages and Knowledge Architectures. He is working for Airbus since 2005.</p>	 AIRBUS Airbus-Allee 1 28199 Bremen
10.30	Coffee Break	

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Visit & Meet the KM Champions in Germany

Detailed Program - First KM Study Tour in Germany Monday April 27th.


Time	Thema	Venue
11.00	<p>Knowledge Management at ATLAS Elektronik - Experiences since 10 years and current solutions <i>„Knowledge is the fuel, the energy for changes and the company's business success“</i></p> <p>ATLAS practise knowledge management as a key process with achieved success:</p> <ul style="list-style-type: none"> • experts can be identified faster • the intensity of communication within the personnel beyond the department has increased immensely • the company's knowledge is visibly added for all staff and will be sustainable • the quality and time of development of product improved and accelerated; decrease of project budget overruns • extensive knowledge of customers and topics of the market can be observed • virtual centers of excellence are established for overall product range <p>Managing Knowledge in the Development Process Knowledge is the core asset at ATLAS Elektronik and the company's KM concept was awarded the title "Knowledge Manager of the Year" in 2003. Now the knowledge management solution is being extended, using "TOPIC MAPS" to capture the organisation's corporate memory.</p> <p>Enabling Knowledge Transfer or the "Knowledge CHA CHA CHA" Support learning and the growth of knowledge of individuals for the advantage of the organisation and the customer to support the increase of the company value. How to combine the development of knowledge with the human resource development between Supply and Demand. KM live: Learn about how a knowledge product at ATLAS – the "Shift-change" (to support the transfer of experiences for new products from the "grey-haired") is performed in practice.</p> <p>Uwe Schmidt, Head of Knowledge Management, Mr. Schmidt studied business administration and specialised in information technologies and Human Resource Development and KM. For 15 years he has been responsible for the organisational deployment of knowledge sharing and knowledge transfer. His current focus is in "invisible knowledge management", demographic change, ageing work force and company performance.</p>	
12.00	Lunch Break	

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Visit & Meet the KM Champions in Germany

Detailed Program - First KM Study Tour in Germany Monday April 27th.

Time	Thema	Venue
13.00	<p>ExTra - Expertise Transfer at Airbus - Corporate Award for Excellence in 2007</p> <p>Managers frequently express a real nightmare scenario: „highly skilled and experienced experts are leaving the company and all their knowledge goes with them“. Once the „departure“ is known, going through an approval knowledge ‚transfer‘ process often loses time in order to minimise any possible disruption to the business.</p> <p>The described situation forms the basis of the Expertise Transfer solution. It is tasked to create a more structured and formalised process and policy and to support the departing experts in their knowledge transfer mission. Ultimately, the aim of the Extra solution is to propose an effective knowledge transfer through the building, for each specific case, of a dedicated pragmatic action plan supported by existing Airbus KM methods and practices.</p> <p>Alexander Katzung, Consultant KM and Innovation, Airbus Deutschland GmbH.</p> <p>Since 2004 Alexander Katzung is working as internal consultant with Airbus Germany. His special focus is on transfer of knowledge and experiences, learning groups and KM-Training. He is currently doing his Ph.D. in sociology at the University Marburg, Germany.</p>	 AIRBUS Airbus-Allee 1 28199 Bremen
13.30	<p>Working Session „ExTra“</p> <p>As a global company Airbus needs to secure expertise transfer on a global scale. Therefore the KM experts at Airbus like to discuss with the KM Study Tour delegates their current approach ExTra and gather feedback regarding its transfer to other regions in the world.</p> <p>We would like to address the following main questions:</p> <ul style="list-style-type: none"> • Could the Airbus ExTra approach work in your organisation? • What are the specific challenges which needs to be considered if transfered to your country or region? • What needs to be changed if Expertise Transfer is carried out in your organisation? <p>Facilitated by Alexander Katzung, Bernd Bredehorst and Regina Krieghoff</p>	
15.00	<p>Workshopping Handy Hints - facilitated by Bruce Searles & Peter Heisig and Terry Pilcher, Benchmarking Partnerships</p> <p>Workshop Groups of participants & speakers address:</p> <ul style="list-style-type: none"> • what are the key messages and ideas from the site visit and the presentations? • what ideas are coming from the other workshop participants? • what are the opportunities for you to take action? 	
15.30	Factory Tour at Airbus	
17.00	Return to the Hotel	

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Visit & Meet the KM Champions in Germany

Detailed Program - First KM Study Tour in Germany Tuesday April 28th.

Site Visit to Bürgel GmbH - KM in Small Business –
“KM of the Year 2001”: The bath & heating Network

Time	Thema	Venue
08.00	Luxury Coach leaves the hotel to Nienburg/Weser. Please check out of the hotel well before 8 a.m.	Travel time approx. 90 Min.
10.00	<p>Beginnings and Experiences of Knowledge Management in small Businesses:</p> <p><i>„38 Plumbers and the way to find a black wash basin via Extranet – Visit to exposition“</i></p> <p>The experiences of the way to find and develop an economic and fast way to exchange and save knowledge in small business. The cooperation “bad & heizung concept AG” (bath & heating concept AG) was founded in 2000 to exchange knowledge between their member companies.</p> <p>The network still is a learning system and at the beginning it was a platform for the business owners only. Today employees and apprentices use it to exchange their ideas and experiences. (A similar concept can be applied in large organisations as well).</p> <p>Since 2006 the network expanded to include also other professions like electricians, painters and decorators, tilers, and carpenters to work together in local networks and exchange skills and business knowledge.</p> <p>This network spans all over Germany in order to share knowledge about products, producers, customer-service and conditions of purchase. All members can use a common web-design und advertising media like newsletters, journals and advertisements. The “bad & heizung concept AG” has 38 Members and nearly 650 employees but its members still remain independent companies across Germany.</p> <p>Bürgel GmbH was founded in 1919 by the grandfather of the owner at Landeshut (today Poland). After World War II the business was reopened at Nienburg/Weser in 1947. The activities include design, construction, repair and maintenance of boilers and heating-systems, bathrooms and plumbing as well as electric, controlling systems of buildings, air-conditioning and contracting.</p> <p>Eberhard Bürgel, Owner of Bürgel GmbH, Nienburg/Weser and founding member of the “bad & heizung concept AG“.</p> <p>He received his professional training in plumbing and heating-systems, before studying supply engineering. Since 1982 he has been a member of the company and since 1987 he was acting partner. He is the representative of the guild of plumbers- and heating specialists in Lower Saxony.</p> <p>In 2001 he was awarded “Knowledge Manager of the Year” by Commerzbank, Financial Times Germany and Impulse.</p>	<p>Ziegelkampstr. 18 31582 Nienburg</p> 

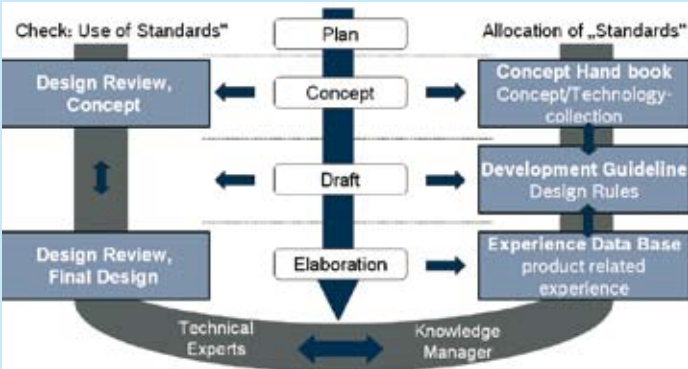
7 Visit & Meet

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Visit & Meet the KM Champions in Germany

Detailed Program - First KM Study Tour in Germany Tuesday April 28th.

Site Visit to Blaupunkt - Member of BOSCH Group - KM in Product Development

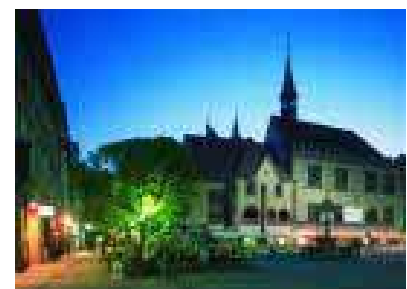
Time	Thema	Venue
12.00	Lunch at Bürgel	Travel time approx. 90 Min.
12.30	Luxury coach leaves Nienburg/Weser to Hildesheim Blaupunkt GmbH	Blaupunkt GmbH Robert-Bosch-Straße 200 31139 Hildesheim
14.15	<p>Knowledge Management in mechanical design – Basis for a successful product development</p> <p>With Car Multimedia appliances, customer specific design is becoming increasingly important. Optics and equipment inside the car cabin are essential sales arguments of automotive customers. To support the engineering department, the experience gained by individuals has to be collected and made available to all design engineers.</p> <p>Therefore the mechanical design department of Blaupunkt developed the Knowledge Management concept (fig 1) around the complete Design process. The process is supported by documented experience, eg: databases, corresponding to the level of abstraction of each development phase. Moreover, the implementation of these „standards“ is ensured by Design Reviews (DRBFM). Additionally, an exchange among individual project teams is achieved.</p>  <p>Crucial for application of this KM system is the support by a central Knowledge Manager together with technical experts out of the line organisation.</p> <p>Dr.-Ing. Wolfgang Schlegel, Vice President, Quality Management</p> <p><i>Dr. Schlegel, born in 1964, studied mechanical engineering at the RWTH Aachen, a technical university in Aachen Germany, with a specialization in plastics engineering from 1985 to 1991. In 1995, he received his Ph.D. as a research assistant at the Institute for Plastics Processing at the RWTH Aachen on the topic of „Computer aids in the early stages of the design process of plastic parts“.</i></p>	<p>Robert Bosch Car Multimedia GmbH</p>

Visit & Meet the KM Champions in Germany

Detailed Program - First KM Study Tour in Germany Tuesday April 28th.

Site Visit to Blaupunkt - Member of BOSCH Group - KM in Product Development

Time	Thema	Venue
	<p><i>In the same year, he joined the Mechanical Development department at Blaupunkt GmbH, Hildesheim. In 1998, he moved to the Quality Assurance department at the Blaupunkt factory in Braga, Portugal, and took over as Head of Quality Assurance at that factory in the year 2000.</i></p> <p><i>In 2003, he returned to Hildesheim as the Department Head for Mechanical Car Radio Engineering and assumed responsibility for the technical coordination of all Blaupunkt engineering departments worldwide. Dr. Schlegel has been the Head of Quality Management for the new "Automotive Navigation and Infotainment Systems" business unit since July 2008.</i></p>	
15.30	Factory tour at Blaupunkt GmbH	
16.30	<p>Workshopping Handy Hints – facilitated by Bruce Searles & Peter Heisig and Terry Pilcher, Benchmarking Partnerships</p> <p>Workshop Groups of participants & speakers address:</p> <ul style="list-style-type: none"> • what are the key messages and ideas from the site visit and the presentations? • what ideas are coming from the other workshop participants? • what are the opportunities for you to take action? 	
17.30	Luxury Coach leaves Blaupunkt to Hotel at Göttingen – City of Science	<p>Travel time approx. 60 Min.</p> <p>Kasseler Landstr.45 37081 Göttingen</p>
18.30	Check into Clarion Hotel Göttingen	
19.15	Leaving Hotel for Dinner	Travel time approx. 15 Min.
19.30	Short Tour around the old town hall (30 Min.)	
20.15	Study Tour Traditional Dinner at Rathskeller (Old Town Hall) Göttingen	<p>Markt 9 37073 Göttingen</p>
22.30	Leaving from Rathskeller Göttingen by luxury Coach to Hotel	



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Visit & Meet the KM Champions in Germany

Detailed Program - First KM Study Tour in Germany Wednesday April 29th.

Site Visit to GTZ - KM worldwide – “KM of the Year 2006”

Time	Thema	Venue
7.30	Leave the hotel in Göttingen by luxury coach to Eschborn near Frankfurt/Main. Please check out of the hotel well before 7.30am	Travel time approx. 2 hours.
10.00	<p>The experiences of the Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) GmbH (German Technical Cooperation)</p> <p>As an international co-operation enterprise for sustainable development with worldwide operations, the federally owned Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) GmbH supports the German Government in achieving its development-policy objectives. It provides viable, forward-looking solutions for political, economic, ecological and social development in a globalised world. Working under difficult conditions, GTZ promotes complex reforms and change processes. Its corporate objective is to improve people’s living conditions on a sustainable basis.</p> <p>GTZ is a federal enterprise based in Eschborn near Frankfurt am Main. It was founded in 1975 as a company under private law. The German Federal Ministry for Economic Cooperation and Development (BMZ) is its major client. The company also operates on behalf of other German ministries, the governments of other countries and international clients, such as the European Commission, the United Nations and the World Bank, as well as on behalf of private enterprises. GTZ works on a public-benefit basis. All surpluses generated are channeled back into its own international co-operation projects for sustainable development.</p> <p>GTZ employs some 12,000 staff in more than 120 countries of Africa, Asia, Latin America, the Eastern European countries in transition and the New Independent States (NIS). Around 9,000 of these staff are national personnel. GTZ maintains its own offices in 69 countries. Some 1,500 people are employed at Head Office in Eschborn near Frankfurt am Main.</p>	<p>Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) GmbH Dag-Hammarskjöld-Weg 1-5 65760 Eschborn</p> 



Why Knowledge Management at GTZ? This question is answered by looking at the needs of an institution working in some 120 countries, in a wide variety of technical disciplines and different frameworks of international co-operation.

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Visit & Meet the KM Champions in Germany

Detailed Program - First KM Study Tour in Germany Wednesday April 29th.

Site Visit to GTZ - KM worldwide – “KM of the Year 2006”

Time	Thema	Venue
	<p>How we do it: Basis and Instruments: This tackles the overall idea of KM at GTZ, basing on the assessed needs and forming an organisational and process-based framework for KM-instruments.</p> <p>What we will learn: Experiences and Findings. Knowledge Management is constantly refining instruments and processes on the basis of experience.</p> <p>Ms Gabriele Schuler, Knowledge Manager at GTZ GmbH</p> <p>Since 2006 Ms Gabriele Schuler has been Knowledge Manager and responsible for all technical online media, the database of which comprises information on some 90 themes. Prior to this she worked for GTZ in various assignments including responsibility for youth policy advisory services, project coordination, communication and management of events (e.g. UN-convention conferences and the One World contribution to Expo 2000).</p> <p>Having worked for GTZ since 1989 she thus provides profound experience of the demands for knowledge management throughout GTZ.</p>	
11.30	Coffee Break	
12.00	<p>Knowledge Management for Merger & Acquisition Integration at Siemens AG</p> <ul style="list-style-type: none"> • Integrating acquired businesses is a random task which requires wide experience - learning from other projects is essential! • Integrating acquired businesses means bringing together people and know-how of different environments - learning from each other is indispensable! • Are knowledge management practices the key to success? <p>Beate Bidjanbeg, Director Centre of Competence M&A Integration, Siemens AG</p> <p>Mrs. Bidjanbeg is responsible for company-wide improvement of M&A integration procedures at Siemens since 2001. A network of experts from multitudinous integration projects is building the basis for this learning framework.</p> <p>Her career has covered a variety of roles including building organizational learning practices and quality systems for continuous improvement in the Computer systems division as well as different communication and organizational development tasks.</p>	
13.30	Lunch Break	

Visit & Meet the KM Champions in Germany

Detailed Program - First KM Study Tour in Germany Wednesday April 29th.

Exchange with Members of the German Association of Knowledge Management

Time	Thema	Venue
14.30	Leave GTZ by luxury coach to the Mercure Hotel, Volta Str. 29, D-60486, Frankfurt	Travel time approx. 20 mins.
15.00	<p>Networking in Knowledge Management</p> <p>Exchange with Members of the German Association of Knowledge Management e.V. – Frankfurt Chapter</p> <p>Knowledge Management at an international knowledge based Materials Technology Group Person centric and Information technology centric approach. Adopting proven methods to the Internet age and using the new power of the net</p> <p>Andreas Brumby having 28 years international industry experience (e.g. five years in Japan) is Head of Knowledge Management at Umicore. He is a member of the German Association of KM and gives regular presentations on Knowledge Management.</p> <p>National Network – Government Program for SME Overview about the initiative “fit for the knowledge competition” sponsored by the Ministry of Economics. Main focus of the initiative is on small and medium sized companies (SME) which should be interesting for knowledge management. A lot of projects are funded by the Ministry to develop knowledge management approaches and tools especially for SMEs.</p> <p>Ms. Ina Finke is senior researcher at Fraunhofer Institute for Production Systems and Design Technology (IPK), Berlin/Germany since 2000 and Head of the Competence Centre Knowledge Management. As a representative of the Ministry she will provide information concerning the diffusion of knowledge management in German small and medium enterprises.</p> <p>Dr. Rolf Hochreiter, Head of Division VII B 4 Information Industry, Application of Information Technologies, Federal Ministry of Economics and Technology, Germany</p> <p>Regional Networking with “Hessen Agentur” “Hessen Agentur” is concentrating on all non-monetary activities of the Hessian business development.</p> <p>Mr. Olaf Jüptner is responsible for the segments innovation, education and media and is supervising several national and international networks. He will share his experiences with strategic networking demonstration examples from the initiative “Bildungsnetz Hessen“ (education network Hesse).</p>	<p>Mercure Hotel, Volta Str. 29 D-60486 Frankfurt</p>   <p>The first KM Study Tour is being undertaken in co-operation with the project „Fit for the knowledge competition“ which is supported by the German Ministry for Economics and Technology (BMWi)“</p>

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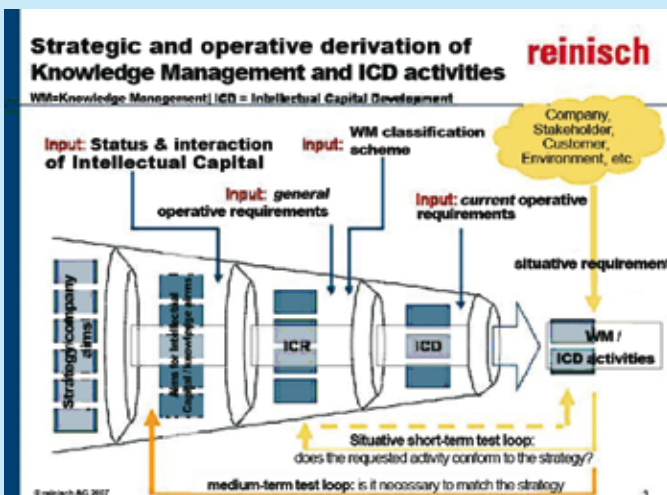


Exchange with Members of the German Association of Knowledge Management

Time	Thema	Venue
	<p>Experiences with Social Networking Several members of the Frankfurt GfWM-Group will present their conclusions from their long time networking experience. As network coordinator, expert net founder and intensive Second Life blogger, they can enlighten aspects of networking from different points of view.</p> <p>Ingrid Heinz has a double graduation in economics and business administration and is General Manager of "Consulting 20zu80". She is an expert in Leadership and Cooperation „during turbulent times". Within change and innovation processes she sets focus on "innovative thinking, talking and acting". She will contribute to issues of network management and community development within an open and interdisciplinary network.</p> <p>Waltraud Dehning is IT engineer and linguist and General Manager of Branta, a network of experts with focus on Health Care. She is an expert in project management, information logistics and virtual businesses. Her special interests are corporate responsibility and sustainability. She will talk about her experience how to handle with an optimization process of expert networks.</p> <p>Andreas Mertens likes to introduce himself as Cybernetist, IT engineer and human being. He is General Manager of www.sltalk.de and web3dtalk.de and works as consultant, coach and trainer. One of his projects is an online information service for technology and media convergence in 3D Internet and knowledge management with Web 2.0. Additionally he is the publisher of the first Second Life magazine so that he will talk about his networking experience in the virtual world.</p>	<p>Coffee and tea with cake</p> 
17.00	Exchange with Members of the German Association of Knowledge Management	
18.00	Leave Mercure and travel by coach to the Novotel Frankfurt City , Lise-Meitner-Strate 2, 6086, Frankfurt	

Visit & Meet the KM Champions in Germany

Detailed Program - First KM Study Tour in Germany Thursday April 30th.

KM: From Intellectual Capital Reporting to Web2.0

Time	Thema	Venue
8.00	Leave the Novotel Frankfurt City Hotel for Mercure Hotel, VoltaStr. 29, D-60486, Frankfurt	Approx. 5 minutes on foot Mercure Hotel, Volta Str. 29 D-60486 Frankfurt
9.00	<p>Intellectual Capital Statement (ICS) at reinisch: The combination of Intellectual Capital Reporting and Knowledge Management</p> <p>The success factors for individuality and competitiveness of a company are to be found in the Intellectual Capital (IC). reinisch AG, Karlsruhe (Germany) therefore operates (Knowledge) Management and the development of Intellectual Capital as central strategic disciplines.</p> <p>Since 2004 reinisch AG has used the method „Wissensbilanz - Made in Germany“ in order to produce an Intellectual Capital Report (ICR) every 2 years. If the status of the Intellectual Capital is transparent, then effective Knowledge Management measures and Intellectual Capital Development activities can be implemented.</p> <p>The steps from company strategy to Knowledge Management timetable: (see Illustration)</p>  <p>The diagram illustrates the strategic and operative derivation of Knowledge Management (WM) and Intellectual Capital Development (ICD) activities. It shows a funnel-like process starting from 'Strategy company aims' and 'Status & interaction of Intellectual Capital' (ICR) leading to 'ICD' and finally 'WM / ICD activities'. Inputs include 'WM classification scheme', 'general operative requirements', and 'current operative requirements'. A 'situative requirement' also influences the process. Two test loops are shown: a 'Situative short-term test loop' asking 'does the requested activity conform to the strategy?' and a 'medium-term test loop' asking 'is it necessary to match the strategy to new requirements? (entry into following ICR)'. The 'reininisch' logo is present in the top right of the diagram.</p> <ul style="list-style-type: none"> • The initial step is to define the aims of Intellectual Capital, based on company strategy. • A Project Team then evaluates the actual status of the IC and the interaction of the individual influencing factors. • The results are published in the Intellectual Capital Report (ICR). • Under consideration of additional framework conditions, the step then takes place from the IC Report to IC Development (ICD). • The final step is the creation of a definite activity timetable. • Situative requirements direct from the operative environment are compared with the strategy in test loops. 	
		 <p>The diagram shows the 'Intellectual capital statement model' within a 'Commercial environment'. It includes 'Initial situation', 'Business processes', and 'Business results'. It also identifies 'Human capital', 'Structural capital', and 'Other resources' as components of 'Intellectual capital'. 'Knowledge processes' are shown as a flow between business processes. 'External impact' is also indicated.</p> <p>The intellectual capital statement model developed by the Intellectual Capital Statement Project Group (AK-WB)</p>

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Visit & Meet the KM Champions in Germany

Detailed Program - First KM Study Tour in Germany Thursday April 30th.

KM: From Intellectual Capital Reporting to Web2.0

Time	Thema	Venue
	<p>Anja Flicker, Knowledge Manager of reinisch AG.</p> <p>Anja Flicker is a trained graduate librarian and started working at the Munich Public Library (Bavaria, Germany). Later she became head of knowledge management at LHI Leasing GmbH, Munich. In 2003, the financial service provider LHI Leasing GmbH was awarded by Financial Times Germany, the business magazine Impulse and the Commerzbank for their KM project and Mrs. Flicker was nominated „Knowledge Manager of the Year“.</p> <p>In 2005, she moved to reinisch AG where she is responsible for conception, realisation and continuous improvement of the service provision division “knowledge logistics”, as well as analysis, control and development of intellectual capital.</p> <p>Franz Reinisch, owner and managing director of reinisch AG, Karlsruhe (Germany)</p> <p>After studying mechanical engineering in Graz (Austria), Franz Reinisch started working with Daimler Benz in Stuttgart (Germany). He was working in the area of customer services and product support in the service department.</p> <p>In 1991 Franz Reinisch founded the reinisch company with its primary concentration on technical documentation. Since 2001 he has been on the board of reinisch AG with its headquarters in Karlsruhe.</p>	<p>Mercure Hotel, Volta Str. 29 D-60486 Frankfurt</p>
10.30	Coffee Break	
11.00	<p>Knowledge Management at Schaeffler Group since 2000</p> <p>With its three strong brands - INA, LuK and FAG - the Schaeffler Group stands for a pronounced customer focus, innovative power and the highest possible quality. In 2007, approximately 66,000 employees at over 180 locations worldwide achieved sales totaling of 8.9 billion euros. The group belongs to the leading suppliers of the rolling bearings industry worldwide and is a recognized partner of nearly all automobile manufacturers.</p> <p>Introduction to the Schaeffler Group and KM at Schaeffler The presentation will cover the KM journey since 2000 and main areas for Knowledge Work and KM at Schaeffler Group, conditions and cooperation with other disciplines</p> <p>Method and Tools for KM:</p> <ul style="list-style-type: none"> The Schaeffler Intranet – world-wide KM platform The Schaeffler Taxonomy – unified and shared language for knowledge Schaeffler Networks of Competence to share knowledge Schaeffler Wiki – Collaborate, capture, document and share know how Schaeffler Expert Debriefing – Transfer of knowledge and experiences before leaving the Schaeffler Group International Knowledge Transfer projects 	

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KM: From Intellectual Capital Reporting to Web2.0

Time	Thema	Venue
11.00	<p>Corporate Knowledge Management – Alibi only, or a serious approach oriented towards value-adding processes?</p> <p>The KM-Hypes are long over, the purely tool-orientation of KM and the wish to freely share knowledge gives way towards pragmatic and focused solutions.</p> <p>A process-oriented KM approach supports knowledge workers right in their daily work.</p> <p>Experiences from the long road vom “Intranet-Webmaster” towards “KM Services to support the business”</p> <p>„Knowledge Management“ is a contradiction: You can't manage knowledge! Even less by a so-called “Knowledge Management Department“</p> <p>But managers can create a framework for knowledge transfer and knowledge sharing within their own environment!</p> <p>Knowledge management is first of all a management task</p> <p>The KM approaches at Schaeffler Group also use established HRM tools like management training, MbO, employee feedback) to sensitise and align the orientation of managers towards knowledge</p> <p>Experiences from integration KM orientation into HRM instruments</p> <p>Mr. Paul Seren, Head of KM at Schaeffler Group</p> <p>Mr. Seren studied Aerospace Engineering and joined Schaeffler Group in 1990. He started working within the CAD-Application Design Development and became Head of Software Development for Document Management Systems at COI GmbH, a company of the Schaeffler Group. Before assuming the role as Head of Knowledge Management, he was Managing Director of the COI GmbH.</p> <p>Since 2001 Mr. Seren has been responsible for the development and implementation of Knowledge Management.</p> <p>Before joining the Schaeffler Group, he was as Technical Officer responsible for Maintenance and Repair with the German Air Force.</p>	
12.30	Lunch Break	
13.30	<p>With Web 2.0 technologies from central KM-approaches to participative KM solutions – Learnings from 11 years KM-experience within Siemens AG</p> <p>Houston, Texas-based APQC has recognized Siemens for its outstanding knowledge management. In addition to Siemens, the rigorous requirements also were met by Hewlett-Packard, Shell, Accenture, and the U.S. State Department. The object of especially high praise by the APQC was the close integration of Web 2.0 software such as blogs and wikis with knowledge management at Siemens.</p>	

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Time	Thema	Venue
13.30	<p>Rapidly exchanging existing knowledge and making it available to all employees is very difficult, especially in large companies Knowledge Management at Siemens, however, is a tradition: internal platforms on which project planners, sales personnel, or researchers can inform themselves and others have existed at the company for years. The advantage of these Web-based technologies is that reference projects with their specification and contact partners can be saved and researched.</p> <p>One such application from (and for) the experts at Building Technologies is "References@SBT." It is especially useful for shortening the tendering process in time-critical invitations to tender while simultaneously improving quality for customers by optimally utilizing knowledge and exchanging experience. One special feature is a mashup integration, which makes possible a map that clearly depicts all projects linked from Google Maps.</p> <p>Working in cooperation with Corporate Communications, the knowledge management experts at Siemens Corporate Technology have also created the "Blogosphere" in the intranet. These websites enable every Siemens employee worldwide to create and maintain their own blog with just a few easy steps. Employees from about 30 countries are already networking there. The employees use this decentralized networking to display their expertise internationally and to exchange information on business-related topics.</p> <p>Dr.-Ing. Manfred Langen, Knowledge Management and Business Transformation, Siemens AG</p> <p>Dr.-Ing. Manfred Langen works in the area Knowledge Management at Siemens Corporate Research and Technology since 1996, where he has conducted several KM projects. He is responsible for the competence area „Organisation and Knowledge Transfer „, with special focus on Collaboration, Information structures and semantic search, KM-Strategy, individual and distributed KM. Dr. Langen is a member of the Board of Directors of the Working Group Knowledge Engineering & Management of the BITKOM e.V. – German Association for Information Technology, Telecommunications and New Media.</p>	
14.45	Coffee Break	
13.30	<p>*Learn and share leading practices learnt by yourself and others from the KM Tour</p> <p>*Syndicate group discussion – of application, roadblocks, group sharing and success factors of these practices</p> <p>*Syndicate group reporting to the plenary of leading practices that have been shared and that will be helpful.</p> <p>*Review opportunities for planning next steps and follow-up required/ improvement recommendations to consider</p> <p><i>*Brief sharing from each participant of their next steps</i></p>	
16.30	Farewell to participants	Individual transport to Frankfurt/Main Airport could be arranged

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