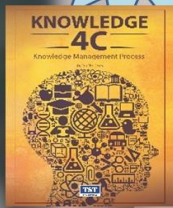



**FREE
e-book**


Certified Professional In Knowledge Management

WEBINAR
9 & 16 March 2024 | 9:00AM - 5:00PM

DR TAN THAI SOON
REGISTRATION:

LEARN MORE
www.tst.my/certified-professional-in-knowledge-management/

INTRODUCTION

Knowledge management has become a primary tool to enable organisations to operate at an optimal level. It is an integrated system that significantly combines the organisation's human resources and processes to achieve long-term and sustainable goals by improving organisational performance, based on learning.

Gain an understanding of Knowledge 4C, the new concept in knowledge management process and its application in talent management, customer management, financial management and innovation management. Learn to use e-learning, online knowledge management centres, social media and internet marketing to accelerate organisational performance.

COURSE OBJECTIVES

This programme seeks to help you to:

- Understand the meaning of knowledge management
- Understand KNOWLEDGE 4C, the new concept in knowledge management process
- Review the four modes of Knowledge Management Process (KMP)
- Understand the application of Knowledge 4C in talent management, customer management, financial management and innovation management
- Use e-learning and online knowledge management centres
- Use social media and internet marketing to accelerate performance
- The use of ChatGPT in digital economy

METHODOLOGY

- Online webinar
- Interactive learning session with trainer/speaker-led facilitation
- Self-assessment quizzes and
- Participant's feedback on learning outcome achievement

WHO SHOULD ATTEND

- Chief Knowledge Officer
- Company directors and managers
- Innovators
- Entrepreneurs
- Manufacturers
- ICT service providers
- Accountants and Management consultants

DATE, TIME & FEE

DATE: 9 & 16 March 2024

TIME: 9:00am to 5:00pm

MODE: Online/ Interactive

FEE**:

Course Fee RM1,400

Early Bird Fee: RM1,000 (limited to first 20 people)

**Course fee includes learning materials and
SEGi College Certification

COURSE OUTLINE

MODULE ONE: STRATEGIC KNOWLEDGE MANAGEMENT

- The development of strategic knowledge management
- Identify the corporate vision and mission with SMART goals
- Understand your organization SWOT
- Business model canvas
- The applications of knowledge management process

MODULE TWO: KNOWLEDGE 4C: KNOWLEDGE MANAGEMENT PROCESS

- Knowledge 4C
- The Four modes of the knowledge management process
- Knowledge Creation
- Knowledge Conversion
- Knowledge Communication
- Knowledge Change

MODULE THREE: KNOWLEDGE TALENT MANAGEMENT

- The Four Modes of the Knowledge Talent Management Process
- Knowledge Creation (Talent Acquisition)
- Knowledge Conversion (Talent Development)
- Knowledge Communication (Talent Retention)
- Knowledge Change (Talent Succession)

MODULE FOUR: KNOWLEDGE CUSTOMER MANAGEMENT

- The Four Modes of the Knowledge Customer Management Process
- Knowledge Creation (Customer Acquisition)
- Knowledge Conversion (Customer Development)
- Knowledge Communication (Customer Retention)
- Knowledge Change (Customer Re-engagement)

MODULE FIVE: KNOWLEDGE FINANCIAL MANAGEMENT

- The Four Modes of the Knowledge Financial Management
- Financial acquisition
- Financial conversion
- Financial communication
- Financial change

MODULE SIX: KNOWLEDGE INNOVATION MANAGEMENT

- The Four Modes of the Knowledge Innovation Management Process
- Knowledge Creation (Innovation Creation)
- Knowledge Conversion (Innovation Commercialisation)
- Knowledge Communication (Innovation-Communication)
- Knowledge Change (Innovation-Change)

MODULE SEVEN: KPI & ORGANISATIONAL PERFORMANCE

- KPI
- Financial measurement
- Balanced scorecard
- Four Perspectives: Financial, Customer, Internal, and learning & growth.

MODULE EIGHT: TOOLS IN THE DIGITAL ECONOMY

- Social media and internet marketing
- Facebook page, group and Facebook ads
- LinkedIn page, group and LinkedIn ads
- Google trends, keywords planner, Google play
- The ChatGPT

SPEAKER PROFILE

Dr. Tan Thai Soon is a management and tax consultant. He is the managing director of TST Consulting Group and the founder of Asian Institute of Knowledge Management. He obtained his Doctor of Business Administration from University of Newcastle, Australia. He holds a Master of Science in Management Accounting and Planning from University Utara Malaysia.

He is a Fellow member of the Chartered Tax Institute of Malaysia (FCTIM), a member of Institute of Public Accountants (MIPA). He is an Approved Tax Agent, a Certified Financial Planner (CFP), a Registered Financial Planner (RFP) and a Registered Trust and Estate Practitioner (TEP).

He has obtained substantial experience in management consultancy assignments while attached with an international consulting firm which include carried out feasibility study as special consultants, monitoring of housing projects, corporate recovery and receivership assignments.

He has more than 20 years' experience in management consulting and taxation matters. He provides consulting and training in taxation, company law, corporate governance, financial management, knowledge management and innovation. He is a Trainer registered with the Malaysian Human Resources Development Fund.

He has made contributions on articles to international and local journals, and national newspaper. He has authored books in taxation, knowledge management and innovation. He is the editor for *Asian Journal of Knowledge Management*.

REGISTRATION FORM

ONLINE COURSE: Certified Professional in Knowledge Management
Certificate will be issued by SEGi College Subang Jaya
upon completion of the course

COURSE DATE: 9 & 16 March 2024

Billing Details

Organisation _____

Address _____

Contact Person _____ Designation _____

Email _____

Office Tel _____ Mobile No. _____

Method of Payment

Enclosed cheques/ IBG no _____ for the sum of RM _____

Payable to "TST CONSULTANTS SDN BHD (PBB Bank A/C: 3209673829)"

- Only fully completed registration will be processed
- Reservation is only confirmed with full payment cleared

Participant Details

No	Participant Full Name (AS PER IC)	Email	Mobile
1.			
2.			
3.			
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6.			

Note: SCAN THIS FORM AND PAYMENT SLIP AND EMAIL TO: tstseminar@gmail.com

For details, please contact us at +603-9057 1233 (Ms Sally) or +6016-209 2085 (TST) or email tstseminar@gmail.com

TERMS & CONDITIONS

Cancellation Policy

Course fees are non-refundable once reservation has been confirmed. No refund is given for cancellations or withdrawals. Cancelled unpaid registration will also be liable for full payment of the Course fees.

Replacements

Please note registrations for the event are not interchangeable but replacements are acceptable. Please notify us at least five days prior to the event if you intend to send replacement.

Recording

Video / Sound recording is strictly prohibited.

Disclaimer

All information contained in this brochure is correct and accurate at the time of printing. The Course Organisers reserve the right to cancel, make any amendments and/ or changes to the programme if warranted by circumstances beyond the control of the Organisers. The Course Organisers also reserve the right to make alternative arrangements without prior notice should it be necessary to do so. Upon signing the registration form, you are deemed to have read and accepted the terms and conditions.