

A three-day intensive, hands-on program for transforming your organization into a high-performance Industry 4.0 enterprise through continuous innovation, collaboration, and learning

- Program designed and developed by [Applied Knowledge Sciences, Inc.](#) – a leading pioneer in Knowledge Management education, training and research – and its partner, [Explanation Age LLC](#)
- Built upon over three decades of university-level research and field experience in leading the transformation of traditional organizations around the world into knowledge-based enterprises of the future (including the World Health Organization (WHO); Abu Dhabi government; US Air Force; US Financial Industry Regulatory Authority (FINRA); companies in the energy, financial, aerospace, and education sectors)
- Intended for senior- and mid-level executives and managers of medium-to-large-size businesses, government entities, NGOs, and non-profit organizations
- Also for MBA students and graduates with at least five years' professional experience
- Dedicated program offered onsite at your location (public sessions are planned for the future)
- Uses a combination of physical presence, teleconferencing, and online, self-paced training modules.

Creating sustained success in a complex, rapidly changing world

The world is changing faster and growing more complex every day, as companies and organizations struggle to keep pace.

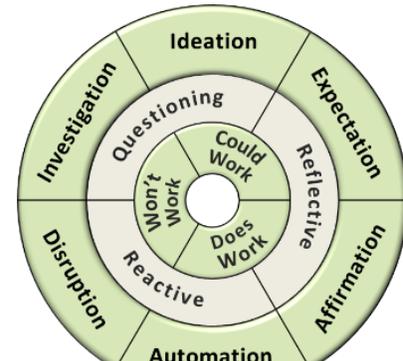
If the speed at which your organization innovates and learns is slower than the speed of change in your market, then you are continually falling behind. Eventually, you'll be out of business.

The problem with most innovation approaches is they were designed for the old *Industry 1.0* era, when product life cycles and development cycles were much simpler and slower. They also tend to focus almost entirely on creativity, with very little attention given to the entire learning cycle, and tracking all ideas, whether those ideas were successful or not.

This certificate program provides leaders with a comprehensive framework for continuous innovation and learning, along with strategies for overcoming fear, breaking down barriers, encouraging knowledge-sharing, and accelerating the transformation of your organization into an Industry 4.0 enterprise.

The Industry 4.0 enterprise

In the new *Industry 4.0* enterprise, the knowledge workers and knowledge leaders operate from the Innovation and Learning Cycle (see figure), instead of the linear process models of the past. The *Industry 4.0* enterprise does not have operations that are described as separate from the learning process – it is led from a shared understanding and shared language of learning. This leads to increased collaboration, instead of simple cooperation (“getting along”), which leads to faster cycle times for innovation and productivity improvements.



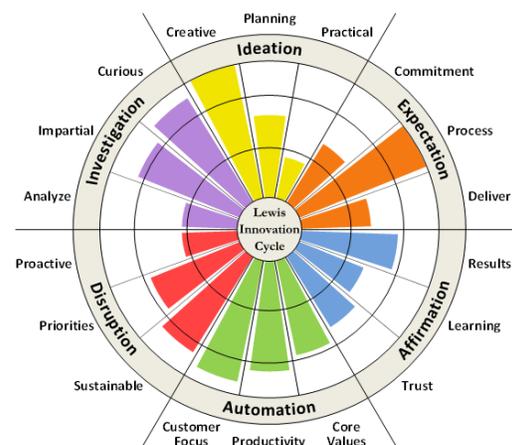
Program benefits

Benefits of this program include increased organizational performance and improved competitiveness through:

- Faster and better decisions (transformational and transactional)
- More transparency within the decision-making process
- Less time and resources wasted from repeated mistakes, redundant effort and missed opportunities
- Reduction/elimination of bottlenecks and single points-of-failure
- Better collaboration via a shared model of the innovation and learning cycle
- Increased capacity to prepare for and respond to “pop-up” problems and opportunities
- Improved ability to attract and retain talent
- Capacity to keep pace with, and even lead, the changes in your market on a sustained basis
- The learning materials include a highly interactive e-book which will serve as a reference both during and after the program, supporting success beyond the classroom

You will come away with:

- Course content library (including interactive e-book, videos, handouts, case studies, and workbooks)
- Tools to assess your team’s current state, desired future state, and the planning, metrics, and adjustments you’ll need to make along the way (see figure)
- An initial outline for a strategic initiative to start transforming your organization into an *Industry 4.0* enterprise
- **Certificate in Innovation and Knowledge Management:** awarded upon successful completion of the 3-day program.



Program administration and logistics

- Course fees payable in USD or INR plus service tax as applicable (currently 18%) arranged through [Strategic Consulting Group Pvt Ltd](#), T-28/15, DLF City, Phase-III, Gurgaon-122002, Haryana, India info@strategicconsulting-group.com (m) +91-9930172180
- If for any reason the program has to be postponed, re-scheduled, postponed, or cancelled for reasons beyond the control of the organizer, it will be communicated to the registered participants and in the event of cancellation, fees paid will be returned in full

Agenda:

Moving from “won’t work” to “could work” to “does work”

- The overall structure of the workshop will follow the innovation and learning cycle.
- Note: each day will have a short, self-study assignment to be completed ahead of time.

Day 1: Breaking through “Won’t work”

- Why the traditional approach to innovation no longer works
- Leading the transformation to an Industry 4.0 enterprise
 - Explore the six phases of the innovation and learning cycle, the first unified, strategic business model encompassing all major aspects of innovation and learning in an environment of continuous, rapid change
 - Increase your effectiveness as a leader by gaining a deeper understanding of the underlying mindsets how to avoid collaboration breakdowns at each phase
- Embedding knowledge management within and across the six phases of innovation
 - Increase the speed of the innovation and learning cycle through improved knowledge sharing and collaboration
 - Prevent knowledge loss due to mismatch and miscommunication
- **Phase1: Disruption**
 - The 20 Disruption Archetypes Tool: Recognizing the common types of problems and opportunities
- **Phase2: Investigation**
 - The Framework Question Theory Tool: Finding root conditions (as opposed to root causes) using improved questioning skills
- Direct business relevance/impact
 - Determine your starting point
 - Identify key problems and opportunities impacting organizational performance

Day 2: Driving into “Could work”

- **Phase3: Ideation**
 - The CLICK tool: Creating new ideas with the Fundamental Idea Construction Set
- **Phase 4: Expectation**
 - The Option Outline Tool: Tracking organizational decisions and outcomes
- Direct business relevance/impact
 - Practice *Innovation Thinking* with repeatable strategies and tools
 - Increase organizational memory of decisions and options considered

Day 3: Getting to “Does work”

- **Phase 5: Affirmation**
 - Lessons Learned and The Trust Mapping Tool: Determining the source and veracity of organizational knowledge
- **Phase 6: Automation**
 - The Proficiency Waterfall Tool: Designing proficiency into operational routines
- Direct business relevance/impact
 - Maximize productivity and trust
 - Finalize your innovation and learning strategy
 - Ensure alignment with your organization’s overall strategy
- Wrap-up: Participant insights and take-aways; awarding of certificates

Program facilitators



Dr. John Lewis is a leadership coach, consultant, and speaker on the topics of organizational learning, innovation, and knowledge management. John has worked for several leading global organizations and his career highlights include launching GPS satellites and being recognized by Gartner with an industry Best Practice paper for a knowledge management implementation. John is an associate editor for the Journal of Innovation Management, the co-author of the eBook: *Leading with the Future in Mind: Knowledge and Emergent Leadership*, and is the author of the book: *The Explanation Age*, which Kirkus Reviews described as “An iconoclast’s blueprint for a new era of innovation.” John is a scholar-practitioner, who has pioneered new business models for the knowledge economy, and invented the Option Outline user interface to support critical thinking skills and decision transparency. His unified model of change represents the fundamental structure of storytelling and innovation, and encompasses a majority of earlier models, including Kahneman, Kolb, Kotter, and Kubler-Ross. John is also a co-founder of The Co Hero Institute, creating collaborative change leadership in learning organizations. He earned his doctorate degree in educational psychology from the University of Southern California, with a dissertation focus on mental models and decision making. He can be reached at john@explanationage.com.



For over twenty-five years, **Dr. Art Murray** and his team have helped organizations transform themselves into knowledge enterprises. His lifelong passion is building the *Enterprise of the Future*, a new business model for today’s global economy. He is CEO of Applied Knowledge Sciences, Inc., a past recipient of KM World Magazine’s list of “100 Companies that Matter in Knowledge Management.” A knowledge engineer by trade, he has the unique ability to capture and grow deeply embedded institutional knowledge. His many clients include government agencies, non-profit organizations, and companies of all sizes. He serves on the advisory boards of numerous international corporations and non-profit organizations in the fields of science, integrative medicine and organizational learning. His current research focus is on deep learning methodologies for knowledge transfer in education, in work, and in life. He is a member of the National Speakers Association, a keynote speaker, an editorial board member and reviewer for several scientific journals, and writes KM World’s widely read column, *The Future of the Future*. He holds the D.Sc. and M.E.A. degrees in Engineering Administration from The George Washington University, and a B.S. in Electrical Engineering from Lehigh University. He can be reached at amurray@aksciences.com.