

Hi, this is Kent Greenes, one of your instructors for KM 632. I want to share with you some information about me to help you have some context for our course. My educational experience is – I have a Bachelor of Science degree in Geosciences from Penn State University, a Master of Science degree in Geophysics from the University of Arizona, and I also have a certificate of Management in Executive Education from Kellogg University at North Western.

My professional experience ranges from being a geophysicist in the oil business and in mining operations for about 17 years with Fluor Corporation's mining and metal and then British Petroleum. It was in British Petroleum that I pioneered the Knowledge Management, at first hand, in the early years of that discipline back in the early 1990's. I have moved from being a manager of an oil field to taking on some special projects. And, in response to the chief executive's desire to flatten the organization but still remain connected in half the people in all of our businesses – a very flat corporation, he asked me to try and figure something out. And, that's when I came up with the knowledge management concept which was a very new idea back in the 1990's.

From there, I went to SCIC where I became their chief knowledge officer for seven years, and went out on my own in 2006 to consult as a sole proprietor in the field of knowledge management. I've had about 30 clients that range from public to private sector, from professional service firms to industry manufacturing – every business industry and markets imaginable.

And so, I had a lot of practical experience in knowledge management, and that's what I believe I bring to this course. Professor Johnson and I have designed this deliberately to share insights and real experience on the practice of knowledge management – we call it the business of KM. It is really about how to make Knowledge Management work for real in a business situation, whether it's internal to your own company or external – for a client.

In the course, we'll cover KM services that we consider to be the basic blocking and tackling of Knowledge Management; group learning processes to help teams learn before, during, and after the work they which create experience and knowledge that can be codified, share, and transferred with others either by conversation or by documenting it. We cover communities of practice and their practical application. We cover how to harvest and capture knowledge in a meaningful way so that others could benefit from what people have learned in an explicit manner. And, we also cover KM assessments and strategy development to help an organization either to start a KM effort based on their strategic and operational business priorities or to renew a KM effort.

We also cover the basics of KM organization – different business structures that align with an organization's evolution on their KM journey. And, we cover a module that will help you understand more about leadership for knowledge and how to make this work in a practical way.

We, Prof. Johnson and I, look forward to working with you and sharing what we know, and also learning from you.

Have fun and study hard. Than you.