KM INSTITUTE

Global Standard for KM Certification & Training



CERTIFIED KNOWLEDGE MANAGER

The skills. The strategy. The credential.

KMI's flagship Knowledge Management certification, taught since 2001, equips professionals to lead practical, measurable KM initiatives.

13
hands-on practicums

5 DAYS
live virtual learning*

2001
program established

MOVE FROM KM THEORY TO BUSINESS IMPACT

Build a KM vision, prove value, mobilize stakeholders, protect critical knowledge, and leave with a practical implementation roadmap.

Live virtual classes • Supplemental self-paced learning • CKM credential

* A 4-day format is also available in Europe and the Gulf region.

WHY CKM

Turn knowledge into results

The CKM is designed for professionals responsible for starting, improving, or leading Knowledge Management—whether they are new to KM or experienced practitioners.

BUILD THE CASE

Communicate why KM matters and create a leadership-ready call to action.

MEASURE VALUE

Connect KM initiatives to ROI, productivity, innovation and engagement.

DELIVER QUICK WINS

Identify visible improvements and build momentum within 90 days.

LEAD ADOPTION

Use communication, learning and change leadership to drive participation.

RETAIN EXPERTISE

Design knowledge transfer and retention approaches that protect institutional memory.

CREATE A ROADMAP

Align people, process, technology and culture in a practical KM strategy.

CERTIFICATION PATHWAY

Your journey to CKM

01

REGISTER

Choose a live virtual class for your time zone; private classes are also available.

02

PREPARE

Access optional pre-class e-learning (up to 6 modules; approximately 5 hours).

03

PARTICIPATE

Join instructor-led discussions and interactive group exercises grounded in real-world challenges.

04

REVIEW

Use additional learning modules and the legacy eCKM program.

05

GET CERTIFIED

Complete the 50-question exam; earn a passing score of 70%. Retakes are included.

AFTER PASSING

CKM designation • Certificate • Credly digital badge • Alumni community

13 PRACTICUM OBJECTIVES

DAY ONE | Build the case for Knowledge Management

A practical, instructor-led curriculum built around exercises and real-world application.

PRACTICUM 1 — Call to Action

Why Knowledge Management Matters Now

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

- 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

OUTCOME: 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

OUTCOME: 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

OUTCOME: Learn how to make KM visible, credible, and funded.

13 PRACTICUM OBJECTIVES

DAY TWO | Create a methodology and generate momentum

A practical, instructor-led curriculum built around exercises and real-world application.

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

OUTCOME: 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: Knowledge Cafés • Expertise location • Faster onboarding • Better collaboration

OUTCOME: Show results fast — and build organizational confidence.

13 PRACTICUM OBJECTIVES

DAY THREE | Equip people and lead lasting change

A practical, instructor-led curriculum built around exercises and real-world application.

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

OUTCOME: 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

OUTCOME: 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

OUTCOME: Become a change leader, not just a program manager.

13 PRACTICUM OBJECTIVES

DAY FOUR | Prioritize solutions and protect expertise

A practical, instructor-led curriculum built around exercises and real-world application.

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

OUTCOME: 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

OUTCOME: 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

OUTCOME: Establish KM that lasts beyond initial enthusiasm.

13 PRACTICUM OBJECTIVES

DAY FIVE | Remove barriers and define the way forward

A practical, instructor-led curriculum built around exercises and real-world application.

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

OUTCOME: 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

OUTCOME: Leave with a ready-to-execute KM strategy — not just notes.

BEYOND THE LIVE CLASS

A complete learning experience

CKM extends beyond the instructor-led workshop with substantial supplementary content, tools and a professional learning community.

SUPPLEMENTAL eCKM

The legacy self-paced CKM program provides 20+ hours of additional learning, organized around foundational KM concepts, methodologies and advanced competencies.

CURRENT & EMERGING TOPICS

Additional topics include KM architecture, taxonomies, communities of practice, organizational learning, knowledge transfer, ISO 30401:2018 and Knowledge Management and AI.

KNOWLEDGE HUB

Continued access to expert videos, KM Showcase footage, bonus content, course resources and updates.

YOUR CKM PACKAGE

Training and recordings; workbook and course materials; CKM box; LMS access; exam and retakes; certificate and digital badge; dedicated support.

EXPERT INSTRUCTORS

Learn from practitioners

CKM instructors bring extensive hands-on experience in organizational Knowledge Management, change and learning.



JOHN HOVELL

North America · General audiences

Managing Director and Co-Founder of STRATactical International; specializes in KM, organization development and conversational leadership.



JACK MERKLEIN

General audiences, with an emphasis on government and military

More than 30 years in KM, with leadership experience across government, commercial and nonprofit sectors.



ROOVEN PAKKIRI

Europe and surrounding regions

KM consultant and author with a focus on the relationship between AI and KM, organizational communication and collaboration.



BARISA ABDIFATAH

EMEA / Gulf

KM leader with more than 20 years of international experience and expertise in people-centered KM approaches.

ENROLLMENT AND VALUE

Invest in practical capability

CKM combines a live instructor-led workshop, applied exercises, extensive learning resources and an industry-recognized credential.

NORTH AMERICA

$2,995

Standard 5-day virtual program

EUROPE

£1,900 / €2,270

Standard 4-day program

DISCOUNTS & FLEXIBILITY

- Past KMI graduates; government and military; nonprofits and NGOs
- Small groups of two or more; self-paying individuals
- Payment-plan options for eligible self-paying participants

Virtual classes are also available for the Gulf Region and India/APAC (4-day version).

READY TO TAKE THE NEXT STEP?

Find upcoming classes, discuss options, or request a no-obligation quote.

VISIT KMINSTITUTE.ORG

Questions? training@kminstitute.org | +1 (703) 327-7096

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