

# actKM 2011

The actKM Forum's 12th Annual Conference

When: 10-11 October 2011

Where: Royal Melbourne Institute of Technology, Melbourne

How much: \$690 (early bird \$590)

The actKM knowledge management forum announces that it is holding its 2011 conference in cosmopolitan Melbourne. Once again, the cost will be held at the very affordable price of \$690 per person or \$590 per person for early bird registration or a team of five.

We are looking for participants that are passionate about how organisations are managed. You should be prepared to enthusiastically engage with other KM/OD practitioners and professionals that are willing to share their experiences or views on our theme of **'what keeps CEOs awake at night - how KM can address the top challenges facing today's leaders'**.

## Keynote Speakers

We can announce that we have lured:

**Phillip Ruthven**, Chairman [IBISWorld Pty Ltd](#), and

**Matthew Tukaki**, Chief Executive Officer of the [Sustain Group Pty Ltd](#)

...as our keynote speakers for the conference. Both of these gentlemen have had outstanding business careers leading major corporations and have a profound understanding of the value of intellectual capital in organisations.

In addition we also have acquired the services of the following outstanding KM professionals:

Graham Durant-Law	HyperEdge
Arthur Shelley	Intelligent Answers
Matthew Cain	Australian Army
Keith De La Rue	AcKnowledge Consulting
Vladimir Vidonovic	Oracle
Stephen Byrne	Step Two Designs
Michelle Lambert	KM Roundtable
Matt Moore	Innotecture
Ian Fry	Fry Systems
Cory Banks	Parsons Brinckerhoff
Sha Reilly	Origin Energy

We are continuing to innovate in our conferences and this year is no different. In addition, we will be sharing and experiencing KM strategies through a wealth of interactive events such as:

- a poster corner and competition for KM consultants and providers
- a 'KM Bucket' raid
- a KM Treasure Hunt
- additional workshops on Wednesday (more information to follow)
- Annual dinner and actKM awards with a round of our infamous *'table fables'*

## Registration

Our [Online Registration Form](#) is available for your convenience. If you prefer to pay on presentation of an invoice, contact the Treasurer at [treasurer@actkm.org](mailto:treasurer@actkm.org)

## General enquiries

More information will be made available in the lead up to the event. Any other enquiries about the conference can be e-mailed to [convenor@actkm.org](mailto:convenor@actkm.org).



www.actkm.org

actKM  
FORUM

Monday 10th October Royal Melbourne Institute of Technology, Melbourne, AUSTRALIA

9:00 am – Welcome and opening comments – David Williams, Convenor ActKM

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## Keynote Speech

### 9:10 am What keeps CEOs awake at night

Phillip Ruthven IBISWorld Pty Ltd

*Phil Ruthven is the founder and chairman of IBISWorld, Australia's best-known business information, forecasting and strategic services corporation. He continues to be one of the nation's most frequent and prolific commentators in demand by the media, and he is widely considered Australia's most respected strategist and futurist on business, social and economic matters. He is constantly in demand for congresses, seminars and conferences each year. In this keynote speech, Phil will share his experiences and insights with the audience.*

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### 10:00 am The Art of Conversation

Keith De La Rue AcKnowledge Consulting

*You need to deliver a presentation to the board on how you, as the CEO, are going to make the company more innovative. You dream about a group of people at your company talking and generating ideas. A wise man comes to you with a list of 5 rules that will make your people more innovative. How can you use conversations to be more creative and more innovative? Get the answers, and the latest research findings that underpin the Art of Conversation.*

### 10:45 Morning tea

### Presentation of Posters

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### 11:15 am Help your CEO connect the dots

Arthur Shelley Intelligent Answers

*A modified version of a wiki conversation will be used to stimulate interactions between the audience members on how KM can help to prevent keeping the CEO awake at night. The session will be video recorded and the key points captured in the form of a mind map.*

*The purpose of the exercise is to stimulate constructive conversation and demonstrate how structuring a flow of knowledge transfer can enhance outcomes for all participants without damaging creativity and emergent ideas.*

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### 12:15 am BI, the reinforcing steel in stories

Vladimir Vidonovic Oracle

*Business intelligence aims to support better business*

*decision-making by providing data about the how the organization is operating. This presentation will look at how BI data can also be used as a basis for organizational stories to drive cultural change and reinforce positive values. It will include a virtual visit to New York City and explore how they use BI to 'walk the talk'.*

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### 12:30 Lunch

Packed Lunch and Treasure Hunt facilitated by Cory Banks

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### 1:30 pm Planning your Social Media Strategy

Michelle Lambert KM Roundtable

*This session will provide information, experiences and insight to developing plans and processes for your social media strategy. We will cover how to align the requirement for social media with your Business Plans and how to ensure your strategy, delivery and governance is consistent with both the business and community needs.*

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### 2:15 pm Is "good enough" KM OK?

Ian Fry Fry Systems

*CEOs worry that they cannot measure the success from a KM proposal, or justify the effort of a KM initiative. Ian will set the scene by drawing on some outcomes from previous ACTKM presentations, illustrate some examples of issues around metrics and quality, and then discuss some real world problems with the audience in measuring and evaluating the quality of KM Systems.*

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### 3:00 pm Afternoon Tea

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### 4:15 pm Developing people to develop knowledge

Stephen Byrne Step Two Designs

*The activity will take the group through the key challenges encountered, the criticality of getting the people aspects correct, how executive and board levels were engaged, how the interventions helped address their sleepless nights, and how this was integrated with other aspects of the overall knowledge strategy.*

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### 7:00 pm actKM Dinner, Presentation of Awards and after dinner activity

## Tuesday 11th October

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### 8:00 am Walking and Talking

Matt Moore Innotecture

*This is a pre-breakfast event somewhere in Melbourne. We will be engaged deep in knowledge generation and sharing activities - although it may look like playing improv games to the untrained eye.*

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### Keynote Speech

#### 9:10 am Preparing your organisation for the future

Matthew Tukaki CEO The Sustain Group Pty Ltd

*Our world is growing faster by the minute and our use of both organisational and sector knowledge is more important today than it ever has been before.*

*To maintain market competitiveness, to build profitability or execute public services we need to understand what challenges lay ahead and where we can learn lessons from past experiences. Matthew Tukaki, former Head of Drake Australia and Australia's Representative to the UN Global Compact will take you on a journey to explore and define how organisations will need to transition and transform. We will explore the new paradigm of economic transformation in Australia, how organisations move and behave and what intelligence and knowledge we will need to retain and acquire the right talent and skills for the times.*

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#### 10:00 am Using IS to promote KM

Matthew Cain Australian Army

*The presentation will take the conference on a short journey of the work done by the Australian Army to exploit knowledge management rather than be constrained by it. The newly released flagship of the Army Knowledge Management Group, iArmy, will be briefly showcased to demonstrate the exploitation of modern technology to reach the technologically aware generation of today's soldier.*

*The interactive activity will also explore how the AAR is metamorphosed into the Post Activity Report (PAR.)*

#### 10:50 am Morning tea

### Presentation of Posters

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#### 11:30 pm The Unknown Unknowns - Making sense of expertise

Sha Reilly Origin Energy

*82% of CEOs participating in IBM's Global Chief Executive Officer Study said people skills are a top priority and will remain so for the next 5 years. This*

*holds true for the private and public sectors. In this workshop we will rate ourselves against 10 KM capabilities and analyse strengths, capabilities and gaps. What capabilities should we develop or conversely place less emphasis on? How can we use this information take post conference?*

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#### 12:15 pm Using SNA for Organisational and Personal Improvement

Graham Durant-Law HyperEdge

*Research shows that appropriate social connectivity has a substantial impact on individual and organisational performance, learning, and innovation. Social network analysis techniques reveal the formal and informal networks of an organisation, and typically are displayed as knowledge maps. These maps are then used to evaluate, measure, weave, and support the networks for enhanced productivity.*

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#### 1:00 pm Lunch & KM provider Market Place

*Lunch will be an opportunity for KM service providers to showcase their capabilities and toolsets.*

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#### 2:15 pm Collaboration - More than just wishful thinking.

Mark Schenk Anecdote Pty Ltd

*An organisation that values teamwork should be teeming with stories about teamwork. But in many cases, values such as teamwork are hung on walls, like a talisman, to ward off evil spirits, without real progress being made. This presentation will look at a series of recent cases studies from local government and private sector organisations making real progress in bringing collaboration to life.*

#### 2:40 pm Afternoon tea

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#### 3:00 pm Filling the knowledge bucket

Cory Banks Parsons Brinckerhoff

*This session will engage the KM community in enhancing a body of knowledge on knowledge management. An interactive exercise allowing people to self-select groups to undertake a wiki-raid on the Knowledge Bucket ([knowledgebucket.wikispaces.com](http://knowledgebucket.wikispaces.com)).*

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#### 4:15 pm

*An un-conference, peer assisted open-space session to target sense-making emergent issues arising from conference.*

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#### 4:45 pm Wrap up Mark Schenk and David Williams

## Actkm 2011 – Master Classes - Wednesday 12 October

**9:00 am – 12:00**

### **Social Media Field Guide - Tools Masterclass Michelle Lambert - KM Round Table**

This Social Media Field Guide Masterclass on tools will arm you with a deep understanding of how to align your social media and digital strategy according to your organisation's:

- Strategic direction
- Business Requirements,
- Culture
- Processes &
- Operations

In this masterclass you will build on the strategic social media concepts covered in day one of the conference and explore the best approach to tools for your digital business needs.

Participants begin their journey to develop a social media implementation framework based on identified business requirements using relevant tools, again using our processes and templates. Participants work with our unique comprehensive fieldguide which details a large variety of available tools for business use in social media encompassing but not limited to:

- Why, when and when not to use them
- Roles and responsibilities in implementing and sustaining
- Resources and indicative time required to manage and sustain tools
- Benefits and measurements of social media
- What to do first 30, 60, 90 days and beyond

**1:00 pm – 4:00 pm**

### **Creative behavioural interactions to build trust and collaboration for enhanced performance**

**Arthur Shelley** - Principal, Intelligent Answers and Founder, Organizational Zoo Ambassadors Network

This highly interactive workshop engages participants in a range of creative games to leverage the diversity of team behaviours. Developed from new action research on the application of metaphor to stimulate constructive conversations, the interactions have been shown to enable better understanding of relationships and contribute to positive cycles of trust and collaboration in workplaces. Involvement in the workshop will skill participants to use the techniques in their workplaces, communities and networks to trigger innovative conversations appropriate to their contexts and help introduce change more smoothly.

**9:00 am – 4:00**

### **Stakeholder Engagement and its Evaluation Graham Durant-Law and Nerida Hart**

The day commences with an experiential introduction to a number of narrative/conversation techniques and styles for engaging with your stakeholders.

We will look at what the various techniques are and how you would select the appropriate communication style to suit a particular audience or stakeholder.

Participants will get to try out these techniques so they can know what to expect when using them and to be able to see what is working, where it isn't working and how to change your style in mid-stream.

The afternoon session will also be an experiential event where Graham Durant-Law will lead us through the process of using a Social Network Analysis (SNA) approach to evaluate the effectiveness of those techniques you will learn about in the morning session.

The afternoon will include a number of manual approaches to SNA that you could use with groups that may not have strong language skills, from non-English speaking or indigenous backgrounds.

A modest lunch, morning and afternoon tea is provided for all participants.

Tickets for masterclasses are available at <http://actkm2011.eventbrite.com/>