

APQC's On-Site One-Day Training Course Outline: Introduction to Managing Content and Knowledge

This one-day interactive course will focus on the critical steps for developing a content management system. Learning from real-world case studies, participants will understand how to harness their organization's content and knowledge to drive enterprise-wide value.

Introduction

- » Welcome
- » An APQC overview, including background in knowledge management (KM)
- » Course objectives:
 - Build a requirements list and taxonomy
 - Identify vendors
 - Conduct an inventory of content
 - Develop the process to support a content management system

Module One

Overview and Phase One: Business Case

- » Relationship between KM and content management
- » Phases of a content management initiative
- » Developing a business case

Module Two

Phase Two: Plan and Design

- » Content life cycle
- » Understanding user requirements
- » Creating use cases

Module Three

Content Audit Taxonomy Development

- » Conducting a content audit
- » Guidelines for developing a taxonomy
- » Overview of the remaining steps in the Plan and Design Phase

Module Four

Overview of Phase Three: Implement and Phase Four: Maintain and Expand

- » Phased deployment and rollout of the content management system
- » Implementation structure and roles
- » Incorporation of change management and system evolution processes