

KNOWLEDGE
management
for competitive
advantages



If HP only
knew
what HP
knows

**Organizations have to
find ways of growing and**

BUILDING

ADVANTAGES

rather than just eliminating

disadvantages

KM

is the

process

through which organizations
generate

value

from their intellectual
and knowledge-based asset

The question is no longer

whether

organizations will implement

KM

but

whether

they do it

well



WHY

do it

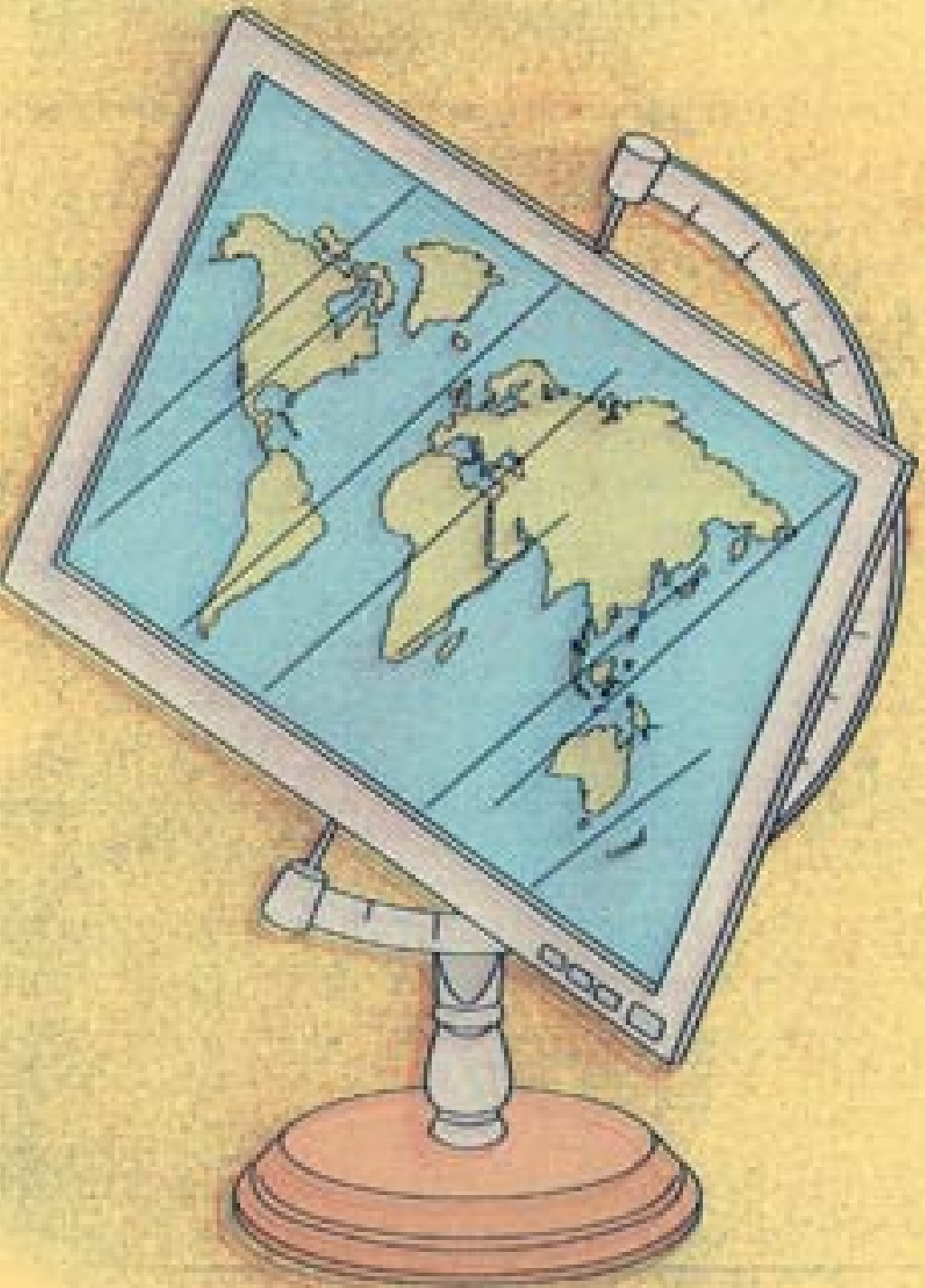
now

CHANGE

**push us to
implement KM**

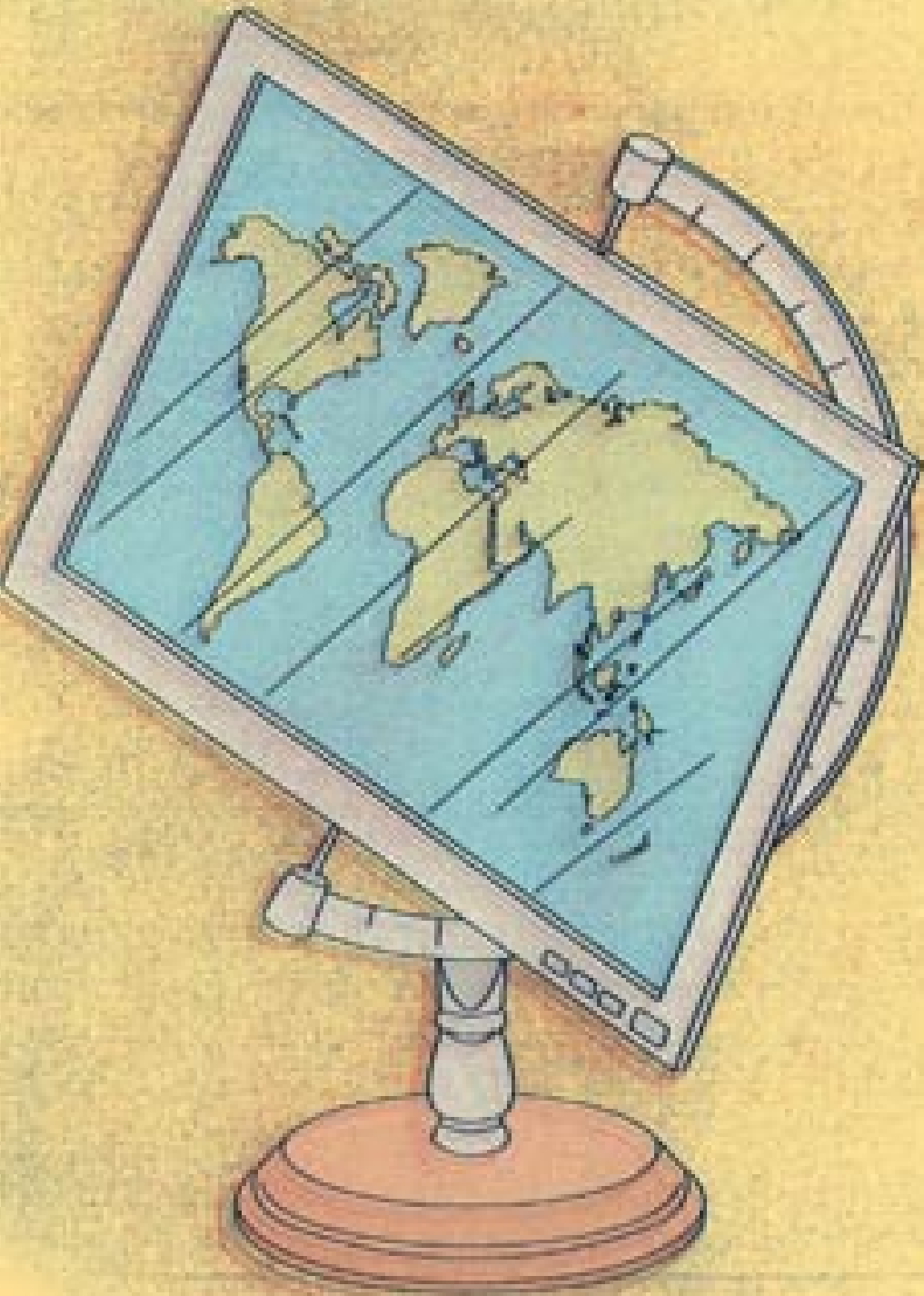
NOW

5 mega trends



1

the world is
FLAT



inter trade

40% in 1990

60% in 2005

**# company
is double to**

70,000

5 mega trends



2

TECHNOLOGY



2000-2007
internet user
double to
1,200 million

2010 will be
2,000 million

**DID YOU
KNOW**



**We are living in
exponential times**

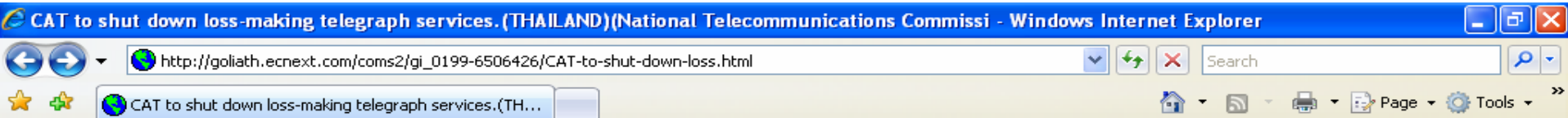
The image features a black background with a vibrant pink, wavy shape at the bottom. The text "We are living in exponential times" is prominently displayed in the center. "We are living in" is in white, and "exponential times" is in orange. The text is slanted upwards from left to right.



In 1880,
it took
6 weeks
for
message to travel
from
London to Bangkok to London

30 years later
it took
4 minutes.

by telegraph



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34 YEARS AGO



22 YEARS AGO



6 YEARS AGO



TODAY



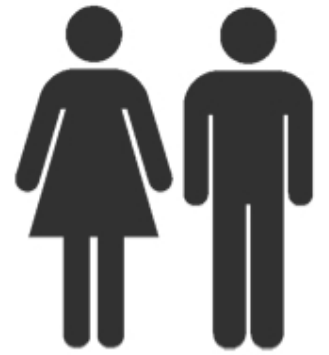
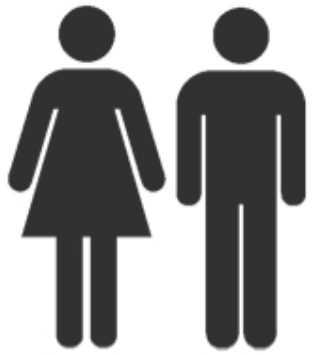
Over the past 20 years,
performance of computers
has increased 1 million times.

It will increase another 1 million
times over the next 20 years.

So 20 years from now,
a computer problem
that would have taken
a year to solve will take
30 seconds.

DID YOU
KNOW





**1 out of 8 couples married
in the U.S. last year **met online****



There are over **106 million** registered users of MySpace (as of September 2006)

The screenshot shows the MySpace website interface in a browser window. The browser's address bar displays "http://www.myspace.com/". The website's header features the MySpace logo with the tagline "a place for friends" and a search bar powered by Google. A navigation menu includes links for Home, Browse, Search, Invite, Film, Mail, Blog, Favorites, Forum, Groups, Events, Videos, Music, Comedy, and Classifieds. The main content area is divided into several sections:

- Cool New Videos:** A section with the sub-header "45,192 uploaded today!" featuring four video thumbnails: "Household Injuries" by Patrick, "Community Service" by David Spade, "Telephone Game" by Tenderloins, and "Your Kitty Safe?" by Brian.
- myspace movies:** A yellow banner with the text "Check Out Movies Now" and a link to "movies.myspace.com".
- Member Login:** A section with input fields for "E-Mail" and "Password", a "Remember Me" checkbox, and "LOGIN" and "SIGN UP!" buttons.

At the bottom of the page, there is a grid of links for various categories: Books, Downloads, Horoscopes, Music Videos, Blogs, Events, Impact NEW!, MySpaceIM, ChatRooms, Filmmakers, Jobs, Schools, Classifieds, Games, Movies, TV On Demand, Comedy, Groups, Music, and Videos.

example

The image shows a screenshot of a Facebook profile page for "Petch Kambhu Na Ayudhaya" viewed in a Windows Internet Explorer browser. The browser's address bar shows the URL "http://www.facebook.com/profile.php?id=771902730". The page layout includes a top navigation bar with "Profile", "Friends", and "Inbox (2)" tabs, and a right-side menu with "home", "account", "privacy", and "logout" options. The profile header features a profile picture of two women, the name "Petch Kambhu Na Ayudhaya", and a status update: "is waiting for a spectacular weekend. Updated last Wednesday edit". Below the header, there are sections for "Networks" (Thailand), "Sex" (Female), "Interested In" (Men), "Relationship Status" (Single), and "Looking For" (Friendship, A Relationship). Other details include "Birthday: July 6", "Hometown: Bangkok, Thailand", and "Religious Views: Buddhist". A "Mini-Feed" and "Information" section are also visible, with a highlighted "Fill out your Profile" button. The "Contact Info" section lists "Email: petch_2437@hotmail.com" and "Current Town: Bangkok, Thailand". The "The Wall" section shows "Displaying 10 of 29 wall posts." and a text input field for writing a post. A "Friends" section indicates "33 friends." and a "Post" button is at the bottom. On the left side, there is a search bar, a list of applications (Video, Photos, Groups, Events, Marketplace, Circle of Trust, Quizzes), and an advertisement for "International Finance UQ" featuring a woman's photo and text about a specialized Bachelor of Economics program. A "Welcome to Facebook Chat" pop-up is present in the bottom right corner, providing instructions on how to use the chat feature. The Windows taskbar at the bottom shows the "start" button, several open applications (Internet Explorer, Microsoft Power..., Microsoft Excel...), and the system clock displaying "3:11 PM".

example

Facebook | Petch Kambhu Na Ayudhaya - Windows Internet Explorer

http://www.facebook.com/profile.php?id=771902730

Facebook | Petch Kambhu Na Ayudhaya

Was this true? Leave a Cancer comment

Find your Horoscope match!

Bumper Sticker

she's my best friend
break her heart & i break your
face

i love you :)

See all stickers

Characteristics
Assess you | View Results

Click The Characteristic Below That Best Describes Me

Positive
Enlightened
Tolerant
Curious
Handsome

A new set of background pics is out! :)

Nah, not now

Whats Your Monster Name?

Your Monster Name
Your Monster Name
Petch+Kambhu+Na+Ayudhaya,
The Soulless Bat

Welcome to Facebook Chat
Start instant conversations with all of your friends.
Check the Online Friends menu to see who is online now.
A green dot means your friend is available to chat.
Don't want to chat? Make yourself unavailable.
close

Online Friends (0)

Done

Internet 100%

start C:\Documents a... C:\Documents a... Microsoft Power... Microsoft Excel ... Facebook | Petc... EN 3:11 PM

example





Facebook | Petch Kambhu Na Ayudhaya - Windows Internet Explorer

http://www.facebook.com/profile.php?id=771902730

Facebook | Petch Kambhu Na Ayudhaya

Pet Poke Cuddle

Demon's Best Friends

 Name: Pan Owner: Tara Isabella Clayton	 Name: spikey Owner: Ting Ting Lee
 Name: Icy Owner: Mim Tejapaibul	 Name: Stripes Owner: Tzung-Ying Huang


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▼ What blood group are you? X



I'm Blood Group AB

Gail Sucharitakul wrote at 11:06pm on February 11



Forward · Write on Gail's Super Wall · Delete

Petch Kambhu Na Ayudhaya wrote at 8:26am on February 9

Welcome to Facebook Chat

Start instant conversations with all of your friends.

- Check the Online Friends menu to see who is online now.
- A green dot means your friend is available to chat.
- Don't want to chat? Make yourself unavailable.

close

Online Friends (0)

Internet 100%

start C:\Documents a... C:\Documents a... Microsoft Power... Microsoft Excel ... Facebook | Petc... EN 3:13 PM

**If MySpace were a country,
it would be the **11th-largest in the world****

(between Japan and Mexico)

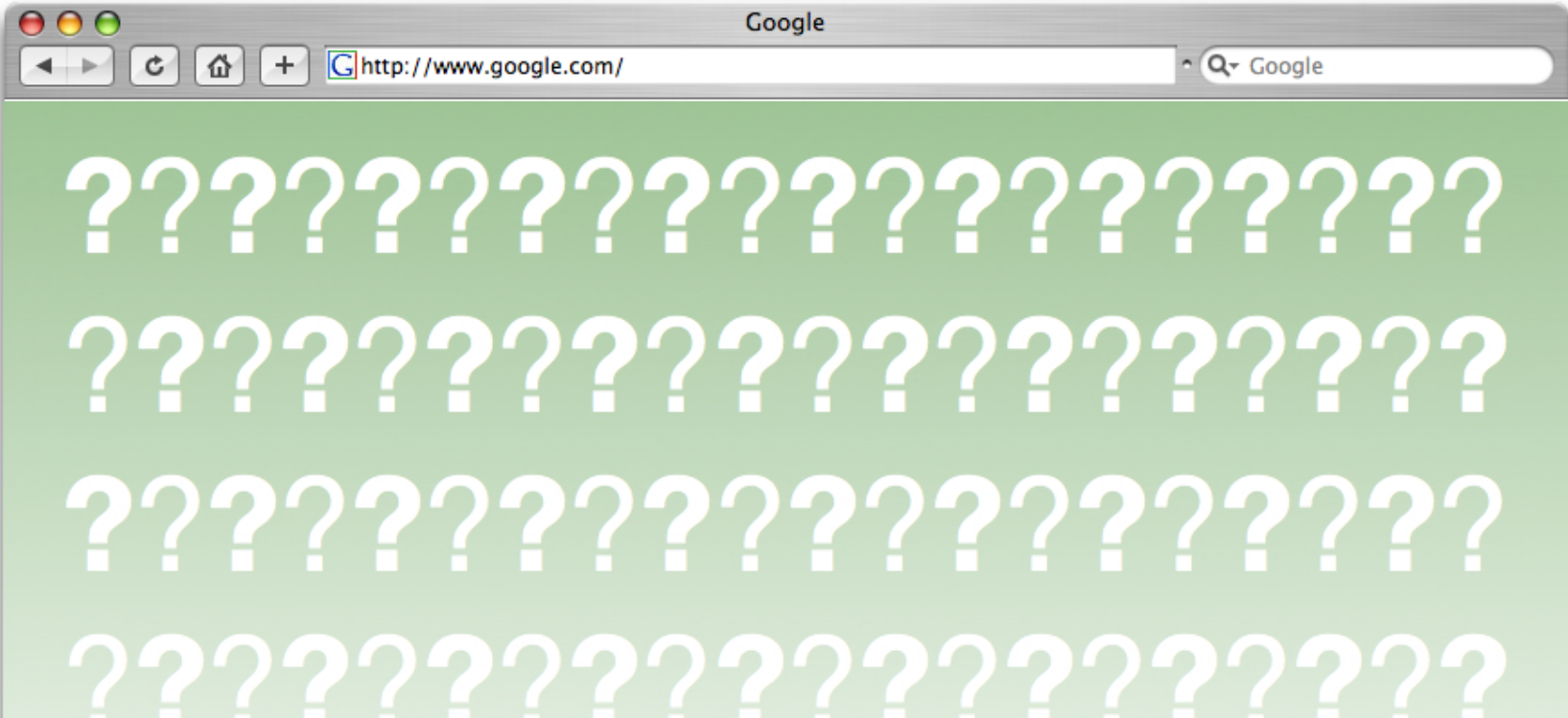
The average
MySpace page
is visited
30 times
per day



There are over 2.7 billion searches performed on Google each month



To whom were these questions addressed **before Google?**



DID YOU
KNOW



5 mega trends



3

population



**94% of population
1 800 million people
that will increase
in 2000-2020**

**will be in
developing
countries**

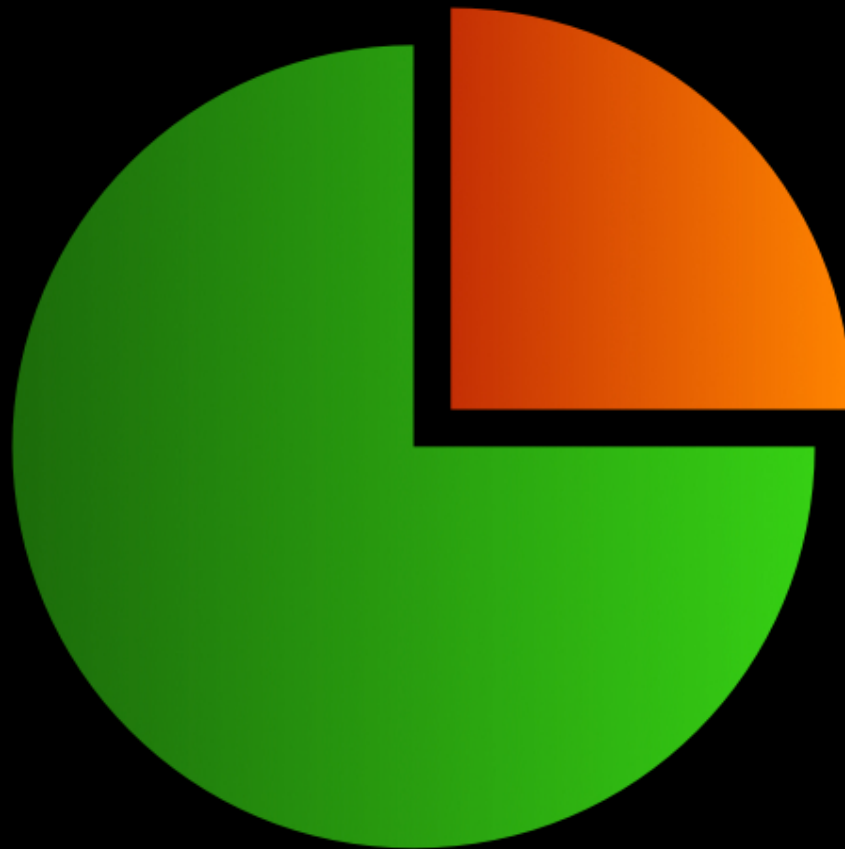
DID YOU
KNOW



**Sometimes size
does matter**



**The 25% of the population in China
with the highest IQ's...**



**... is greater than 5 times
of total population
of
THAILAND**

in the next 1.0 slides

60 babies

will be born in the U.S.

244 babies

will be born in China

351 babies

will be born in India



5 mega trends



4

OMNI
customer

Understand your target



Understand your target

MORE personal power

MORE money

MORE influence

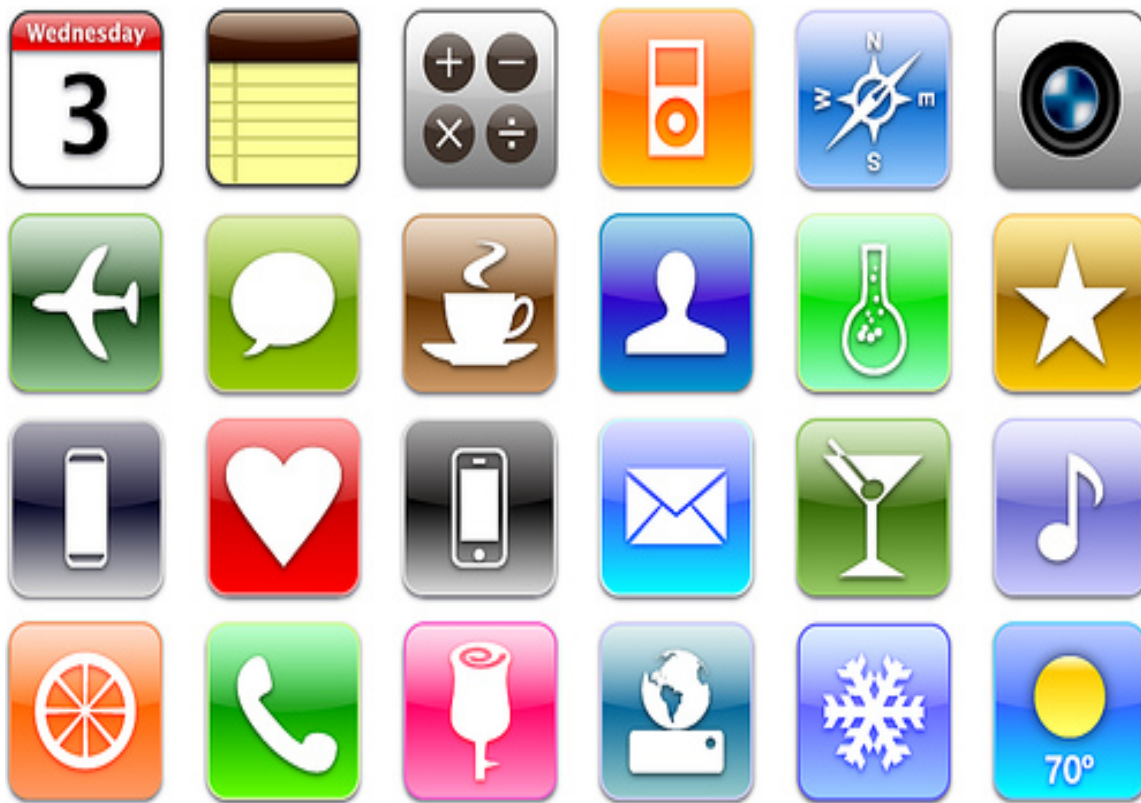
1:6 scenario
both parents work
divorce

Understand your target



**this is the first
generation
born with
a
MOUSE**

Understand your target



they understand
ICONS
before
they could read

Understand your target

They think in an interactive dimension.

The only mail they know is

e-mail

and they expect replies within

hours

PHILIP
2007

ประเทศไทย
THAILAND



3
1000
BAHT

ปีชง ปีของหมู

NOW
generation

KGoy

kid grow up young



Use PC

Use Mobile Phone

that never see before

Use their Mobile Phone

from their bed room

Use calculator

for math homework !?!

5 mega trends



5

RISKS

what
TO DO

So, what does it all mean?



**customer
needs** **CHANGE**

**definition
of work** **CHANGE**

CHANGE learning
approach

organization

need

to tap into resident

knowledge

more urgently

than ever

now

42%

**of US federal
IT employees**

> 50

It's not just a matter of being

BETTER

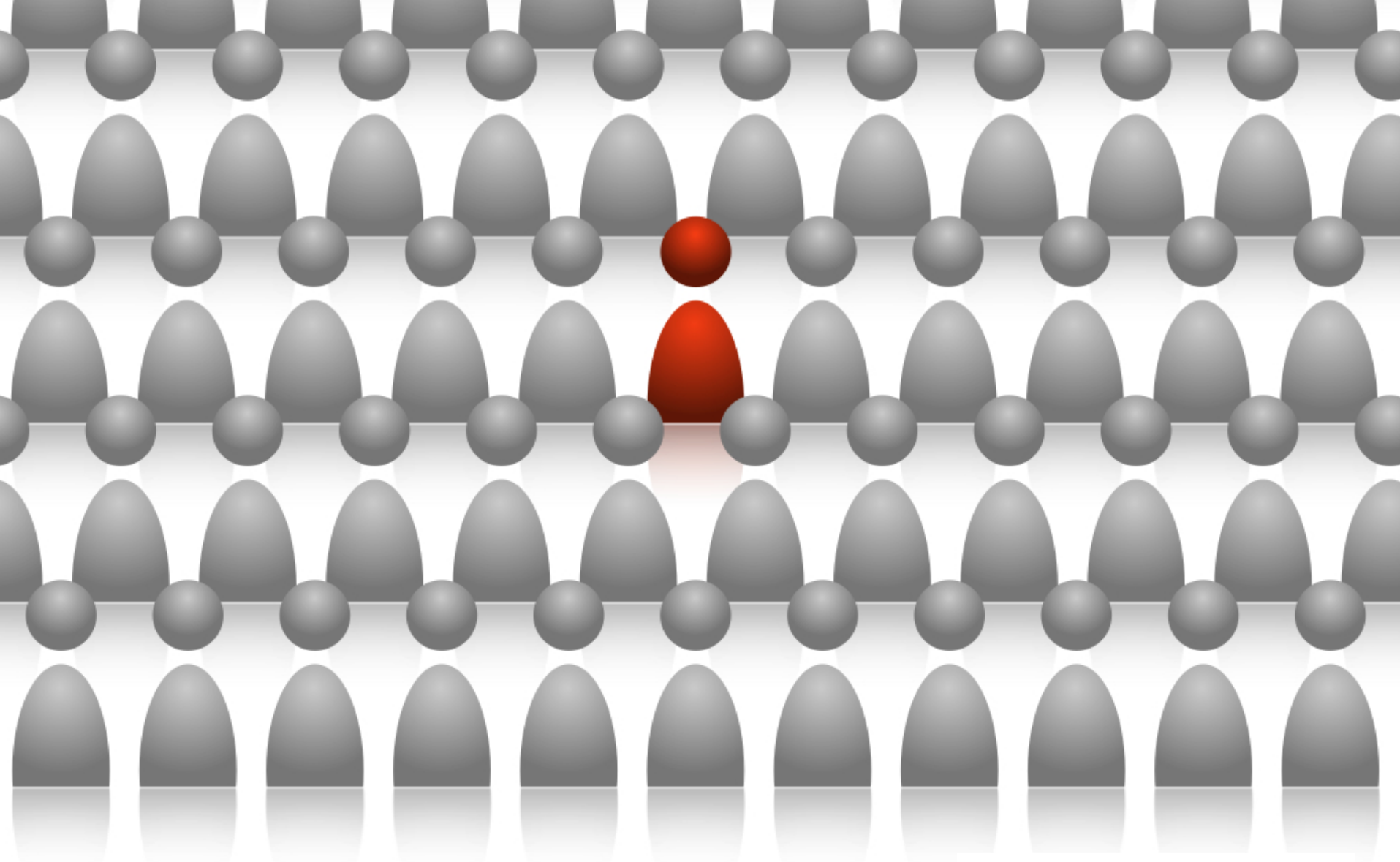
at what you do

It's a matter of being

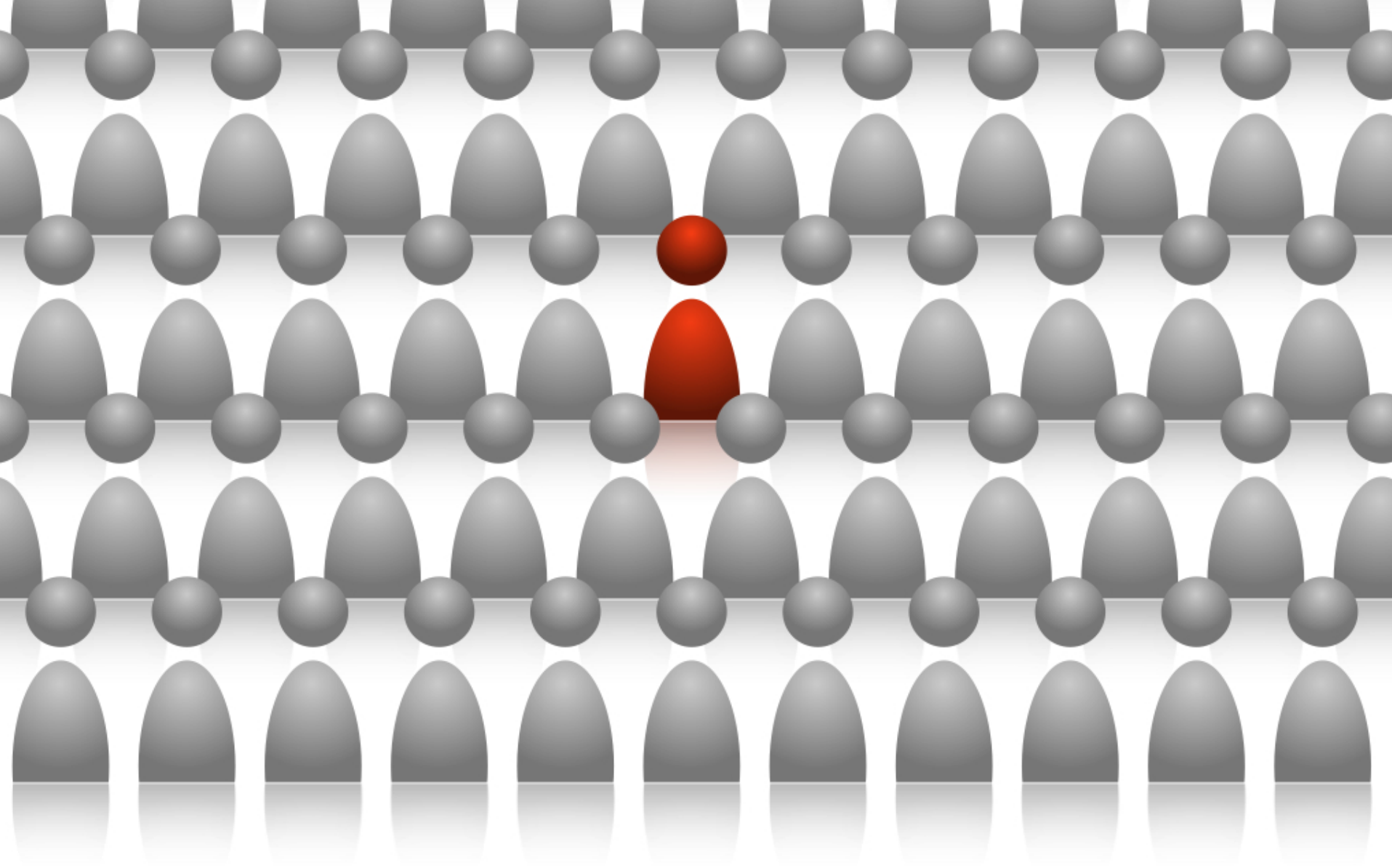
DIFFERENT

**It's not good enough just to be
DIFFERENT.**

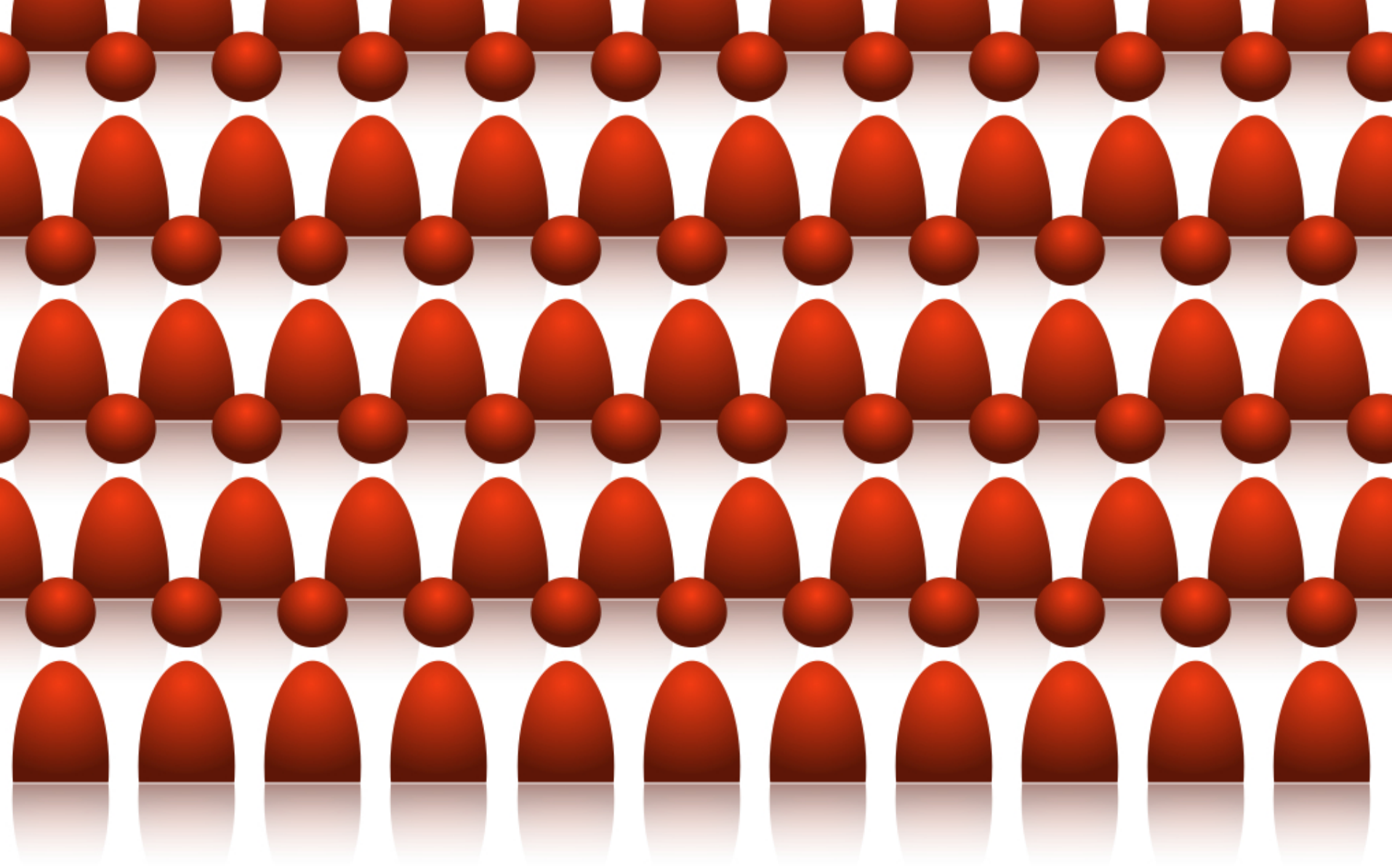
**You've to be different in ways that
CUSTOMER NEEDS.**



**If you're one in a million
you are different**



If you're one in a million in China...

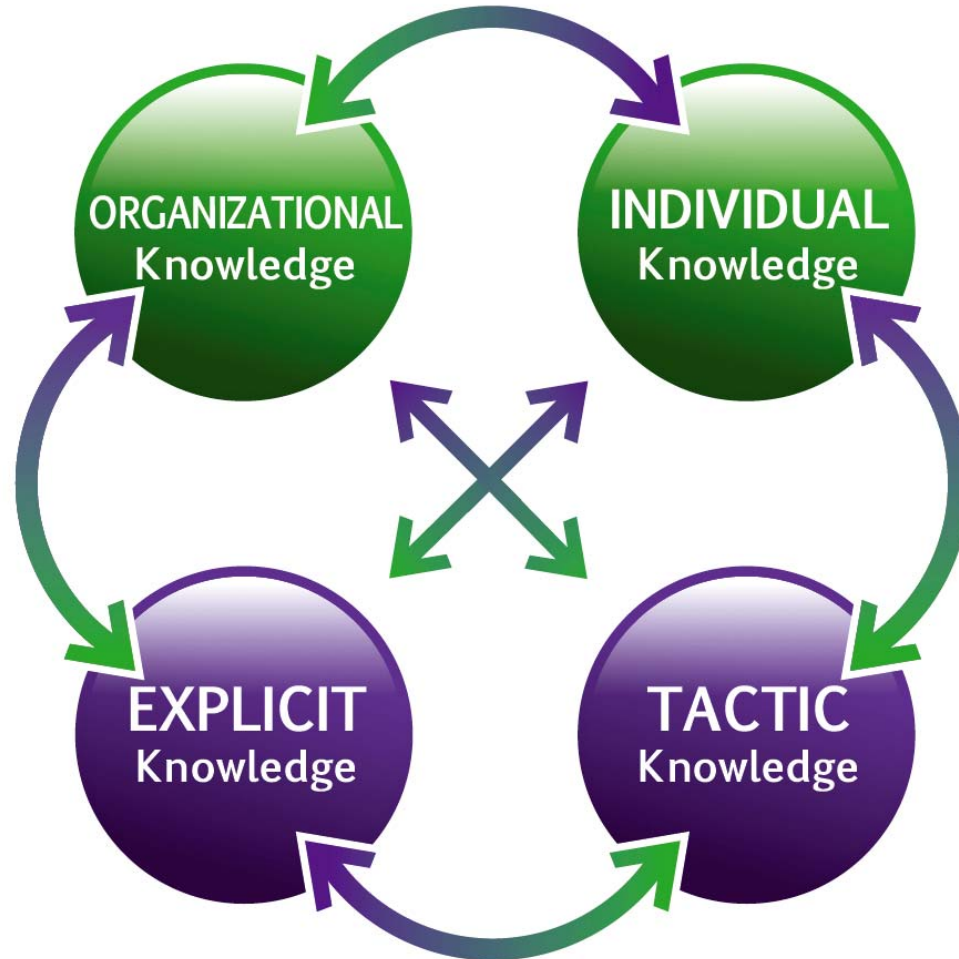


...there are 1,300 people just like you

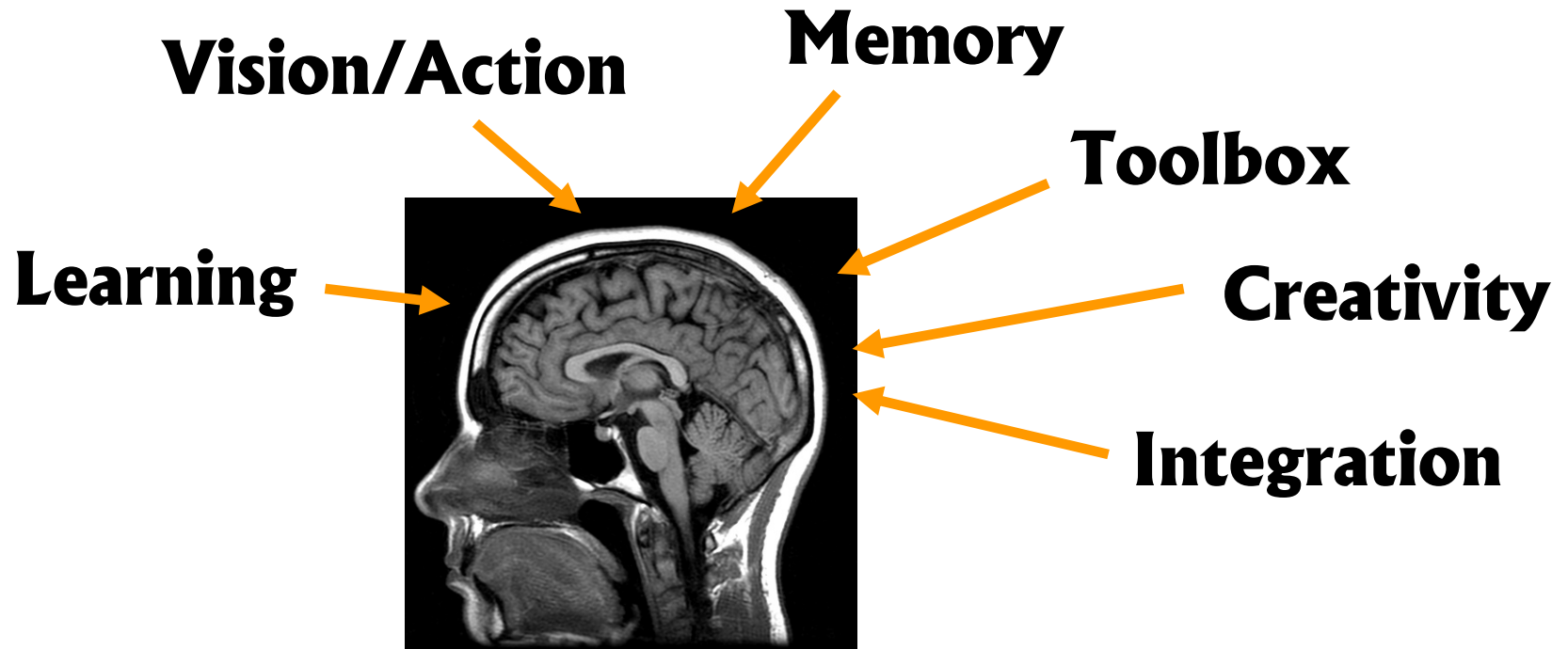
KM

is the process
through which organizations
generate **value** from
their intellectual and
knowledge-based assets

Type of knowledge



The Virtual Corporate Brain



The Virtual Corporate Brain



Learning

**Learn and apply
information in
new situation**

The Virtual Corporate Brain



Vision/Action

**See and react
to the world
around it**

The Virtual Corporate Brain



Memory

**Storehouse for
the collective
intelligence of
the firm**

The Virtual Corporate Brain



Toolbox

**Access to
performance
support tools
and systems**

The Virtual Corporate Brain



Creativity

**Serves as a
brainstorming
forum**

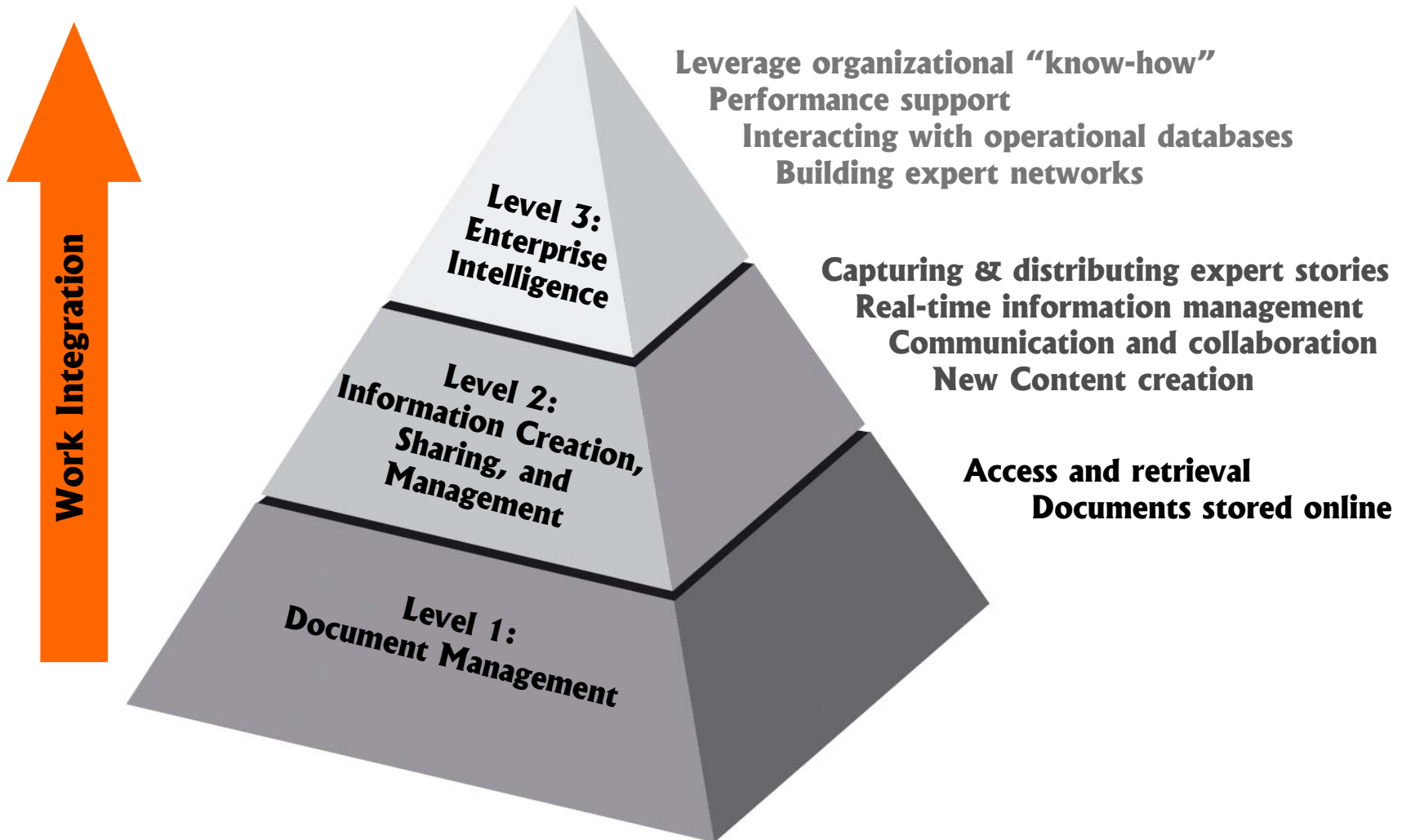
The Virtual Corporate Brain



Integration

**Brings the firm
together
skills, people, etc.**

Knowledge management Pyramid



5

C

- 1. Culture**
- 2. Champions**
- 3. Communication**
- 4. Change**
- 5. Content**

keys to a successful KM implementation

knowledge

management

not about technology

it's about

culture

**knowledge
management
is about changing
people's
hearts & minds**

a knowledge **brand**

exists when

employees at **ALL LEVELS** of an organization

demonstrate a consistent reputation
for

both **attributes and results.**