



# Certified AI Manager (CAIM™) Program

Overview and Agenda / 4-Day Virtual Class



Welcome to the CAIM™ Program - KMI's groundbreaking new certification for Knowledge Managers, AI Managers, and anyone needing to upskill with AI methods designed to future-proof you (and your organization) in the age of AI.

*Join your peers in this immersive 4-day course and learn from AI Expert and acclaimed CKM Instructor, Rooven Pakkiri. No prerequisites needed and you do not need a background in AI or Knowledge Management.*

## Introduction

In this 4-day course, you will learn practical steps as well strategic options to help you get your workforce AI ready. The course shows how you can get ahead of the curve and proactively support your Leadership team to ensure the efficient and productive use of AI by your Workforce.

Simply launching AI technology to all employees without a proper roll-out and adoption strategy (including governance) is a recipe for chaos or worse. So as well as focusing on AI technology (with live demonstrations), we also add real value to your learning by focusing on the people and culture transformation that is critical to making AI work in your organisation.

This course helps to mitigate the potential risk and offers ways to get ahead of a fast-moving wave with a well thought-out agile KM and AI strategy.

*"Rooven was an excellent instructor and created a welcoming space for learning and conversation. He is extremely knowledgeable and has a deep desire to share his knowledge and that is evident in his course."*

*[see more Testimonials below]*

## Audience

The course is aimed at anyone whose organisation is starting or thinking about rolling out various AI technology to its workforce, including (but not limited to):

Knowledge Managers / Content Managers  
Knowledgebase / Database Managers  
Records Management / Librarians  
HR / Learning and Development Managers  
SharePoint Admin (or proprietary CM)  
Project and Program Managers

**Recent Poll:** 41% of KM Teams cited AI is their #1 priority in 2025.

## Course Overview

**AI and Transformational Change:** The course focus is on AI and knowledge management, aiming to prepare the workforce for AI. AI culture and strategy are emphasized throughout the course, highlighting the importance of establishing an AI-ready culture and designing an effective AI strategy.

**Knowledge Management and AI:** The course discusses the role of knowledge management in AI, including areas where KM delivers what AI cannot, such as experience management and evidence-based decision making. The importance of storytelling and culture shift is also highlighted. John Kotter's 8-step change model is detailed and modified to the world of AI.

**AI Centre of Excellence (COE):** The AI COE is crucial for implementing and scaling AI initiatives. The course provides a deep dive in the AI COE and focuses on productivity, innovation, quality control, governance and alignment with business goals. Regular workforce communication and training are essential for success, and the course provides several innovative multi-modal ways to deliver feedback loops and AI training.

## What You Will Learn

At the end of this course, students will gain the following take-aways:

- A high-level AI strategy customized to your organization
- The ability to create and manage an AI culture
- The skills and insights to plan and run an AI Centre of Excellence
- Ideas and Options on how to use AI to capture critical Tacit Knowledge (Agentic AI)
- Using AI to manage multi-modal Explicit Knowledge
- The ability to manage a multi-generational workforce in terms of AI adoption and usage
- Understand how to use AI to deliver Organisational Network Analysis (ONA)
- Ability to use AI to drive Metcalfe's Law for Knowledge - the continuously learning company
- Methods and Techniques that can be applied immediately

Upon successful completion of the course and exam, you will be a Certified AI Manager (CAIM™) and equipped with the knowledge and skills to confidently tackle AI challenges at your organization through concentrated approaches and a better understanding of the AI-generated workplace.

## Course Agenda

4-day Virtual Program

### DAY 1 - MAKING SENSE OF THE FAST-MOVING AI LANDSCAPE

(getting started with your KM & AI strategy)

#### Day 1 Objective and Takeaway:

It is important to have some clarity as to how AI will disrupt, and challenge traditional workplace functions such as content management, search, or business meetings. We will look in detail at how AI can assist with traditional KM initiatives like Knowledge Capture / Flight, faster onboarding, and future-proofing the organization.

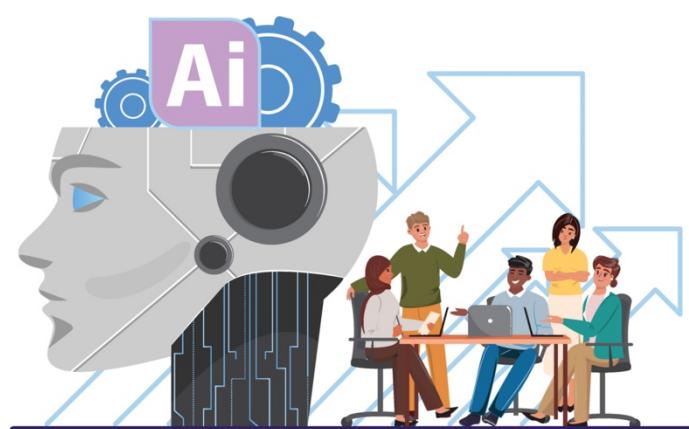
At the end of Day 1, students will come away with a strong understanding of the ways in which AI is going to disrupt many organisational functions. In addition, they will have completed in class the first steps of a draft KM and AI strategy.

#### Theory

- What is AI and how is it different from other explicit knowledge, data and information source (getting past the hype)
- Why KM is critical for effective AI Management in an organization (Tacit / Explicit knowledge) (SECI model revisited)
- Understanding the different levels of AI from LLM's to Agents and how KM works with each level
- Exploring the various relationships on offer between KM and AI (this will vary by department / function and so the KM team needs to be ready for this).

#### Practice

- Generational Analysis and New Skills requirements (see: World Economic Forum) - understanding current readiness for AI in the workplace
- Practical Steps for understanding your own current workforce readiness (such as Storytelling and Data Analytics)
- Real-world Case Studies - Review and Discuss
- Team exercises in breakout groups to help you start the design and test of your AI and KM strategy (this is a safe place to experiment, learn and be inspired)



## DAY 2 - DESIGNING & DELIVERING A CUSTOMIZED KM STRATEGY

### Day 2 Objective and Takeaway:

Creating the AI Centre of Excellence (COE)

- What is it
- How does it work
- What does it deliver

The AI Centre of excellence is critical to addressing the massive upskilling challenge, culture shift, and delivering business wins.

Many organizations are today formalizing PKM programs to keep up with the speed of change. With respect to AI technology, PKM is an essential part of any KM and AI strategy for the following reasons:

- Innovate faster than the speed of change
- Help reduce the gap between early adopters and the rest of the workforce
- Stay in tune with the highly customizable personal nature of AI for example the concept of Prompt Engineering (which will we discuss in detail)

### Theory

- Deep dive into an AI Centre of Excellence - Roles, functions, feedback loops, wisdom of crowds, storytelling and continuous results delivery
- The importance of delivering a Personal Knowledge Management (PKM) culture to keep up with the rate of change
- Identifying and utilizing AI champions - Buddy system, reverse mentoring, Train the trainer (Storytelling and Data Analytics)
- AI and Well Being - (addressing job loss anxiety and re-skilling models)
- AI and governance – verification culture (dealing with AI hallucinations)

### Practice

- Team exercises in breakout groups to help you start the design and test of your AI and KM strategy (this is a safe place to experiment, learn and be inspired)
- Knowledge Café (with AI)



## DAY 3 - RESULTS, RESULTS, RESULTS

### Day 3 Objective and Takeaway:

To deliver the best KM strategy for the workforce it is essential that Knowledge Managers play with and get a good understanding of some of the AI technology on offer and how different employees will use it in different ways.

On this Day (3) we will look at the current and future AI technologies that are likely to be used for employees to get their work done. The key objective is for students to finish the day with a clear understanding of the AI options and how KM needs to be adapted to this new landscape. One of the fun takeaways will be the actual AI assets you create as a group - AI is all about rapid (sub 15 minutes max) creation of amazing content, innovation, and step change productivity.

#### Theory

- AI for finding explicit content (intelligent search)
- AI for creating explicit content (prompt engineering)
- AI for extracting tacit knowledge (AI agents) (Vertical and Horizontal)
- How KM is needed to manage company approved AI options

#### Practice

- Team exercises in breakout groups to help you start the design and test of your AI and KM strategy (this is a safe place to experiment, learn and be inspired)

## DAY 4 - THE WAY FORWARD

### Day 4 Objective and Takeaway:

Students will have a clear idea as to the next steps they will take post-class. They will go back to their organisations with the first draft of their AI and KM strategy in place. And they will leave the class with many options to help develop and drive the mission critical AI Culture.

#### Theory

- Practical next steps for delivering AI and KM
- The end of email (how and why it will be replaced)
- The end of traditional team meetings (how and why it will be replaced)
- The new workforce - Employees + Suppliers + Customers

#### How AI will:

- 1) Deliver the connected, continuous learning company
- 2) Deliver Metcalfe's Law for KM
- 3) Overcome Polyani's Paradox
- 4) Deliver rapid Organizational Network Analysis to assist better decision making

#### Practice

- Team exercises in breakout groups to help you start the design and test of your AI and KM strategy (this is a safe place to experiment, learn and be inspired)

## What are Students Saying?

Following are **actual quotes** from our first few CAIM classes in 2025. Question: What are your thoughts on Mr. Pakkiri's teaching / facilitation or the learning experience in general?

*"You need to have a number higher than "10" for him. Rooven was one of the best instructors I've had."*

*"Spot On! He carried his energy and experience through the entire 4-day course."*

*"As a dedicated e-learner, I really appreciated the methods of teaching, facilitation and engagement, throughout the course!"*

*"His expertise elevates the experience."*



*"Rooven created a welcoming class environment. He was very good at circling back on concepts and information. I appreciated his international perspective on AI/KM. It was helpful to have his slides emailed to us after each class. Rooven was engaging and creative in how he presented the course materials."*

*"Rooven's teaching and facilitation were outstanding. He covered an enormous amount of material but made it easily digestible and his pacing was really spot on."*

*"Really enjoy how he draws from his experience and knowledge to help connect concepts. He is easy to follow, approachable and helpful. A lot of thought has been put into the design of this course."*

*"Rooven Pakkiri's teaching and facilitation style is highly engaging and effective. He takes the time to review individual scenarios within participants' organizations or based on their personal experiences, which demonstrates a personalized approach to learning. This method helps learners feel valued and understood, making the learning experience more relevant and practical. Additionally, Rooven shares his own insights and experiences, providing valuable real-world context that enhances understanding and retention of the material. Overall, his approach fosters a supportive and interactive learning environment."*

*"Rooven was great, thoroughly knowledgeable and witty. I really enjoyed the class. He made all the participants feel comfortable and engaged. I also like the fact that he looked us up before the course to get to know us better. I learned so much from him the past four days. I'm looking forward to using the techniques and methods I learned from him in my own teaching."*

*"Mr. Pakkiri is an engaging instructor who is very knowledgeable about KM and AI strategy. His passion for the topic shines throughout his teaching."*

*"He's very approachable and engages in a way that doesn't feel forced. I really enjoyed his teaching style."*

*"He is awesome and very engaging."*

*"Very easy to listen to."*

[Testimonials continued...]

*"Rooven is an engaging instructor and makes the class seem more like a discussion than a course."*

*"Good energy, skilled at running a virtual course, knowledgeable, approachable."*

*"I have done a lot of training throughout my career, and this was by far, the most engaged that I have ever been. 4 full days is a very full agenda, but I was fully attentive the whole time. He was extremely respectful of everyone and took the time to interact with comments in the chat."*

*"Awesome! Absolutely perfect and I would love to take more classes with Mr. Pakkiri, he teaches in a fantastic style."*

*"Very industry oriented and helpful. Amazing sessions - very very interactive and approachable. Look forward to more sessions with him!"*

*"I felt Mr. Pakkiri's methods of balancing a very fluid topic by allowing students to share their current or respective views, experience and more importantly resources - along with a hardcopy of content allowed a nice convergence of tacit and explicit knowledge on the subject then carry over right into application. Probably one of the better and most valuable KM courses I have taken to date. And that says a lot because I have found all of them extremely useful."*

*"This Course is SO current. Rooven is a true teacher, loves to learn himself — I left with much more confidence what I knew but wasn't sure— and in ways I can bring these ideas for my firm. I liked the class size which allowed for open discussion, good balance in breakouts. This is just what we know, really today on the AI impact— so I am impressed and thankful KMI is getting this out to the community so fast!"*

*"Mr. Pakkiri is absolutely passionate about this area and exudes in every lesson he presents! I deeply appreciate his willingness to assist after class to bring us all up to speed. Most importantly he able deliver the information in ways that are most applicable to my industry! I love it!!! I will continue to digest this valuable information. I have rarely taken a class and wanted to listen to everything the instructor had to say because I knew it would value added information."*

*"He is very engaging and has the ability to maintain good energy and participant engagement, especially in a virtual environment among professional strangers."*

*"Rooven is a truly exceptional instructor. I especially appreciated the thoughtfully crafted companion workbook he shared, packed with sample prompts that made the material instantly actionable. He generously offered insight into the LLMs he leverages in his own business, which is a tremendous resource for anyone looking to apply AI practically. He listened attentively, responded with insight, and seamlessly linked our questions and quips to meaningful, real-world applications. His responsiveness, depth of knowledge, and openness made the learning experience deeply impactful."*

*"Mr. Pakkiri is an excellent instructor. He's very knowledgeable and people-oriented. I would take another class with him as the instructor."*

*"Mr. Pakkiri is a true "Visionary!" He's great! I enjoyed his personal style of teaching. Wish he could teach ALL of the KMI courses.'*

*"Excellent teacher - approachable, knowledgeable and engaging."*

## What's Included in Your Total Package

- Training Sessions and Materials, Class Recordings
- AI-Generated Content (podcasts and other recordings) Exclusive to Your Class
- CAIM 'Box' Shipped to You (Workbook, KMI Polo shirt, etc)
- Access to the KMI LMS and Bonus KM Learning Modules
- Access to Future Updates/Enhancements to the Course via the KMI LMS
- Exam, CAIM Certificate and Digital Badge (no additional fees for exam retakes)
- Dedicated Support Throughout Your Training

## Program Fees and Class Schedule

The standard rate for the 4-day course and complete package is \$2500. Virtual classes are held for North American and European time zones, typically 9am-4pm ET and CET (Central EU). See the KMI website calendar for classes coming up near your time zone.

Discounts are available for:

- Past Grads (CKM/CKP/CKS)
- Government and Military; Non-Profits and NGOs
- Small Groups (2 or more students qualify)
- Self-paying Individuals\*

*\*Registering out of pocket? KMI has reduced rates and payment plan options for self-paying students.*

## Supporting Videos – Hosted by CAIM™ Instructor Rooven Pakkiri

### AI and KM 2026 Series – Sneak Peeks

Check out the new (short video) series on AI and KM and a sneak peek at the topics covered in the Certified AI Manager class. Instructor Rooven explores the current state of AI and what's needed for success for Knowledge Managers entering the AI space, plus anyone interested in AI.

To access, visit: [www.kminstitute.org](http://www.kminstitute.org), and go to the "Webinars" section, see "Featured Presentation" on the left side of the page.

Plus – check out the 3-part series that started it all: ["AI and Knowledge Management"...](#)

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## Contact Us

Reach your KMI Team at: [training@kminstitute.org](mailto:training@kminstitute.org),  
or call: (US) +1 703-327-7096.

Team members are available to discuss the program and go over your training options, plus provide a (no-obligation) quote.

We are here to help.

