Certified Knowledge Manager
Live Classes - Virtual or Self-paced Asynchronous
Overview

What is the CKM?

The CKM program is KM Institute's flagship course - taught since 2001 with many thousands certified - and has become the global benchmark for quality learning and competency in Knowledge Management. Public (virtual) classes are delivered on a regular basis for several regional time zones: N. America, Europe and EMEA/Gulf, and occasionally India/APAC; and private CKM Classes can be delivered world-wide.

KMI's Virtual CKM Classes have proven tremendously successful.

Who Should Attend?

The CKM is ideal for anyone tasked to lead or improve a KM initiative - anyone interested in gaining a solid grasp of common KM principles at an advanced level with actual "hands-on" experience performing KM.

Prerequisites

There are no prerequisites, and no technical background is required. CKM Graduates range from newcomers to seasoned KM managers and practitioners, content managers, project managers, IT as well HR professionals. We serve individuals and teams from public, private, and military sectors, non-profits and NGO's.

Recent CKM Live (in person) Class, Washington DC.

What is a Credly certificate?

All CKM Graduates will receive a **Credly Digital Badge** upon successful completion of the program.

You are authorized to highlight your digital certificate in any professional setting - everything from incorporating it into your digital signature, to proudly displaying it on your LinkedIn profile.

Why Become a CKM?

Regardless of your organization's size, structure or purpose, we provide you with the knowledge and skills to lead successful, real-world KM initiatives. Whether you are new to KM or advanced, anyone can start!

- **Perform** KM using proven tips/tools anyone can use!
- **Build** Collaborative Environments; better communication, spark innovation
- **Transform** your organization into a rapid-learning environment
- **Develop** innovative ways to motivate your staff with quickwins
- **Create** the KM Vision for your company, including a solid strategy to get there
- **Initiate** with your peers successful Communities of Practice
- **Discover** usable, real-world KM principles and keys to success

How to Complete Your Certification

❖ **STEP 1: Register for a CKM Virtual Class**
Choose a convenient date for your time zone – see our "Events" listing at kminstitute.org.

❖ **STEP 2: Pre-Class E-learning – Up to 10 Learning Modules**
Access optional study-ahead content prior to joining the class. Online modules can be accessed at the KMI LMS. Learners enroll in the LMS before the class start date. Early access available. [Approx. 10 Hours]

❖ **STEP 3: Attend the CKM Virtual Class**
This workshop includes expert instructor lecture, classroom discussion, and interactive group exercises designed to engage participants in real-life scenarios applicable to your personal and organizational challenges.

❖ **STEP 4: Study additional Online Learning Modules to prepare for the CKM Exam***
All KMI CKM-related learning content will be made available prior to taking the exam, including the legacy "CKM Resource Book" and the eCKM (asynchronous online version).

❖ **STEP 5: Earn Your Certification**
The CKM exam is the final step in obtaining your CKM credential. It tests your ability to apply best practices using your understanding of the concepts presented and discussed in class and via your online learning modules. The exam consists of 50 questions, timed. You will be able to retake the exam until a passing score of 70% is achieved. There is no extra fee for the exam; it is included in the cost of your certification course.

Upon successful completion of the CKM exam, you will:

❖ Be awarded the CKM designation
❖ Receive a CKM certificate commemorating your accomplishment
❖ Be eligible to participate as a member of the CKM Alumni Community
❖ Enjoy continuous learning at the KMI "Knowledge Hub" (within our LMS)

*The exam may be taken immediately after class, or you may spend extra time in study and review as needed.

Available as a
4-Day Course *in*
Europe and the
Gulf Region
- Please ask!

5-Day* Virtual Class Daily Agenda
and Module Breakdown

The CKM Program consists of 13 Practicum Objectives and each Objective contains exercises. Class pacing may vary based on student interaction, however, KMI Instructors will generally adhere to this Agenda.

DAY ONE

Practicum 1 — Call to Action
Why Knowledge Management Matters *Now*

Discover why organizations that fail to manage knowledge risk falling behind. You will:

- Understand the shift to the Knowledge Age
- Identify hidden knowledge risks inside organizations
- Build a compelling KM "case for change"
- Craft a Call-to-Action leadership will support

👉👉 Walk away able to explain *why KM is urgent* — in business language executives understand.

Practicum 2 — Define KM
Make KM Clear, Relevant, and Valuable

KM succeeds only when people understand it. You will learn to:

- Define KM for executives, teams, and practitioners
- Distinguish data, information, and knowledge
- Create powerful KM elevator pitches
- Position KM as a performance enabler — not a technology project

👉👉 Turn KM from an abstract concept into a business advantage.

Practicum 3 — KM Metrics
Prove KM Delivers Real Business Value

If you can't measure it, leadership won't fund it. You will:

- Connect KM to ROI and organizational outcomes
- Build meaningful success metrics
- Measure productivity, innovation, and engagement impact
- Create executive-ready performance dashboards

👉👉 Learn how to make KM visible, credible, and funded.

DAY TWO

Practicum 4 — Own a KM Methodology
Build a KM Approach That Fits *Your* Organization

No two companies implement KM the same way. You will:

- Compare traditional and Agile KM approaches
- Apply the KMI 5-Phase Methodology
- Adapt proven frameworks to your culture
- Balance quick wins with long-term transformation

👉👉 Leave with a practical roadmap — not theory.

Practicum 5 — Quick Wins
Deliver Results in 90 Days (Even Without Budget)

Momentum creates success. You will learn to:

- Launch low-cost, high-impact KM initiatives
- Identify fast, visible business improvements
- Recruit volunteer champions
- Demonstrate value before major investment

Examples include:

- Knowledge Cafés
- Expertise location
- Faster onboarding
- Better collaboration

👉👉 Show results fast — and build organizational confidence.

DAY THREE

Practicum 6 — Learning Plan
Build a Knowledge-Ready Workforce

Transform learning into a competitive advantage. You will:

- Design role-based KM learning programs
- Apply the 70-20-10 learning model
- Align training with real work practices
- Increase engagement and capability

👉👉 Create learning that actually changes behavior.

Practicum 7 — Communication Plan
Inspire Adoption Through Powerful Storytelling

KM succeeds when people believe in it. You will learn to:

- Communicate KM using compelling narratives
- Build multi-channel awareness campaigns
- Tailor messaging for executives and teams
- Drive participation and cultural change

👉👉 Move KM from announcement to movement.

Practicum 8 — Transformational Change
Lead Organizational Change — Not Just Technology Projects

KM is a transformation initiative. You will:

- Apply proven change leadership models
- Build urgency and guiding coalitions
- Overcome resistance to knowledge sharing
- Sustain momentum through quick wins

👉👉 Become a change leader, not just a program manager.

DAY FOUR

Practicum 9 — KM Solutions Matrix™
Win Executive Buy-In Faster

Executives want clarity — not complexity. You will:

- Prioritize KM initiatives strategically
- Align projects with business goals
- Build compelling leadership conversations
- Create clear investment roadmaps

👉👉 Turn KM ideas into funded initiatives.

Practicum 10 — Knowledge Transfer & Retention
Stop Critical Knowledge From Walking Out the Door

Organizations lose expertise every day. You will learn to:

- Capture tacit knowledge from experts
- Design scalable transfer programs
- Use mentoring, interviews, and communities
- Protect institutional memory

👉👉 Preserve expertise before it disappears

Practicum 11 — Governance & KM Charter
Create Structure Without Killing Collaboration

Sustainable KM requires smart governance. You will:

- Build a KM Charter and operating model
- Define roles, policies, and accountability
- Align KM with organizational strategy
- Design governance that enables sharing

👉👉 Establish KM that lasts beyond initial enthusiasm.

DAY FIVE

Practicum 12 — Overcome Barriers to Success
Remove the Real Obstacles to KM Adoption

Technology isn't the biggest challenge — people are. You will:

- Identify cultural and organizational barriers
- Build leadership commitment
- Address silos and resistance
- Create compelling business narratives

👉👉 Learn how successful KM programs survive real-world challenges.

Practicum 13 — The Way Forward
Build Your Organization's KM Strategy

Bring everything together into a practical action plan. You will:

- Assess KM maturity and readiness
- Develop an implementation roadmap
- Integrate people, process, technology, and culture
- Define immediate next steps after the course

👉👉 Leave with a **ready-to-execute KM strategy** — not just notes.

Supplemental CKM Learning Content

The live CKM Class draws upon a wealth of KM learning content created over the years. To make that knowledge available as background/backup material, each student will receive the legacy **eCKM Self-paced Progam,** in addition to the live virtual class. eCKM Module titles include:

Theme I

Module 1.01 – Course Intro
Module 1.02 – Create the Knowledge Imperative
Module 1.03 – Let's Define Knowledge

Module 1.04 – The New Knowledge Paradigm
Module 1.05 – Define KM
Module 1.06 – Knowledge Modes
Module 1.07 – Knowledge Processes
Module 1.08 – Knowledge-intensive Activities
Module 1.09 – KM Principles and Tactics
Module 1.10 – A Proven KM Methodology
Module 1.11 – Understand Knowledge-Age Roles
Module 1.12 – Transformational Change Management
Module 1.13 – Advanced KM Methodology
Module 1.14 – Startup Techniques: Knowledge Cafes
Module 1.15 – Get Started!

Theme II

Module 2.01 – KM Universe Model
Module 2.02 – KM Principles & Keys to Success
Module 2.03 – KM Competencies and
　　　　　　　ISO 30401:2018 Standards for KM
Module 2.04 – Essential KM Methodology Components
Module 2.05 – Evaluate Alternative KM Methodologies
Module 2.06 – KMI Methodology – Phases I/II
Module 2.07 – KMI Methodology – Phase III
Module 2.08 – KMI Methodology – Phase IV
Module 2.09 – KMI Methodology – Phase V
Module 2.10 – Understand the KMM

Theme II

Module 3.01 – Transformational Leadership & Strategy
Module 3.02 – Knowledge Assessment / Evaluation
Module 3.03 – Culture and Communications
Module 3.04 – Collaboration and Communities
Module 3.05 – Knowledge Asset Management
Module 3.06 – Intellectual Capital Management
Module 3.07 – Organizational Learning
Module 3.08 – Knowledge-Embedded Business Ops
Module 3.09 – KM Architecture and Solutions
Module 3.10 – Knowledge Management and AI

Topics

Theme III Modules break down into these Topics:

3.01.1 – Develop Vision & Mission Statements
3.01.2 – Develop KM Strategy
3.01.3 – Lead Change
3.01.4 – Create Urgency to Act Now
3.01.5 – Get Buy-In to Act Now: Implement KM
3.01.6 – Accelerate Knowledge-Age Change
3.01.7 – Enterprise Innovation

3.02.1 – Knowledge Audits
3.02.2 – Knowledge Mapping
3.02.3 – Evidence-Based Analytics
3.02.4 – Advanced KM Metrics
3.02.5 – KM Benchmarking
3.02.6 – Justify your ROI

3.03.1 – Adv Change Management Concepts
3.03.2 – Create Personal KMers
3.03.3 – Storytelling & Presentations
3.03.4 – Appreciative Inquiry

3.04.1 – Expert/Expertise Locators
3.04.2 – Communities of Practice (CoPs)
3.04.3 – Social Network Analysis

3.05.1 – Taxonomies (Business)
3.05.2 – Intellectual Property
3.05.3 – KM Sciences

3.06.1 – Intellectual Capital Model
3.06.2 – Knowledge Capture for Action
3.06.3 – Knowledge Transfer/Retention

3.07.1 – Adult Learning Theory
3.07.2 – Rethink Learning
3.07.3 – Performance Support

3.08.1 – Systems Thinking, Complex Adaptive Systems, Work-place Environment and Methods
3.08.2 – Lessons Learned Management Process (LLMP)
3.08.3 – Best Practices Management Process (BPMP)
3.08.4 – Evidence-based Analytics
3.08.5 – 'Connect & Collect'

Convince Your Leadership

Why should your top management consider 'certifying' your staff with KMI?

KMI is the most trusted source in KM Certification for top-level management worldwide:

❖ **The CKM is the #1 Certification in KM**
For 25 years, KM Professionals world-wide have trusted KMI for their KM Training and Certification needs. Our management will know that I received the best KM training by the most well- known training vendor in the industry.

❖ **Industry Best Practices**
The CKM program teaches the best-known practices delivered by top organizations. Your staff will gain not just an 'academic' understanding, but will put these practices to work in our interactive, workshop format.

❖ **Learn from Expert Practitioners**
KMI's CKM classes are led by instructors who are also (primarily) seasoned KM Practitioners. When they are not busy teaching, they are on the 'front lines' consulting with organizations to solve their KM challenges. They bring that real-world experience to the class. Breakout sessions offer strategic and tactical approaches that I'll bring back to our organization to help move business forward. There are many valuable and practical resources that I'll receive during and after this class.

❖ **Excellent Value and Experience**
In addition to the live class, KMI includes the full online/self-paced program (free) as part of the package, so students get the live interaction plus over 20 hours of additional (supplemental) learning from their e-learning CKM program.

You will also gain new perspectives; with each class averaging 15-20 students – some who may be dealing with the same exact challenges – you will make great connections with your peers.
And – post-class KMI offers additional (free) support, with their KM discussion forum (led by KMI instructors) and various online communities.

Knowledge Hub – Continued Learning

KMI's proprietary **"Knowledge Hub"** is included as part of your lifelong KM learning experience, at no additional charge to the CKM student/grad. The KHub is your "go-to" location for: new videos by Subject Matter Experts, KM Showcase event footage, and additional course background material. **eCKM** content, categorized by Competency Area Areas, also resides in the Knowledge Hub. As new material is available, we add it to the Hub and send regular announcements updating our grads.

Use the Knowledge Hub to peruse new and emerging KM topics, bonus CKM content, and opportunities to connect with your fellow CKM grads.

Instructor Spotlight and Student Accolades – North America

John Hovell

As a leader in the convergence of Knowledge Management (KM) and Organization Development (OD), **John Hovell** is Managing Director and Co-Founder at STRATactical International. He is a practitioner, speaker, and author in OD/KM strategies and their application to current challenges.

John has led 5 different teams that have won awards from Chief Learning Officer magazine. In 2015, he was named the 8th most influential person in KM. He published "Creating Conversational Leadership" in 2023. In 2009, he was honored by Training Magazine as one of the "Top Young Trainers" after being honored in 2008 as one of the top "Young Trainers to Watch."

He earned his Master's degree from The George Washington University in Washington, D.C. and his Bachelor's degree from Virginia Tech. He is also certified in Organization Development as well as Gestalt Psychotherapy in Organizations.

John has been a KMI Instructor for nearly 10 years and in addition to the CKM, teaches several CKS (Specialist) courses: Conversational Leadership and Knowledge Transfer.

Optimal Audience: John is KMI's recommended Instructor for general audiences, or those new to KM.

"John is wonderful! I would sign up for any course he is offering because I am confident in his ability to facilitate and to guide me toward success. Thanks, John!"

"Mr. Hovell is an outstanding instructor. One of the best I've encountered in 35 years of attending expensive, focused training/ seminars. I would/will highly recommend him to anyone interested in the KM subject area. He's a reason to take the course."

"John is extremely knowledgeable in KM - enjoyed him sharing real life experiences and affording the class to share their experiences. Greatly appreciate his teaching"

"John was the best. A true master and expert. Awesome professional."

Jack Merklein

Jack has been teaching for KMI for nearly 10 years, but has been practicing KM for over 30 years. Jack is the only KMI Instructor to have led KM teams in all sectors: Government, Commercial, Non-Profits and NGOs.

KM professional work: Director of KM and distance learning for the US ArmyIG School; Director of Knowledge and Learning for Xerox Global Services; worked for Northrop Grumman as a KM consultant to the USPSOIG; Chief of Knowledge and Learning for Peace Corps; Director of KM for World Vision International, and is an adjunct professor teaching KM for the University of Maryland University College and serves as the course chair for their KM program.

Education: BS in Engineering from West Point; MS in Human Relations -Organizational Development from Golden Gate University; PhD candidate in Knowledge Management from Walden University.

Jack teaches the CKM for North America and specializes in Government, Military and DoD clients.

Optimal Audience: As a seasoned KM Practitioner, Jack is KMI's "go-to" for most of our Government and Military trainings, but is also well-received by our commercial students.

"I thoroughly enjoyed learning from Mr. Merklein. I was constantly engaged, and the resources he provided (stories of his own experience and digital assets) will prove to be beneficial as I use KM in my workplace."

"I love Jack! He's real, keeps the info in real time, and provides lessons learned. He is amazing!"

"Very knowledgeable and very willing to share experiences and materials. He genuinely wants the class to succeed in their KM efforts."

"Absolutely great. Passionate, knowledgeable, ready to share. Very flexible and understanding facilitator."

Europe (and Beyond)

Rooven Pakkiri

Rooven Pakkiri is a leading KM Consultant and Author and an acclaimed Instructor, primarily focusing on the symbiotic relationship between AI and KM. A digital evangelist and veteran of the dot-com era, Rooven's expertise lies in how technology transforms organizational communication and collaboration.

He has taught AI methods and KM strategies to senior leaders at major corporations and global organizations including the World Bank, the United Nations, Google, PWC, and the US Military. His work emphasizes the practical, real-world application of AI to enhance knowledge capture, organization, retrieval, and transfer within an enterprise, moving beyond theoretical concepts to actionable strategies. He is also the Founder and Lead Instructor of The AI for Kids Academy.

Education: B.A. LLB from the University of Bristol, UK.

Rooven teaches the CKM for Europe and Certified AI Manager (CAIM™) Program for North America and Europe.

Optimal Audience: Rooven is the primary Instructor for Europe and surrounding regions, and has extensive experience working with the European pharma industry, among others.

"Mr. Pakkiri is very engaging and keeps your interest. No snoozing or feeling lost. He is courteous and perceptive to use comments and questions from students to illustrate a point further and made real-world examples. I have never had a better teacher in a professional class. He is phenomenal!"

"Rooven was wonderful. I loved his energy and interaction with the class. He had great insights and very simple examples when making points."

"He is excellent. His passion, professional knowledge and love for this topic is effectively and efficiently communicated through his instruction."

EMEA/Gulf Region

Barisa Abdifatah

Barisa Abdifatah recently joined the KMI CKM Instructor Team. She is the Director of Knowledge Management at STRATactical International, where she drives strategy, operations, and client solutions that deliver measurable impact. She applies proven KM practices—such as Knowledge Cafés, Communities of Practice, and Organizational Network Analysis—to drive collaboration, innovation, and better decision-making.

With over twenty years of global experience in academia and professional settings, Barisa has worked as an educator, administrator, translator (English/Arabic), and librarian. She is passionate about building people-centered KM frameworks that unite process and technology for sustainable value.

Barisa holds a Bachelor's in English Language and Literature and a Master's in Library and Information Science. She is a Certified Knowledge Manager (CKM), Certified Knowledge Specialist in Organization Development (CKS-OD), certified educator with a Certificate for English Language Teaching to Adults (CELTA), and upcoming Project Management Institute (PMI) Project Management Professional (PMP) certification.

Barisa just started teaching for KMI and we will post new student feedback soo

Your Total CKM Package

- Training Sessions and Materials, Class Recordings
- Full eCKM (self-paced) Program – Free (20 hours of bonus material)
- CKM 'Box' Shipped to You (Workbook, KMI Polo shirt, Brochures)
- Access to the KMI LMS and Additional Bonus Learning Modules
- Access to Future Updates/Enhancements to the Course via the KMI LMS
- Exam, CKM Certificate and Digital Badge (no additional fees for exam retakes)
- Dedicated Support Throughout Your Training

Program Fees/Availability

The standard rate for the 5-day version for North America is $2,995, and the 4-day EU version is $2,500 / €2,115. Virtual classes are held for North American and European time zones, typically 10am-4pm ET and 9am-4pm CET (Central EU) respectively.

See the KMI website calendar for classes coming up near your time zone. If you cannot join us for the live, virtual class, we recommend the eCKM (self-paced) version of the course. Contact your KMI rep for details.

Discounts are available for:
- Past Grads (CKS/CKP/CAIM)
- 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.

Contact KM Institute Today

Reach your KMI Team at: 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.

Need to convince your boss? Ask us for our "Convince my Boss" letter template and we will send it over asap.

We are here to help.