

Knowledge Now **Portfolio** **2016**

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KNOWLEDGE
GET THE LEADING EDGE

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SOME OF THE KEY

ATTRIBUTES THAT GIVE KNOWLEDGE NOW A COMPETITIVE ADVANTAGE ARE:



INTRODUCTION

Message from the
MEMBER BOARD OF GOVERNORS

PROFESSOR TED MARRA, PHD

Board Member, Knowledge Now

I have been fortunate to have accumulated 42 years of global business experience – consulting, strategic facilitating, organisational change and developing executives through unique learning programmes. During that time I have lived or worked in some 38 countries and assisted more than 160 organisations in virtually every sector, industry; product, service or support group.

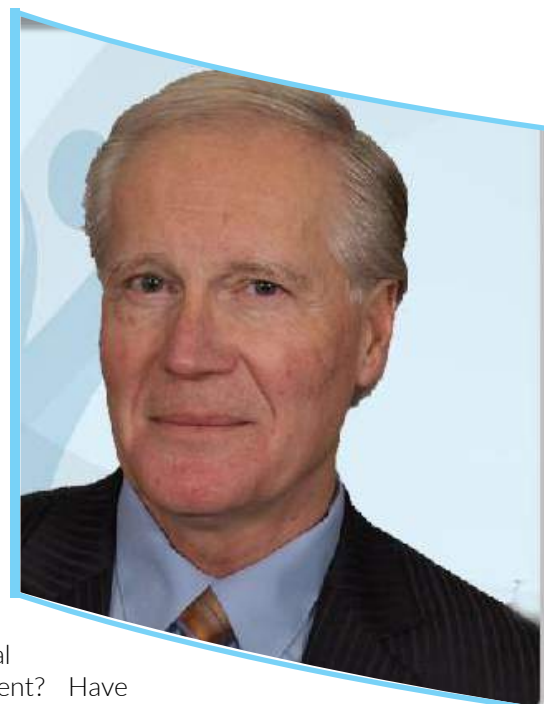
My personal mission has been to inspire leaders of today and those of tomorrow – helping them to gain deep insights, broad and relevant understandings and to give them a compelling sense to act as catalysts for change in their organisations – their industries or sectors especially, but not exclusively, as it relates to matters of strategic importance.

For some time now you have believed in the importance of learning and development in your organisation – building within your leaders of today and tomorrow the right combination of capabilities – the competencies to help maintain your organisation's course even in turbulent times as well as better ensuring its success in the future however you choose to define it in your business context.

Yet you have many questions. Are we doing the right thing – really building the capabilities, the competencies that are going to be needed for the challenges ahead? Just what return have you really received on your investment? Have you really ensured that your executive development is aligned with the business needs that exist? Has it helped you produce better results – to be more competitive or successful? Have you spent too much time focusing on an effective executive development process and lost sight of the business outcomes you really need?

For me, my agreement to become a member of the board of Knowledge Now was like a breath of fresh air – a unique opportunity to join with a rare and, in my mind, incomparable team of visionary, intuitive individuals who are incredibly passionate about bringing their collaborative and creative genius to help build, in the best possible way, the capabilities – the competencies that will be essential for you – the leadership team of today and tomorrow – ensuring they will be able to build and maintain an enduring organisation – one that stands the test of time, change and turbulence; continuously maintains excellence in all it does; consistently produces benchmark results including a deep concern for societal outcomes; and all the while, creating and delivering exceptional value for all its key stakeholders.

I am proud to say that I represent Knowledge Now and I am 100% convinced that you will now have 'someone to believe in' when it comes to making your choice of a world-class provider of learning.



Message from the MEMBER BOARD OF GOVERNORS

PROFESSOR WILLIAM P KITTREDGE, PHD

Your business environment and your customers' expectations are changing at an ever accelerating pace. Globalized markets present a dual challenge. Your company's competitors can be anywhere in the world challenging not only your company's products and services but also vying for the best new talent and recruiting your company's best employees.

How you respond to these challenges determines your company's short-term success and long-term viability. Today's business environment presents challenges that require creative, cost-effective solutions – Knowledge Now solutions.



Knowledge Now's international team of seasoned content developers, presenters, technical experts, and program managers provides up-to-date content tailored to your situation. Knowledge Now customers also enjoy a wide range of delivery options. Knowledge Now stands ready to create custom programs and workshops, with a global perspective, for your company.

During my own career in senior private sector, government, and academic positions, I've seen the accelerating pace of change leave individuals, companies, universities, and governments behind simply because they could not access cost-effective resources to address the challenges they face. I joined Knowledge Now specifically because Knowledge Now's approach responds to those challenges dynamically and flexibly, delivering customized content cost-effectively.

In my own recent work, I delivered in person workshops at the Medinah Institute for Leadership and Entrepreneurship (Medinah KSA) and the Asian Institute of Technology (Bangkok Thailand) for senior executives from many nations including Australia, Bhutan, Cambodia, Egypt, India, KSA, Nepal, Qatar, Thailand, Turkey, UAE, and USA.

The courses and workshops varied from 1 -10 days and addressed a wide range of topics including recruiting and retaining Millennial generation employees, public-private partnerships, social enterprise planning, telecom management, computer systems security, and risk management in

globalized banking. The development and delivery of appropriate content, program management, and provision of appropriate technical services for such a broad range of topics across widely separated locations is only possible when a diverse group of seasoned professionals representing many disciplines and specializations works in a coordinated fashion to produce excellent outcomes – that team is Knowledge Now.

Many companies cannot afford the disruption associated with prolonged absences by senior people and they must keep their team's skills sharp through continuing professional education – Knowledge Now provides a complete, cost-effective solutions for them.

I am delighted to be part of this vibrant team. I hope that you will contact us soon to discuss your requirements. I am confident that you, and your company, will find Knowledge Now work products are uniformly excellent, as so many have already done.

ABOUT US



“LET OUR EXPERTS, TAKE CARE OF YOUR BUSINESS!”

Knowledge Now is a knowledge based executive consulting firm and digital solutions provider. We provide executive development services and full cycle knowledge based consulting solutions including strategy consulting, online marketing, strategic positioning, custom solutions, technology implementation and backend support, content creation, outsourced content marketing, lead generation, demand generation and online portfolio design, strategic Human Resource Management and succession planning, performance management, productivity efficiency, leadership and management and a particular focus on advanced analytics. KN is a trusted knowledge solutions advisor to some of the world's largest firms.

KN brings a unique blend of world-class professional experience born of working with some of the world's leading organizations, with the care and attention that only a small firm can provide. We believe it is our ability to provide personalized service across the world with enterprise-worthy results what makes us unique.

Knowledge Now is a hand-picked team of dedicated, creative and passionate professionals. We do not claim to have unique understanding of the customer needs nor do we promise to produce the results within days. Instead, we operate as an experiential lab and believe in the power of experimenting and trialing. We collect requirements, funnel them through to the beaker and add our own ideas to start a new chemical reaction. The result of this process is a solution which strengthens our customer as a unique brand not just a commodity.

As a services firm, we know we are only as strong as the people that are a part of us. For this reason we strive to build a multidisciplinary team of intelligent, hard-working, and global consultants. Our team members hail from all across the globe.

Knowledge Now takes pride in selling the passion not skills; the passion to always do something new, something awe inspiring for our clients which no one else has ever done before.

KNOWLEDGE NOW WHO WE ARE

We transform executives into Leaders and provide knowledge based strategy and consulting solutions that can help your organization get recognized globally.

There is no strategy without execution, and there is no execution without leadership!

Have you ever wondered why corporations and organizations like Proctor and Gamble, Johnson and Johnson, Merck, IBM – all over 100 years old and newcomers like Apple and Google are not only the worlds most valued entities economically but just on going and going – winning and winning like the Eveready Bunny?

The answer is simple – not only have they stood the test of time and through it all – short or long, led by example and set the standard for excellence, long-term performance and adding value to stakeholders, but they continue to EXECUTE almost flawlessly and seamlessly their strategies.

Strategies are meant to carry companies onwards and upwards to lofty performance and competitive advantage. Sadly, in the majority of firms, big and small, strategies are rarely delivered and often die a silent death on a dusty shelf in the corner office, along with failed strategies from years gone by.

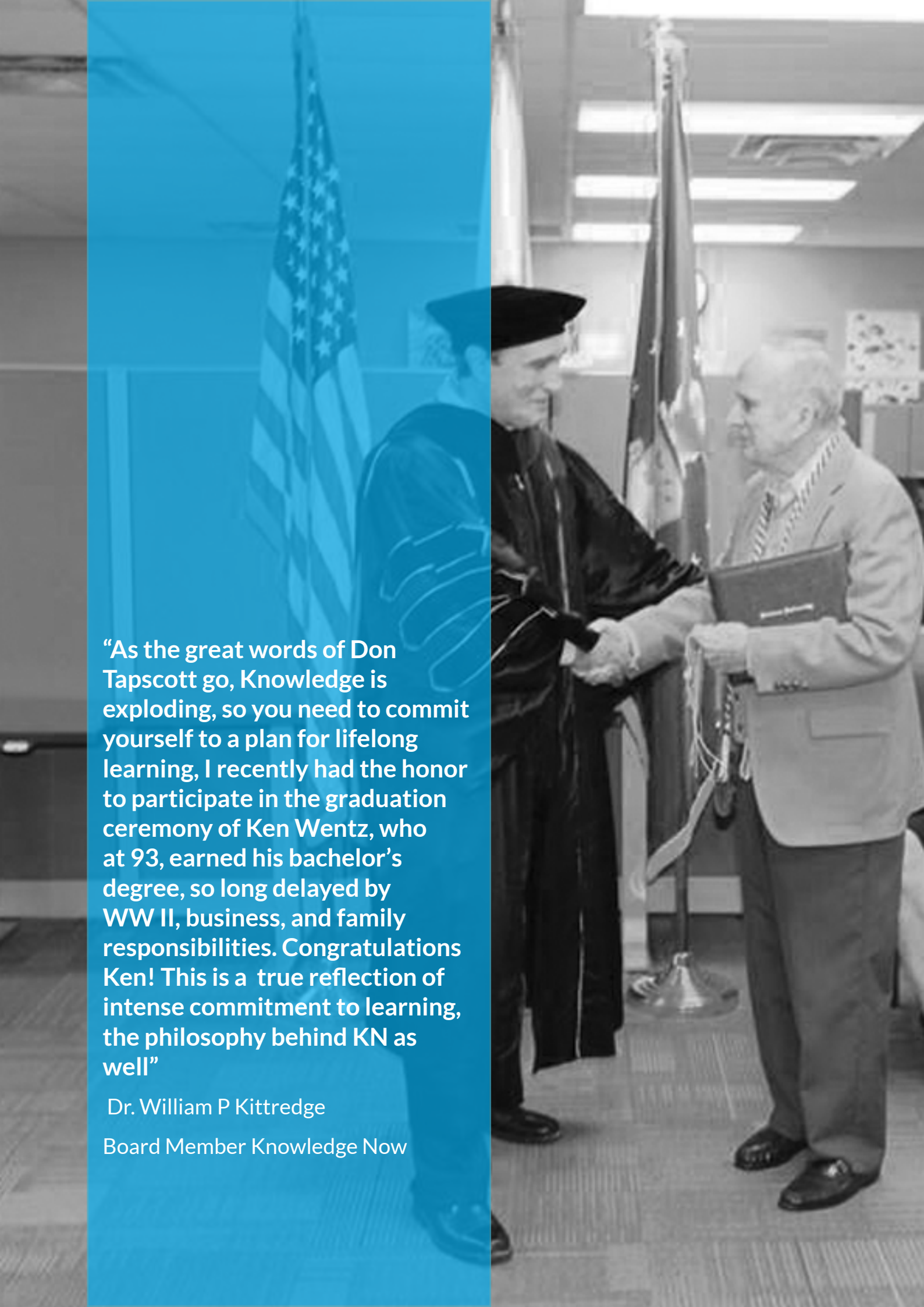
Strategy is not a document, a binder, PowerPoint charts, graphs, customer or competitive analyses. Strategy is a contact sport and cannot succeed without robust execution (not plans, actions). Too often good strategies fail to get implemented because of the overriding focus of most companies on solving day-to-day business problems. There is no time, energy or resources left to execute strategic initiatives. Strategy execution is too often left as an “afterthought” – sad, but true!

“The important thing is not having a strategy, it’s getting it implemented. — Jack Welch

With the global financial markets in upheaval, exploding competition from all sides, the complications associated with internet coupled with cloud technology, social media and a torrent of technology - enabling radically new business models, you need to get them right – first time, every time, on time!

Do not procrastinate any longer. Our experienced team of international high profile consultants and facilitators work with your organization to transform vision into a reality. We serve as a hub for extremely qualified and visionary leaders who can turn your businesses into successful entities and can educate you on your strategic moves and upcoming threats.

“Execution, execution, execution!
Heed the words of Arnold Glasow.



“As the great words of Don Tapscott go, Knowledge is exploding, so you need to commit yourself to a plan for lifelong learning, I recently had the honor to participate in the graduation ceremony of Ken Wentz, who at 93, earned his bachelor’s degree, so long delayed by WW II, business, and family responsibilities. Congratulations Ken! This is a true reflection of intense commitment to learning, the philosophy behind KN as well”

Dr. William P Kittredge

Board Member Knowledge Now



OUR MOTTO

GLOBAL EXPERTISE, PERSONALIZED SOLUTIONS

The great success our clients enjoyed over the years is a testimony to Knowledge Now's approach. Within a few years, our clients have transformed into one of the biggest and most prestigious executive education institutes and firms.

We do not create strategy rather we act as a mirror which reflects their own strategy, identify major flaws and propose the right solutions, again based on experimental thinking and learning according to unique needs of our clients.

While we are a global consulting firm, we have never seen size as an end in itself. We strive to be the preferred strategy consultancy for a select number of prestigious clients to whom we can devote our full attention, creating exciting solutions and opportunities.

We work side by side with our clients to achieve long lasting strategic performance improvements and maximize long-term growth. While our style is collaborative, we remain challenging, tailoring each solution closely to the situation at hand.

The strategies we develop are creative, possibly provocative yet always practical and, above all, actionable.

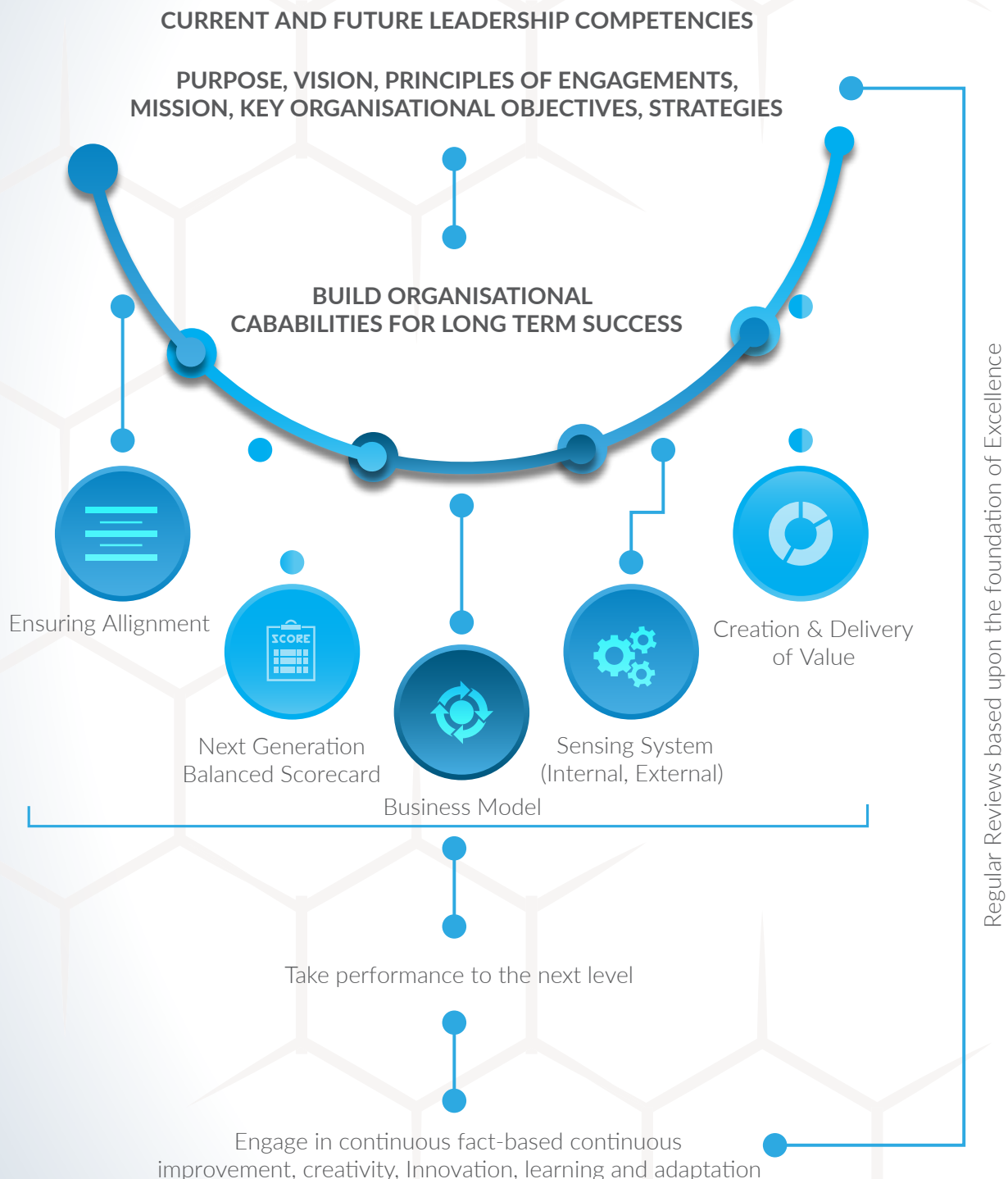
At KN, our goals are always firmly tied to your company's goals. If you are hoping for a maximum return on investment, we will perform a thorough analysis of the most cost-effective tools and solutions that can be integrated into your current strategies. We will meet with your team, via internet conferencing or face-to-face, to understand the in's and out's of your current system, and our expert pool of consultants will make recommendations based on what's most likely to bring both short- and long-term success. We know what's working for others in your industry – tools and tricks they are using to get the competitive advantage you desire for your own company.

We also provide open enrollment masterclasses/workshops and solutions which can act as the most powerful tool for achieving the right needed directions a company needs in order to strategically place itself ahead of its competitors.

In modern digital milieu, technology is changing faster than evolution but one thing that remains the same is emotions and connections. Knowledge Now proves that a visionary mind, powerful content and correctly applied knowledge based solutions can help our clients to embark a fascinating journey to success.

OUR APPROACH

Looking both to current performance as well as your performance in the future it becomes increasingly clear that your leaders must possess the competencies that enable them to identify and build the necessary capabilities within your organisation to help it reach its vision successfully. In this regard the ability to think strategically is key as is the ability to effectively deploy strategy through the organisation. The following diagram seeks to describe the 'vital few' most critical issues.



What has been the realization over many years by the best practitioners, academics and world-class organisations is that the ultimate long-term success of any organisation comes down to the relentless and crystal clear focus on a 'vital few factors'. These are depicted in the the diagramme above: (1) your business model which consists of some 5 critical elements (including its culture which can either be the biggest enabler or biggest inhibitor of success); (2) ensuring alignment of your organisation around its vision; (3) capability to continuously create and deliver value to all key stakeholders; (4) ensure a world-class 'sensing system' or strategic information architecture that lets you know the precise health of your organisation from an internal and external perspective; and (5) has a balanced scorecard which could be characterised as a 'new generation' – one which goes well beyond anything in standard practise today except by those organisations which 'fit' the definition of an enduring and world-class organisation – one which is truly 'best of the best'.

It is the leadership team which must create and continuously reinforce the 'business model' of their organisation – making certain that they are doing the right things right' – the essence of leadership. They must also possess 'Relationship Mastery' and the power, as stated before, of 'Strategic Thinking'. Everything that is done must align with and support the critical success factors necessary for achieving the vision. Everything that is done must also be 'true' to the organisation's shared core purpose – its reason for being.

The synergies created within the business model become the very 'soul' of the best organisations – one capable again and again of achieving superior performance. Such organisations understand and consistently pursue continuous fact-based improvement; foster creativity leading to a steady flow of innovation in all areas of the organisation from service to product to technology and more; have learned how to adapt effectively and efficiently to change; and all the while 'learning' the key lessons that make them better, stronger year upon year.

Reviews of organisational performance by the leadership team are no longer 'blame' sessions or attempts to 'kill the messenger' but to act as 'all one team' and once again ensure that emphasis is on not just on 'doing things right', but on 'doing the right things' for the organisation – for it's people - for its stakeholders long-term. The principles of excellence guide the performance review process. The organisation also always abides by a set of 'principles of engagement' which ensure that social well- being and social innovation, corporate social repsonsibility, sustainable clean energy approaches and more act as a roadmap which the organisation consistently follows.

Whether a private sector, public sector or NGO organisation, we begin by understanding the business outcomes you seek – your purpose, vision, mission, key organisational objectives, strategies and critical success factors as well as those key performance indicators you utilise to measure the progress and success of your efforts. This, together with an insight into your culture and operating environment will allow us to understand your organisational 'context'. Then applying unique design and development 'tools' and 'techniques' allow us to structure the optimal solution which will deliver the bottom-line results you expect and need.

The delivery approaches selected, whether coaching, guided learning, classroom interactive, or any of the other of state-of-the-art learning approaches in our portfolio as described below in this document would be tailored to the learning style of your organisation. Our approach leads to "embedding" the competencies you need in your people at an accelerated rate.

It doesn't stop there. We go further to "evaluate" not only participant feedback to the sessions for improvement purposes, but application of concepts and their use in helping you achieve your organisational objectives more quickly. The last stage is determining the organisational impact. How far has the organisation moved forward as a result of the programme. How has the context of your business changed for the better? Have you received the return on your investment that you were seeking? The following diagrams helps to illustrate.



KNOWLEDGE NOW's

INTEGRATED PHILOSOPHY



MENTAL

- Speakers diversity
- Pre-event learning style assessment
- Mentoring by facilitators
- Latest research
- Best practices
- HBR case studies
- Best selling books

PHYSICAL

- Healthy and balanced food during the event
- Dietary advices
- Early morning exercise and mid-day stretching activities
- Medical check up

ACCESSIBLE

- Relevant networking opportunities
- Executive connection building
- Team building techniques
- Sohba

EMOTIONAL

- Executive Coaching
- Life Coaching
- Image Consulting
- Networking opportunities

Our Clients

OUR INTERNATIONAL CLIENTS



OUR REGIONAL CLIENTS



OUR GLOBAL CONSULTANTS NETWORK



“It is not the physical infrastructure which makes a nation resilient, rather it is the intellectual assets and human capital that enables sustainable development and prosperity of a country. At Knowledge Now we aim to educate the executives of our country and help them develop themselves.”

Imran Zawwar

Senior Partner Knowledge Now

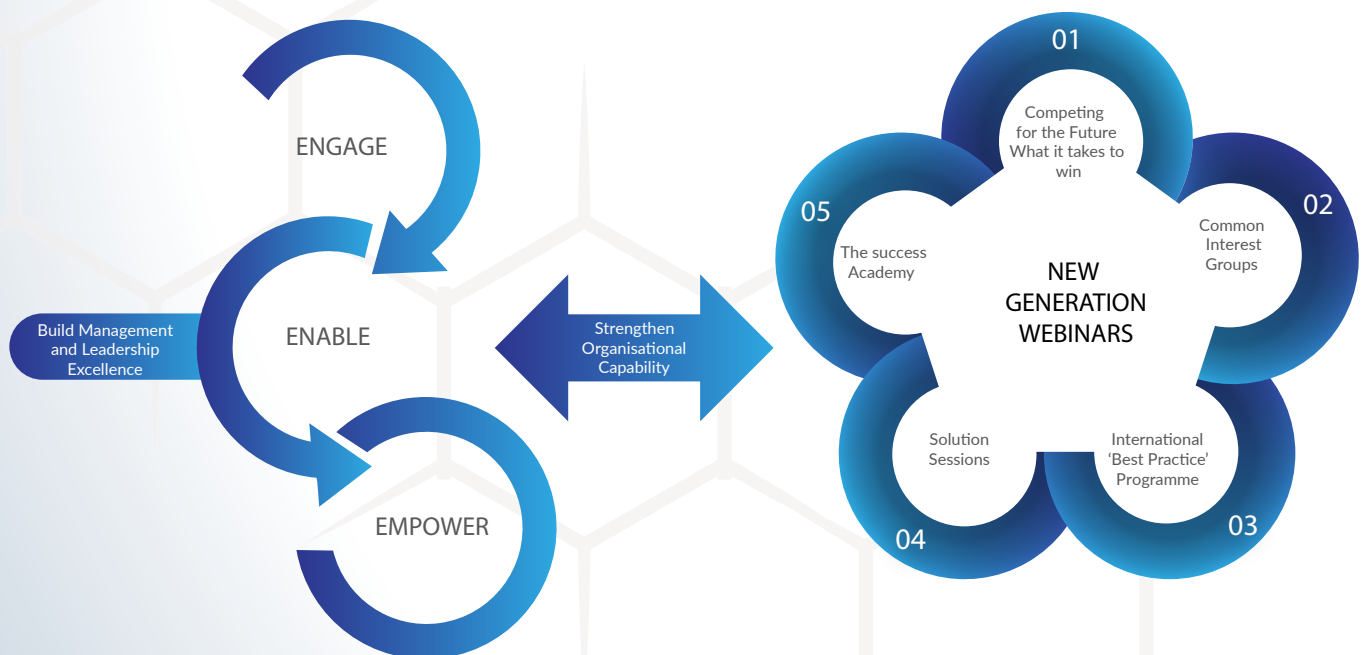


A Snapshot of Our Portfolio:

LEARNING AND DEVELOPMENT

No knowledge based provider can ignore the need to ensure that they can contribute to ensuring excellence in management and leadership in organisations. This must be the foundation of its offerings. Our goal is to **engage, enable and empower** participants in new creative and powerful ways that helps them not only **reach their full potential to contribute**, but ensures they are able to act as **catalysts for change** to strengthen their organisations capability to be successful now and in the future.

More detailed information can be found in the 2-page descriptions of each of the components shown in the diagram below available from Knowledge Now.



Knowledge Now not only has a unique set of **over 30 Master Classes ('Competing for the Future: What it Takes to Win') as well as a Success Academy** both of which provide the most 'vital' learning and development programmes needed by organisations today, but is continuously looking ahead at new emerging trends, changing requirements and potential changes in technology, markets and other key factors which will determine future success – thus its programmes look to the future and are constantly evolving to meet your needs now and in the future.

Probably the best way to distinguish between the Master Classes and the Success Academy is to say that our Master Classes generally focus on the 'strategic' requirements of senior executives and potential leaders of tomorrow. The Success Academy focuses on building a the right foundation for team leaders, supervisors, first line and middle managers around 'operational' factors of critical importance to future success and a sprinkling of strategic elements to ensure they also develop a more 'holistic' perspective of an organisation.

Our uniqueness, aside from the topics we offer, flows from the following (partial listing):

- Delivery in many cases by 'practitioners' – individuals with 25-45 years of hands-on global experience with organisations in every sector and industry – true thought leaders in their fields of expertise
 - In selected situations, programmes are co-facilitated and bring both academic and practitioners together to facilitate the learning
- Programmes range from short, high impact intimate ones to larger, either in-house or open venue, learning sessions
- Content will integrate not only the hands-on experience of the facilitators, but inputs from key studies by or organisations such as Booz & Co, McKinsey, PWC and others; global surveys of strategic importance by Gallup, Gartner and more; key learning points from journal articles and books of global thought leaders including those of the facilitators; and case studies but utilising a new and more powerful learning concept.
- Coaching and follow-up on execution are also available



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PHYSICAL PROGRAMS MASTERCLASSES

Knowledge Now is perhaps one of the very few organizations in Pakistan who have the reach to the likes of Harvard. We have been successful in convincing many of our elite faculty members to come and visit Pakistan to help our executive development process.

We proudly boost that our programs are very different from the present market offerings. The Pakistani industry is still stuck with the enigma of Corporate Trainings, while the world has moved on to Learning and Development.

We do not provide trainings, rather we facilitate Executive Masterclasses. Our Masterclasses have unique research based content that educate the executives and transform them as Leaders!



TALENT MANAGEMENT AND TALENT LEADERSHIP

An effective, operational and simple Talent Management Strategy is the most important strategy for any organization. A successful implementation and execution of Talent Management Strategy will give an organization a real Competitive Advantage and a platform for High Performance and Sustainable Results.

This one day Masterclass will be a mixture of lectures and workshops with emphasis on hands-on experiences and What Really Works! We will discuss and elaborate on The Paradoxes of Talent Based Leadership and how International Best Practice in terms of Talent Management & Talent Leadership is translated and adapted to local circumstances and culture such as that of Pakistan.

XCEPTIONAL EXECUTION

The latest research shows that the average attention span of a goldfish is 9 seconds, of an individual it is 8 seconds. Engaging and building brand loyalty is becoming an extreme challenge. Using this methodology of Xceptional Execution, which draws on over 2 decades of breaking sales records in client companies, this session will highlight the secrets to dramatically increasing your sales and developing long term sustainable relationship with your customers.

FOUNDATION OF EXCELLENCE IN MANAGEMENT AND LEADERSHIP

This Masterclass will focus on Strategic Concepts Critical to Managing and Leading Your Organisation. It will review the 8 factors which will determine the capability of your organisation to be successful long-term.

- Foundations of Excellence in Strategy
- Relationship Mastery
- Foundations of Excellence in People Management
- Foundations of Excellence in Process Management
- Foundations of Excellence in Leadership



STRATEGIC THINKING AND ORGANIZATIONAL ALIGNMENT AROUND YOUR VISION

The masterclass will focus on the importance of reflection (Rothwell & Chee, 'Becoming an Effective Mentoring Leader'), why it is vital to becoming a successful leader and role model and why should anyone be led by you?

Participants will be challenged to 'think totally out-of-the-box' - to leave behind what they have known and move into new territories to gain competency in strategic thinking and intuition if everything they once knew suddenly changed.

STRATEGIC CUSTOMER/STAKEHOLDER RELATIONSHIP MANAGEMENT

The Strategic Customer/Stakeholder Relationship Management System organizations must have to be successful. In this Masterclass All aspects which has evolved over some 40+ years of hands-on experience will be discussed in the context of your business.

- The 7 steps to developing a relationship strategy with special emphasis on 'alignment' with your key account at two levels
- Being aware of the two costs all customers incur in doing business with your organization and which one can prove most damaging to your organization
- What is an ideal supplier? Is your organization viewed by customers as an ideal supplier? An 'innovative' supplier? How do you know?



HUMAN PERFORMANCE EXCELLENCE

This Masterclass will discuss how human performance excellence based on the extension of Gary Hamel's people model. Also What Gallup in their global strategic study has to say about employee engagement and why it's so important to your organization's performance. This Masterclass will also look into ensuring all of your HR Systems are consistent: job descriptions, recognition systems, performance evaluation systems, reward systems etc.

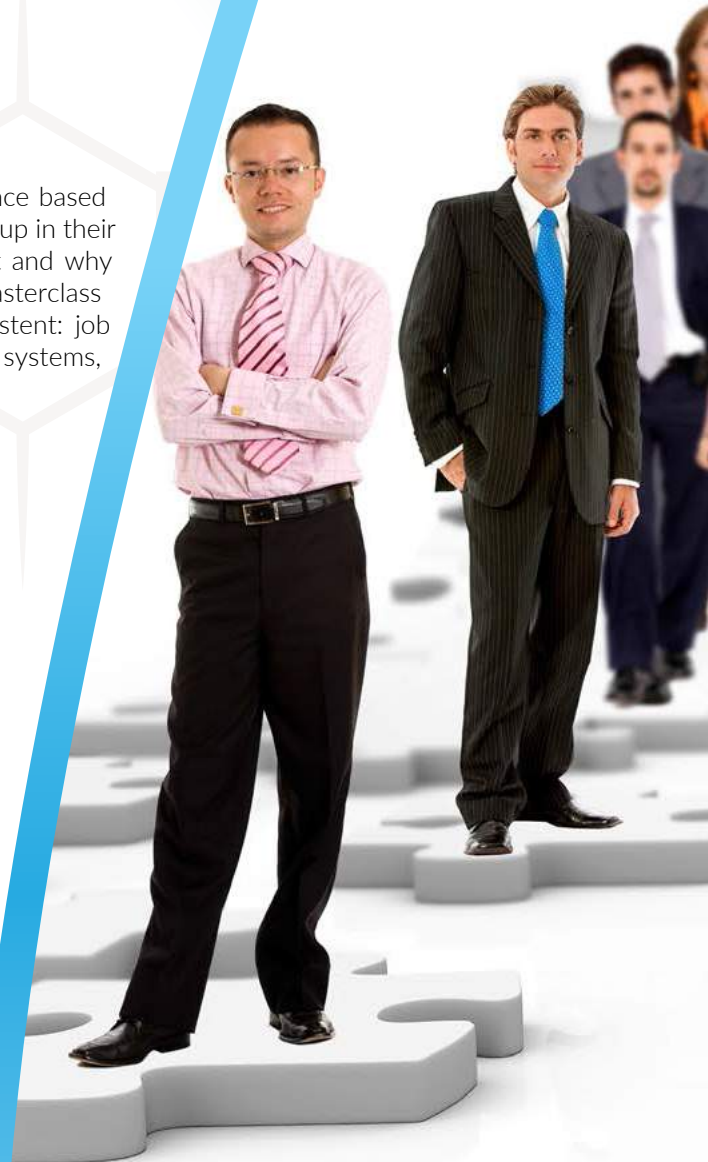
ORGANIZATIONAL CHANGE AND CREATIVITY

This Masterclass will discuss a different perspective on organizational/cultural change. The Implications for your organization; similarities or differences. Examples of Siemens, Electrolux, Xerox and others will be discussed in reference to the topic. Also this Masterclass will focus on Adaptation – one element critical to creating an enduring organization, what does it mean and how do you do it.

INNOVATION – SILVER BULLET

Innovation is a necessary but not sufficient condition for the success of any organization. Do you have what it takes to be considered an innovative leader? This Masterclass will Review the benchmarking results from some of the most innovative organizations in the world and will show the participants on to compare the results.

Also the focus will be on Key strategic studies by Strategy&: 'How Innovative Organisations Keep Winning' and 'The Critical Link between Culture and Innovation'.



COMPETING FOR THE FUTURE: WHAT IT TAKES TO WIN

This Masterclass will focus on:

- How does a truly strategic organisation think?
- What do you focus on in your organisation?
- Are you creating an enduring organisation that stands the test of time and turbulence, maintains excellence consistently, and exhibits market leadership in all aspects of performance and reputation while it simultaneously creates and delivers value continuously for all key stakeholders - or will your organisation simply be buried in the shifting sand?
- What is a Business Model? What should it be?
- Describe your business model so any employee can understand it!
- How it should be defined – the critical components, what are your organization's 'Principles of Engagement'?
- Bringing it all together – the concept of renewal' or sometimes referred to as 'anti-fragility'
- How agile and resilient is your organisation? How do you know?
- What examples can you share that indicate your organisation is agile?
- What examples do you have to show your organisation is resilient (able to get back to normal performance quickly after a major economic, market, technological or competitive disruption)?
- What factors influence agility most?
- How does your organisation compare against each one of these factors? (self-diagnostic)

THE KEY STRATEGIC CONCEPTS EVERY EXECUTIVE NEEDS TO KNOW, UNDERSTAND AND USE TO ENSURE SUCCESS, COMPETITIVENESS AND PROFITABLE GROWTH.

The most critical strategic concepts every executive needs to know, understand and use to make their organization more successful. This session, in part, represents a review and reinforcement of key strategic topics discussed through many of the Masterclasses plus adds new ones. Executives will be asked to describe/use each of the concept given in the figure on the right hand side, for their organization and to share their learning's based upon them.





STRATEGIC ACCOUNT MANAGEMENT

This Masterclass will focus exclusively on Strategic Account Management

What are your criteria for defining a 'strategic account'?

- How do you differentiate between a 'plain vanilla' and 'value oriented' account? Why is it critical to do so?
- Why do your Strategic Accounts need to contain some of both?
- Can you 'fire' some of your customers? YES!
- The relative costs of getting a new customer versus keeping an existing one

Where are your accounts in terms of the quality of the relationship they have with your organisation? Where are they on the 'Loyalty Hierarchy'?

- The 'risk' of having accounts which are 'indifferent' about their relationship with your organisation
- Learning from comparative customer satisfaction surveys

Developing the right relationship strategy for your strategic accounts

- Determining if you are viewed as an 'Ideal supplier'
- Balancing quantitative and qualitative feedback and why qualitative is even more critical
- Utilising a 'best practise' Relationship Review process with your key strategic accounts
- The critical importance of spending time with your key or preferred suppliers

Identifying future accounts with potential

What are your true 'competitive advantages' over competition and how do you know?

- Who is your competition and why the 'usual suspects' may not be your only concern!

What are your 'vulnerabilities' and how & when do you plan to address them?

THE VITAL FEW QUALITY TOOLS AND TECHNIQUES PLUS THE CONCEPT OF ANTI FRAGILITY

In this master class executives gain an in-depth knowledge of quality tools and techniques. Executives are challenged to prioritize key problems at their organization and form solution teams. Using problem plumbing tools, techniques and root cause analysis, executives solve problems and gain the skills needed to teach these techniques to their high potential employees.

OPERATIONAL AND STRATEGIC DECISION MAKING AND THE CONCEPT OF HYPER DECISION MAKING

This Masterclass will focus exclusively on operational and strategic decision making and topics include the new concept of 'Hyper-Decision making' developed in partnership with some of the world's best decision intelligence organizations: Informed Decisions in Sweden, Ontonix in Italy/Switzerland and Quantellia in America.

Topics explored includes but not be limited to the following:

- How to ensure decision-making in your organisation is more than a zero-sum game where half the time you get it right and half the time you don't?
- What is your cost of lost opportunity associated with decision making?
- What are your key strategic positions – the ones where if something goes wrong the damage is huge? Who is sitting in these chairs – your best people hopefully?
- How should you define an 'optimal' decision? What's your success in making them?
- What are the nine factors that more than any other will influence the quality of decisions made in your organisation?

Self-diagnostic to find your weaknesses

- How do you build a world-class 'sensing system' that will power your decision making at all levels of the organisation?
- How the Dark Side of Leadership can influence to make 'bad' decisions

SERVICE EXCELLENCE AND CUSTOMER FOCUS

This Masterclass focuses on Service Excellence and Customer Focus

- Understanding the requirements for achieving service excellence
The 'Eight Pillars of Service Excellence'
- A 'best practice' training and development program in Service Excellence
What a multi-module learning program in Service Excellence should be
- Is your organisation achieving service excellence?
Service quality buys you no differentiation in the mind of the consumer
- Understanding the true requirements for Customer Focus from a Leadership perspective
Examples from Duke Power – Electric Utility and others such as Xerox
What CEO's have said when interviewed about Customer Focus

SALES, MARKETING AND ORGANIZATIONAL CHANGE FOR ENHANCED COMPETITIVENESS MARKET SHARE AND PROFITABLE GROWTH

How to Create and Deliver More Value to Your Key Stakeholders while Driving Organisational Change

- Assessing how customer and market focused your organisation really is or isn't!
- Priority setting opportunities for better organisational performance with rationale
- The concept of 'value' defined the right way and why it is one of the most important strategic concepts to evolve in 20 years
- The basis for exceptional stakeholder relationships and competitiveness
- Service – the forgotten element of success
- What sales and marketing must and must not do to help their organisation be successful
- Understanding culture and why it is the biggest inhibitor or enabler of an organisation's success
- Is the leadership team a team? Are all member of the leadership team 'role models' or 'anti-role' models?
- Critical information you need to know to be able to design the most appropriate customer feedback system

KNOWLEDGE NOW's IN-HOUSE MASTERCLASSES

All courses at Knowledge Now's own learning delivery arm can be delivered in-house for groups of people in your organization

We Offer;



Relevance

01

We incorporate case studies and learning methods that are immediately relevant to your people. This means that they can put their learning into practice straight away and make an impact immediately.

Convenience
and Minimal
Disruption

02

Learning is scheduled to fit with your business' day to day activities, and, because it is held at your premises (or premises of your choice), your people do not incur the expense and loss of time from travelling further afield.

Cost
Effectiveness

03

You pay per event, rather than per person, giving you a much larger return on your investment.

Time
Effectiveness

04

You don't need to design a course, train a trainer, worry about the administration and logistics – we do all the work for you.

Flexibility

05

We deliver learning in a variety of different formats to suit your particular requirements – master classes, bite size, blended, e-learning, etc.



KNOWLEDGE NOW CUSTOMIZED WEBINARS (IN-HOUSE/OPEN ENROLLMENT)

WEBINAR DEVELOPMENT & CONTENT DEVELOPMENT, ORGANIZATION, MODERATION AND MANAGEMENT

Knowledge Now has taken 'Webinars' to the next generation. Our programme focuses on using Webinars in a much more intensive and longer-term manner together with homework which is reviewed by the facilitator and certification. Some programmes may take a topic such as 'Agility' or 'Value' with each consisting of 3-6 or even more sessions of 1-2 hours of learning and interaction.

NEURO LINGUISTIC PROGRAMMING

Neuro Linguistic Programming (NLP) has been described as 'the owner's manual for the brain'. Originating as the practical study of how excellent performers get their results, NLP has given us a practical toolkit for improving performance in the 'people' aspects of business, as well as in many other areas including coaching techniques, sport and personal development.

If you want to have more success in your business, if you want to relate better to other people, if you want to be able to help others to be the best they can be, and if you want to understand and manage yourself better, NLP gives you some great ways to do it. This webinar is an introduction that shares some practical tools for using NLP in business.

PERFORMANCE MANAGEMENT

Our digital and global age has further created imperatives for new paradigms of leadership to be created and actively applied. Something has to change. And it starts with the leader.

Drawing on the evidence based transformational leadership and CASE models and Gallup research around engagement, this webinar will present the key principles of each of the models and encourage a robust discussion on how to convert them into action.

LEARN THE 5 THINGS EVERY BRAND MUST LEARN TO SURVIVE AND THRIVE

In our crowded and highly competitive marketplace how does a brand differentiate themselves in today's social economy where everyone has a platform to be seen and heard almost real time? How do brands build such an engaged following as to create a platform of influence so powerful they wield the ability to change perception in any given industry? Learn the 5 things

every brand must do to not only survive but thrive in a social economy.

In this compelling webinar, the speaker will share insights and direction to navigating and surviving in the economy through providing solutions to future proof your brand for ultimate long term success.

ISLAMIC FINANCE

Over the past decade, Islamic Finance has been growing at twice the rate of conventional finance, attributable in large part to the performance of Sharia compliant structures during the 2008 global financial crisis. Islamic finance combines Islam, risk and reward into a unique form of commerce that has existed for over 1,400 years, but only for 40 years in its current modern state.

Islamic Finance is an approach to banking and finance which adheres to Islamic or Sharia law. As such, it bans interest payments, speculation outside of a business context, and investment in products not believed to be 'halal' – such as gambling, pornography, alcohol, and pork. There is also another critical feature of Islamic Finance which is the asset backed and shared risk which characterizes the modes of Sharia complaint financing, which is a key driving force of the growth in Islamic Finance globally.

LEARN HOW TO REDUCE COSTS BY MORE THAN 28% - 10 STEPS!

This webinar will cover a high level process of the procurement cost reduction processes we have used successfully for more than 30 years for organizations from small to large (keep in mind that we have always reduced costs in more than 98% of the clients we have engaged, with an average savings of more than 28%). Also the webinar will cover ten steps of how to bring greater results in everything that is purchased in an organization, from small to the largest.

HOW TO CREATE A CULTURE OF



INNOVATION IN YOUR WORKPLACE

As leaders, we always want better results. We want productive, vibrant organizations that serve at the highest levels. We live in the innovation age where innovation is a critical foundation for best practice and organizational success. The world needs leaders who can engage their people in innovation and unlock the creative potential in both the team and the organization. High performance depends upon building innovation capacity.

Yet many leaders who are tasked with leading innovation don't have all the pieces of the puzzle. They lack a coherent strategy to pull all their innovation efforts together and keep the momentum going? Sometimes it can seem like a daunting prospect to change the culture of a team, department or organization and to effectively embed innovation for on-going results. Many leaders have experienced the frustration of wasted time and resources on innovation efforts that have lost direction and momentum.

THE TRUSTED LEADER

Studies have shown that companies with high trust levels outperform companies with low trust levels by 186%. The most successful companies, businesses, organizations and leaders in the world today are those who also possess the highest levels of trust among their clientele, their employees, their products or services, and their communities. Trusted leaders also know that trust doesn't just happen. It requires intentional development, maintenance, and protection. In this webinar Toby Travis, certified leadership trainer and consultant, will not only identify the value and importance of developing trust, but also introduce you to practical and immediate steps you can take tomorrow to increase (or restore if necessary) the level of trust in you as a leader and in your company or business by those you work with, those you serve, and the community you live in.

HOW TO COACH THROUGH CHANGE AND DISRUPTION

The globalization of the economy and the evolution of technology demands that businesses adapt to change effectively and efficiently. While disruptive business models and global competition require organizations to hire new employees with cutting-edge skills, experts claim that the average shelf life of many technologies is now just five years, creating huge upheaval in the market place. Today businesses must implement and adjust to new technologies and in-demand skill sets faster than ever before. To do this, organizations need to constantly adapt, and in many cases continue to reinvent themselves to ensure relevance in a rapidly changing economy. As a result, leaders and managers now find themselves managing change at unprecedented levels.

In this webinar we'll explore how to assess the drivers of change - both internal and external - that businesses regularly face, and how to address the many misconceptions that derail the change process. The majority of the session will focus on the human side of change management within an organization, and how leaders can use coaching strategies to support managers, teams and employees to survive and thrive in the process of change.

GETTING TO GRIPS WITH THE MEDIA

Whether you need to obtain publicity in local, regional and national newspapers, trade journals and magazines, broadcast media or digital & social media, the basic principles remain the same. This Webinar aims to show delegates & participants what the media wants, how to deliver it and where and when to send it.

ILEAD 21 DEVELOPING ESSENTIAL SKILLS FOR CAREER & LIFE

i-Lead 21 creatively and enthusiastically assists schools in creating student leaders while preparing them for college, careers, and global citizenship. i-Lead showcases students' talents and current skills and builds upon them while teaching leadership behaviors and strategies to design their own future and positively impact the world. In this webinar you will develop an understanding of what iLead is, why we need iLead, How it is different and how it is implemented.

DO YOU KNOW THE 10 THINGS ALL SUCCESSFUL ENTREPRENEURS DO?

All truly successful leaders have an entrepreneurial spirit and to lead any organization in this rapidly changing global landscape there are a set of "must have" skills. We live in a time where change is inevitable and having the ability to quickly forecast, adjust, and modify our approach and thinking is critical. To often leaders get trapped in a mindset of second guessing themselves and it prevents them from seizing opportunity and taking their organization to the next level. Those leaders who embody not only the mindset but the skillset of an entrepreneur will separate themselves from the pack and be at the forefront of successful organization change and innovation.

In this webinar Dr. Steven W. Edwards will share with the participants those practices and behaviors that all successful entrepreneurial leaders must possess to thrive in era of uncertainty. This knowledge can transform a leader's ability to lead from the front, setting the pace for others to follow. Regardless if you are a seasoned entrepreneur or just getting started in your career you will benefit from the knowledge and expertise of a serial entrepreneur who successfully leads seven companies with offices on three continents.

HOW VIRAL LEADERSHIP CAN

BOOST YOUR BUSINESS RESULTS

Close to 50% of employees that quit give the same reason for leaving: Their manager, about 50% of employees blame poor performance on lack of direction and poor communication with their managers. These managers are often good people making bad decisions.

Managers with poor leadership qualities are contagious, and companies are losing good talented employees, productivity, and money because of that. How “contagious” are you as a leader? Are you infecting your employees with positive or negative qualities? If you want to be an effective leader who inspires excellence, then you need to know how to make your leadership go viral.

This webinar will help analyze why leaders inadvertently fail to motivate teams and drive good employees away, Assess the impact leadership style preferences have on team performance, Explore the key steps to develop a sustainable leadership strategy. And Evaluate effective strategies to improve leadership skills at all levels.

HOW TO MANAGE INNOVATION IN YOUR ORGANIZATION

Imagine that you are responsible for an organization whose core business depends on fossil fuels – an airline, for example. Imagine that your airline spends, let’s say, \$1 billion per annum on fuel. If you could find a way to save 3-4% on your fuel costs (i.e. \$30-\$40 million dollars per annum) would you be interested? Or imagine that you run a global fleet of delivery trucks. What if you could make one simple change in how your trucks are routed that would save you millions of dollars each year? Lastly, imagine if you could reduce the take-off weight of your fleet of aircraft by as little as 20Kg per flight. Across an annual schedule of thousands of flights per year, this could represent a net reduction of hundreds of thousands of kilograms. Would you be interested?

These are all real examples of creative ideas that have been applied in real business organizations to achieve massive increases in efficiency and decreases in operating costs. All of the ideas are themselves simple, but required the combination of an identified need, and a creative solution concept. All business problems are like diseases! They have symptoms, and they have root causes. A common mistake that we make is to identify and treat only the symptom, and not the underlying cause. This is like taking aspirin to treat a toothache. It masks the pain for a while, but doesn’t fix the problem. Innovation is about identifying the right problem – the underlying cause – and finding effective, novel and elegant solutions.

In this webinar, you will learn about the importance of innovation for modern business organizations. We will discuss the role of managers and business leaders

in supporting creative problem solving and business innovation. This will include how to get the best out of the individual staff, and how to create a company culture that favours innovation. We will look at tools that support organizational innovation, and how to measure your company’s capacity for innovative problem solving.

MANAGING YOUR SOCIAL MEDIA WHILE DOING YOUR BUSINESS

Managing your business and your brand online can be overwhelming. Yet using social media can create online authority and impact. Most times, businesses and entrepreneurs do not what social media works best for their industry. In this webinar, access the tools and techniques that help you post to social media. Build your online influence while you are meeting with clients and working your business.

TRANSFORMING FROM VICTIM TO VICTOR ANYWHERE, ANYTIME!

No matter who we are and how successful we have become, there is always the tendency to get caught up in inner negative conditions like complaints, frustrations, aggressions and resignations. More often than not we get stuck in these conditions on the cost of productivity, creativity and joy of action.

In this webinar I show you a practical and instant way to shift out of those states anywhere, anytime. The old methods of trying to overcome those conditions by suppression, denial or fight are neither really working nor do they shift us back into a powerful state of freedom, efficiency and flow.

The tool I invented is the Ladder of Power®. I will show you exactly what it is and how it works. Directly in the webinar you are invited to use the tool on any existing complaints, unfulfilled expectations, frustrations, aggressions or resignations. You will experience immediately the transformation from victim back to victor, from reaction back to creation.

Soft Skills Courses

Personal Planning

01

Problem-solving
using Therese
strategies

02

03

04

Coaching by ATD
Methodology

05

06

Performance
Management
Specialization

07

08

Dialogue
Communication
Skills

09

10

DISC Model and its
benefits

11

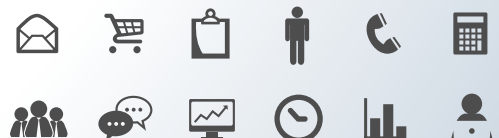
Emotional
Intelligence

Supervisory Skills

Leadership and
Team Building

Performance
Improvement
Specialization

Self-Discovery



Executive Development Solutions

Psychometric Assessment

Psychometric tests are a standard and scientific method used to measure individuals' mental capabilities and behavioral style. Psychometric tests are designed to measure candidates' Suitability for a role based on the required personality characteristics and aptitude (or cognitive abilities). They identify the extent to which candidate's personality and cognitive abilities match those required to perform the role. Employers use the information collected from the psychometric test to identify the hidden aspects of candidates that are difficult to extract from a face-to-face interview.

Once the Human Resources manager, or person/s in charge of hiring, ascertains that you have fulfilled the initial requirements for the position by reviewing your résumé, they will then send out a letter with specific instructions for sitting the psychometric test. The prime objective of this is to identify at an early stage those job applicants who are unlikely to fill the requirements of the position on offer and



consequently narrow the applications further. Some job applicants believe that the psychometric test is not a good measure to assess their real abilities, personality traits, and suitability for the job. However, the psychometric tests are statistically examined, and are constructed to be objective and unbiased. This is done by using standard methods of assessment so that everyone is presented with the same questions and instructions for completing them.

Our experience shows that psychometric tests are very reliable in predicting candidates' performance, and in most cases the test report provides an accurate evaluation of the applicant. However, this doesn't say that with a good preparation you can't improve your suitability for a job. We have proven that an effective preparation which highlights your relevant strengths and improves your weaknesses increases your chances to win the job you wish to get.

Learning Style Assessment

Overview

- The Learning Style profiler recognizes a unique learning style for each person, which if developed, will help improve the speed and quality of one's learning.
- Each person has a combination of different learning styles with one being dominant.
- The styles used for learning may vary according to different circumstances.
- There is no right mix. Nor are your styles fixed.
- By recognizing and understanding your learning styles, one may adapt the most suitable technique.



Why know your learning style

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- The styles used for learning may vary according to different circumstances.
- There is no right mix. Nor are your styles fixed.
- By recognizing and understanding your learning styles, one may adapt the most suitable technique.
- Identify your learning styles.
- Build on your dominant learning style to adapt quicker in shorter time frames.
- Develop your other less dominant learning styles to expand your range of learning.
- Understand more of your physical and mental aspects of learning.
- Recognize new learning technologies for yourself, team, department and organization.
- Utilize peak mental fitness to explore your hidden energies and potentials for new and unsolved issues.

360 Degree Assessment

This is a system or process in which employees receive confidential, anonymous feedback from the people who work around them. This typically includes the employee's manager, peers, and direct reports. A mixture of about eight to twelve people fill out an anonymous online feedback form that asks questions covering a broad range of workplace competencies. The feedback forms include questions that are measured on a rating scale and also ask raters to provide written comments. The person receiving feedback also fills out a self-rating survey that includes the same survey questions that others receive in their forms.

Managers and leaders within organizations use 360 feedback surveys to get a better understanding of their strengths and weaknesses. The 360 feedback system automatically tabulates the results and presents those in a format that helps the feedback recipient create a development plan. Individual responses are always combined with responses from other people in the same rater category (e.g. peer, direct report) in order to preserve anonymity and to give the employee a clear picture of his/her greatest overall strengths and weaknesses. 360 Feedback can also be a useful development tool for people who are not in a management role. Strictly speaking, a "non-manager" 360 assessment is not measuring feedback from 360 degrees since there are no direct reports, but the same principles still apply. 360 Feedback for non-managers is useful to help people be more effective in their current roles, and also to help them understand what areas they should focus on if they want to move into a management role.



How is 360 Degree Feedback Used?

Companies typically use a 360 feedback system in one of two ways:

- 360 Feedback as a Development Tool to help employees recognize strengths and weaknesses and become more effective. When done properly, 360 is highly effective as a development tool. The feedback process gives people an opportunity to provide anonymous feedback to a coworker that they might otherwise be uncomfortable giving. Feedback recipients gain insight into how others perceive them and have an opportunity to adjust behaviors and develop skills that will enable them to excel at their jobs.
- 360 Feedback as a Performance Appraisal Tool to measure employee performance. Using a 360-degree feedback system for Performance Appraisal is a common practice, but not always a good idea. It is difficult to properly structure a 360 feedback process that creates an atmosphere of trust when you use 360 evaluations to measure performance. Moreover, 360 feedback focuses on behaviors and competencies more than on basic skills, job requirements, and performance objectives. These things are most appropriately addressed by an employee and his/her manager as part of an annual review and performance appraisal process. It is certainly possible and can be beneficial to incorporate 360 feedback into a larger performance management process, but only with clear communication on how the 360 feedback will be used.



EXECUTIVE COACHING

As a leader, you know how important it is to keep improving your skills. Steeped in more than three decades of research and practical know-how, KN's executive coaching can help you master new attitudes and behaviors — and achieve more than you ever imagined.

Our individual and team leadership coaching solutions can make a difference at all levels of the organization, from a first-time manager to the CEO in any sector.

Our coaching services are grounded in KN's unique developmental model of assessment, challenge and support, and offer you:

- High quality assessments
- A commitment to proven leadership development methods
- Rigorously trained coaches
- A confidential, safe environment for growing as a leader

NEW! - KN can now provide coaching in a variety of languages to meet your organizational development needs.

As part of our services you will receive:

- An advocate who is committed to helping you objectively assess your core strengths and identify opportunities for development and growth.
- Support on key competencies essential to your current job performance and future career advancement, including effective delegation and strategic thinking skills.
- Techniques to enhance interpersonal communications and clarify expectations between you and your team.
- Influence strategies for engaging challenging employees and ensuring everyone on the team is working toward the same business objectives.
- Guidance on cultivating your team's adaptability and responsiveness to ensure they remain productive during times of change.
- Skills for effectively coaching and mentoring team members for improved job performance and satisfaction.
- Strategies for ensuring your personal growth and the development of your team are sustainable after our coaching sessions have ended.



Social Media Community & Registration

Join our Community!

Knowledge Now is on Social Media and you can now continue networking, discussing and sharing insights with delegates and speakers online.



www.twitter.com/KNEducation



www.linkedin.com/company/knowledge-now



www.facebook.com/knowledgenow.info



<https://goo.gl/cdSDrC>



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www.pinterest.com/knowledgenow786

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