

ECLO CONFERENCE, Dublin 2004

The Knowledge Entrepreneur

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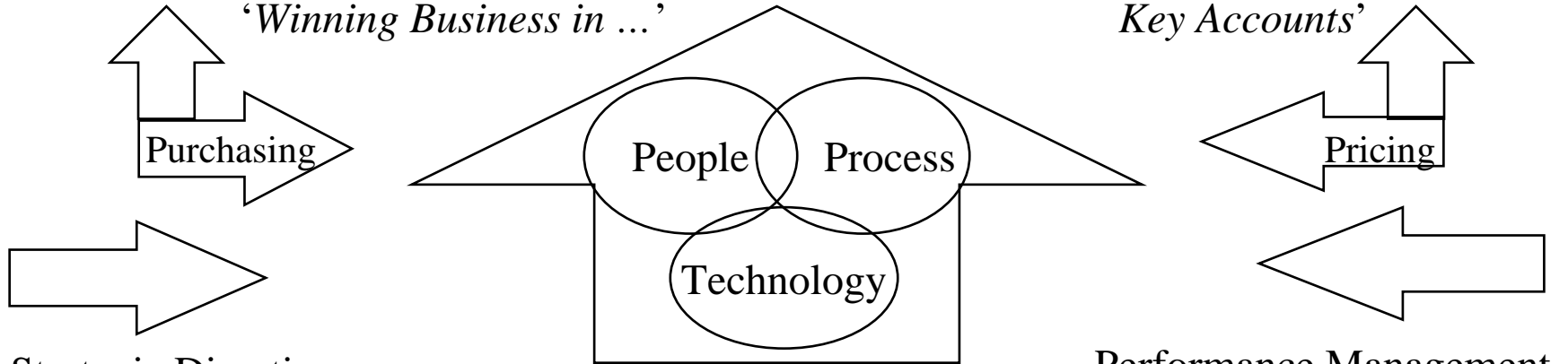
www.cotoco.com

'Shaping Things to Come'



*'Winning Major Bids',
'Winning Business in ...'*

*'Developing Strategic Customers &
Key Accounts'*



Strategic Direction

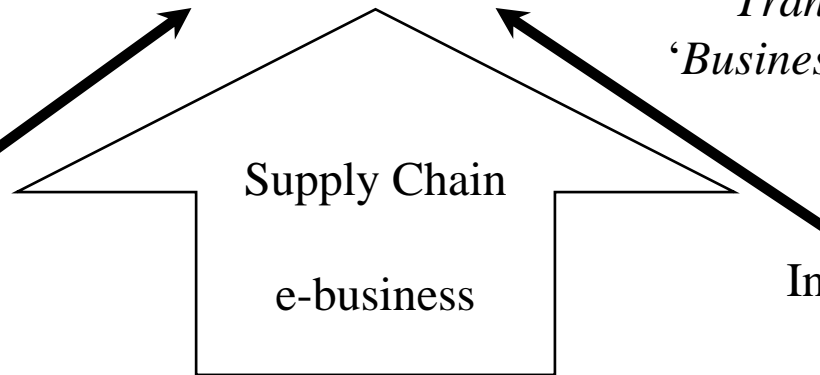
Performance Management

'The Responsive Organisation'

*'Creating Excellence
in the Boardroom'
'Developing Directors'*

*'Transforming the Company'
'Business Process Re-engineering,
myth & reality'*

Corporate Learning
*Developing a Corporate
Learning Strategy*



Information, Knowledge
and Understanding
The Knowledge Entrepreneur

'The Competitive Network'

'The Future of the Organization' *'Individuals and Enterprise'* *'Creating the Global Company'*

Centre for Competitiveness Research Programme ('Transforming the Company')

Positive Research Findings

- Critical success factors can be determined
- Clear distinction between winners and losers
- Success is directly related to the number of critical success factors in place
- Even the best companies and public sector bodies could do much better
- Behavioural factors can be addressed

Critical Success Factors for Managing Change, Competing & Winning

- Identify apparent critical success factors
- Survey and interview practitioners
- Rank responses in order of results/benefits
- Compare the top and bottom quartiles to isolate the factors that make a difference
- Publish critical success factors reports
- Summary in ‘Transforming the Company’
- Offer workshops and provide practical tools

Knowledge Management Agenda

- Determining the knowledge required
 - ‘Shaping Things to Come’ / Differentiation
- Creating the knowledge required
 - ‘Developing a Corporate Learning Strategy’
- Managing the knowledge created
 - ‘Managing Intellectual Capital to Grow Shareholder Value’ / K-frame
- Exploiting the knowledge created
 - ‘The Knowledge Entrepreneur’
- Applying the knowledge created
 - Developing knowledge based job support tools

The Future of the Organisation

- Using and sharing existing knowledge
- Need to replenish knowledge supply
- Variable knowledge worker performance
- Loss of know-how (multi-skilling, redundancy, outsourcing, etc.)
- Extent of copying and me-too responses
- Quantitative indicators destroying diversity

Knowledge Quality

(‘The Future of the Organization’)

- Current, relevant, vital and accessible
- Review, update and replenish supply
- Creating new knowledge/intellectual capital
- Consumers v. producers of knowledge
- Superstars v. average professionals
- Create-capture-package-share-manage-exploit
- What proportion creating and exploiting?
- Missing stages: create (DCLS) & exploit (MICGSV)

Knowledge Creation

(‘Developing a Corporate Learning Strategy’)

- 69 organisations - Turnover £49.5 B
- Training inputs are not producing knowledge/intellectual capital outputs
- Training/development a cost (25 L. S. Services)
- General/standard courses v. specific support
- Internal focus v. supply chain/partners
- Cost cutting v. generating new income
- Corporate universities, learning support

Knowledge Management

(‘Managing Intellectual Capital to Grow Shareholder Value’)

- 51 companies, £9.3B/20 types intellectual capital
- All 20 categories to become more significant
- Leaders expect 30% revenue growth from licences/brands, market intelligence, website/internet & management methodologies
- Least growth from copyrights, goodwill, patents, royalties, designs, technology, software & R&D
- General failure to manage intellectual capital
- Problem of handling different formats

Knowledge Management

(‘Managing Intellectual Capital to Grow Shareholder Value’)

- Key players: CEO, Marketing Director, FD
- Less than 10% value IC on balance sheet
- Key Questions:
 - How significant is IC as a source of cust./shareh. value?
 - Is its contribution assessed and tracked?
 - Is creation, sharing and exploitation measured?
 - Are sufficient resources devoted to them?
 - Is IC packaged, badged, valued, stored and protected?
 - An appropriate knowledge management framework?

The Knowledge Entrepreneur

- Information overload
- People need tools and relevant knowledge
- Opportunities for new knowledge-based services and offerings (37 categories)
- Income opportunities (31 learning services)
- Superstar know-how can be captured
- Need for knowledge entrepreneurs

Transforming Personal Performance

- Make sure your people are the best supported and most knowledgeable in your field
- Adopt simple and scalable solutions
- Don't spend a fortune on knowledge management
- Provide cost effective job support tools on personal computers and laptops in the field
- Make it easy for people to locate what is needed
- Use whatever formats are easiest to understand
- Help people to tackle more complex problems
- Provide professional development opportunities

Knowledge Framework

(www.k-frame.com)

- Formats: data bases, physical documents, slides, images/designs, animation, audio, video
- Capture, access, manipulate, search, fuzzy search
- K-frame: knowledge creation, report & presentation generation tools, internet compatible
- Eyretel Case Study:
 - Features: support tools - configure solution, pricing engine, cost justification, proposal generator
 - Benefits: increased win rates, bring orders forward, closer relationships, cross-selling, less support staff, lower training costs, faster induction, consistency/docs

Information

Map

Print

Settings...

About

Demonstrations

Presentations

Toolkit

Training Material

Cost justification

Customer Requirements

Proposal

Media Library

System Integration

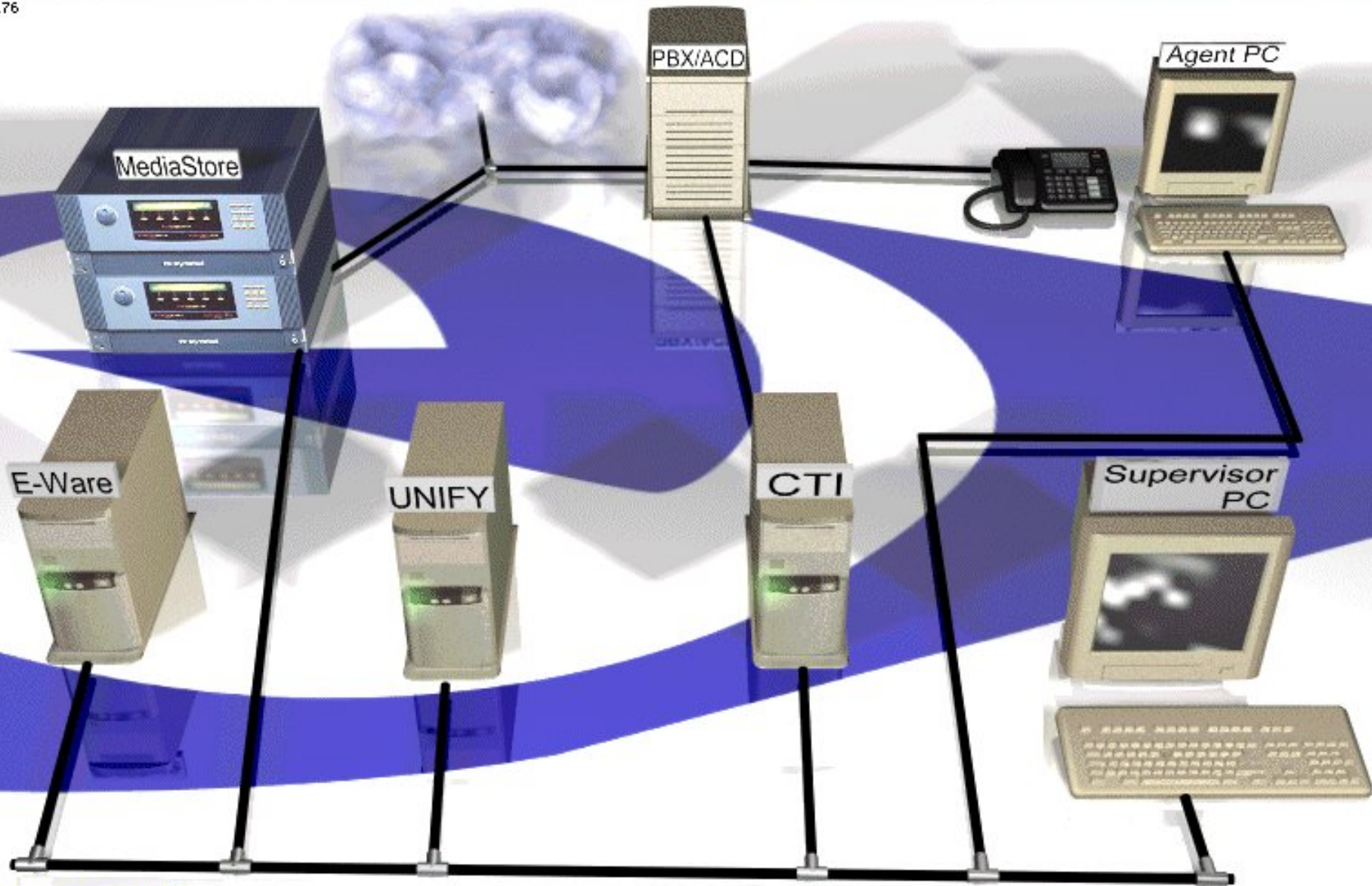
Price Book

Payback Calculator

Business Case



1.3.76



Incoming Call

Customer Case History

History

Questions

- Customer or Site Profile
 - Is this a Multi-Site Application?
 - How many Agent Positions (Seats)?
 - Type of Switch (PABX) or ACD used
 - Type and number of Trunk Channels
 - Are either internal or external HIBs required to support
 - Type and model of Digital Telsets
 - Number of Digital Telephone Extensions
 - Type and model of Analogue Telsets
 - Number of Analogue Telephone Extensions
 - Local Area Network Technology Employed
 - Proposed Recorder Interface Requirement
 - Network Operating System Used
 - Network Protocols Used
 - Workstation Operating Systems Used
- Recording Details
- Recorder Storage
- Replay Requirements - Eware
- Call Centre Details
- Quality Call
- Systems Integration
- Professional Services

Information

Type and number of Trunk Channels

T1 Trunk E1 Trunk Analogue Trunk

T1 - Primarily North America and Japan
E1 - Primarily Europe.

Customer Case History

- History
 - Questions
 - Results
 - MEDIASTORE
 - Chassis
 - Sundries
 - QUALITY CALL
 - UNIFY
 - E-WARE
 - POA

Information

Code	Qty	Unit Price	Total	Description
E030	4	1	4	30 channel E1 Interface Module - MediaStore.
E1HIB	4			Internal HIB for 30 E1 channels.
D3	2	1	2	DDS3 DAT Drive.1650 Hours of storage.
MS128	1	1	1	MediaStore Chassis - No line cards, No DAT, Standard HDD
E030	3	1	3	30 channel E1 Interface Module - MediaStore.
E1HIB	3			Internal HIB for 30 E1 channels.
D3	2	1	2	DDS3 DAT Drive.1650 Hours of storage.
UNI-SRVR-HW	1	POA		NT4 WkStn PII-450 6GB HDD 256MB (subject to change)
UNI-MS-TI-STD	1	Budgetary	1	Unity Tagging (Standard)
UNI-MS-TI-FS	1	Budgetary	1	Unity Tagging (Free-Seating Add-On)
EW-MS-SVR-30	1	1	1	E-Ware Server Licence. Up to 30 interface or input channels.
EW-MS-SVR-CH	170	1	170	E-Ware Server Licence per Interface or Input Channel above 30

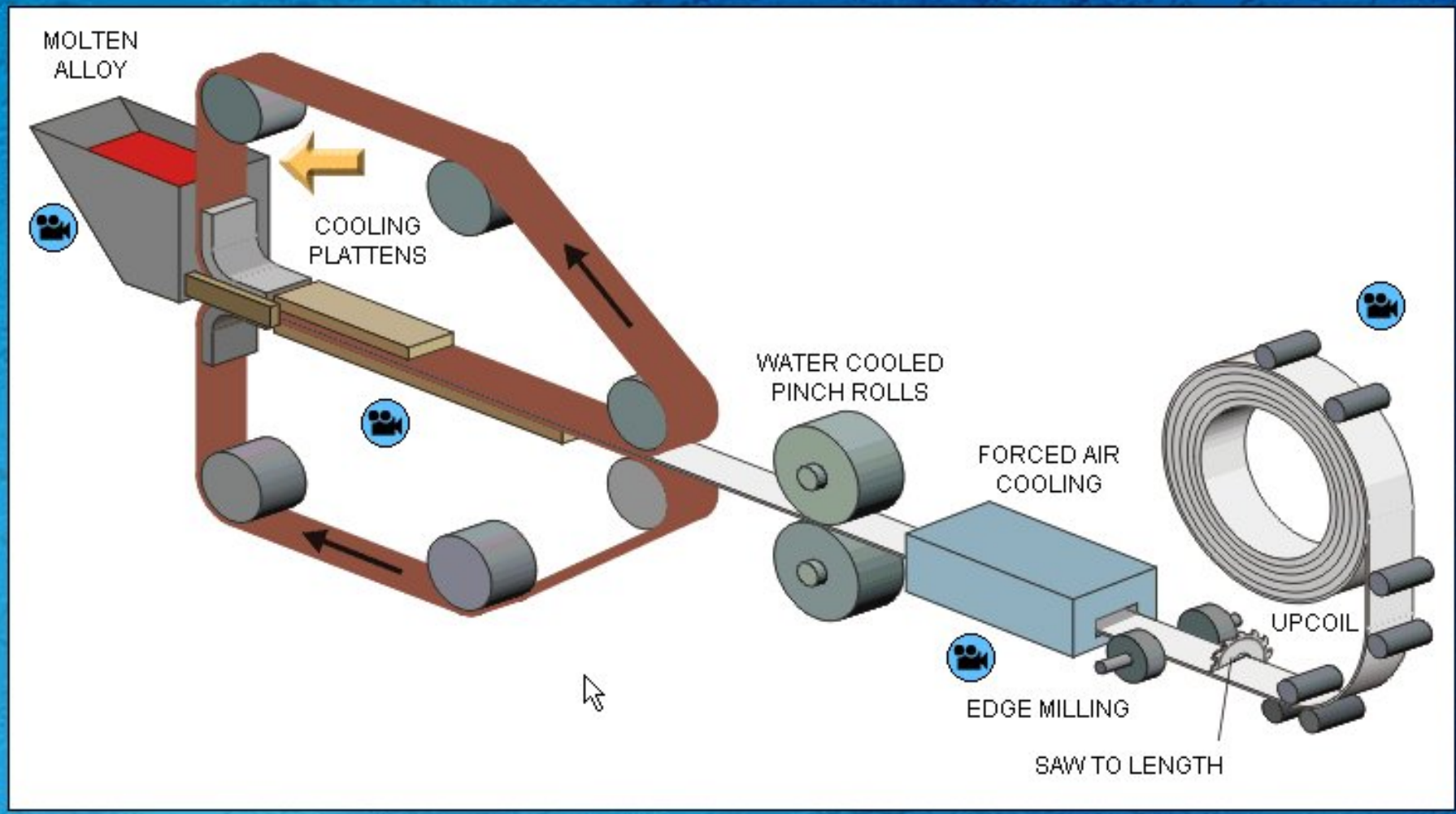
Total cost £186

- Product Catalogue
- Bearing Technology** ▶
 - What is a bearing?
- Materials Manufacture ▶
 - What is a bearing material?
- Bearing Production ▶
 - Material Science** ▶
 - Material Requirements**
 - Material Properties
 - Research and Development
 - Material Manufacture
- Bush Production ▶
 - Coating Technology
- Quality Checks ▶
 - Bearing Shell Manufacture
 - Bearing Feature Definition
 - Design Tools ▶
 - Bearing Damage



Please select an option from the menus.

Coil Casting





INDEX

Engineers' Toolkit



Click anywhere to continue

search Close

Keyword(s):
 ▶




















▶▶ [Advanced](#)

[Start Search](#)
















Results:


- Presentation
- Programming Manual
- Programming Reference
- Reported Issue on V 7.2
- routing algorithms
- Setup and Configuration v2.2
- Site Surveys
- tcp/ip primer
- Technical Bulletins Summary Numbers 23-42
- v5 Software Release

Found: 18






















Bookmarks

- +  Handset Features
- +  Using the Handset
- +  Volume Control
- +  Ringer Controls
- +  Speed Dials
- +  Subscribing
- +  Key Clicks & Tones
- +  Text Messages
- +  INDeX DECT
- +  INDeX Functions
-  Summary
-  Glossary of Terms
-  INDeX DECT
-  PBX
-  Index


 Lucent Technologies
Bell Labs Innovations

INDeX DECT DH2 Handset Guide



61% | 1 of 20 | 8.26 x 11.69 in

[Creating a marketing plan](#)
[Running effective campaigns](#)
[Running successful seminars](#)
[Hints and tips](#)
[FC Cost Benefit Analysis](#)
[AR Cost Benefit Analysis](#)
[Creating a marketing plan](#)
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[SWOT analysis](#)
[Marketing strategy](#)
[Action plan](#)
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Example SWOT analysis

Strengths

- Strong, high quality client bank
- Seminar presentation skills
- Referral gathering skills
- Company position in Stakeholder market (innovator - AEEU)
- BAS - unique corporate service
- Excellent seminar support - should ensure first class business breakfasts

Opportunities

- No other Business Adviser in the Branch - chance to become the Branch 'specialist'
- Stakeholder 'D-Day' (October 8th - call to action)
- Changes in legislation mean more businesses need advice
- Strong marketing support for BAS - unique proposition to hit local market with
- Branch is a member of local Chamber of Commerce - possible leads source

Weaknesses

- No Corporate clients
- No experience in Corporate marketplace
- Traditionally low-key advertising from FP - may have to do all hard work myself (more budget etc)
- My plan assumes we get full Stakeholder marketing support (my not happen or may arrive late etc)
- Not yet known what API situation will be on Stakeholder business

Threats

- Losing existing clients through concentration on new market
- Business flow may suffer while I get 'up and running' in Corporate market
- Local competition may steal a march on me while I getting trained etc (finite number of local businesses to pursue)
- IFAs tend to dominate local Chambers so valuable time/resource could be wasted on contacting unsuitable prospects
- Split between time required for IHT work and Corporate may prove to great

Mortgages - choose an advert

Use this page to select an advert from one of the standard templates available.

FRIENDS make you feel at home.

To find the house, talk to your partner. To find the mortgage, talk to us.

For AR use



- Mortgage advert 1 personalised tear off slip design



- Mortgage advert 2 personalised contact box

For FC use



- Mortgage advert 1 personalised tear off slip design



- Mortgage advert 2 personalised contact box

- Available in A4 and A5
- Black & White or 4 colour option
- Portrait and Landscape options available
- Option to include (i) tear off coupon, with ability to personalise contacts section or (ii) a contact details box only (no tear off coupon).

Design Specification:

Size:	A4	If custom is selected, please specify	
		(i) size	<input type="text"/> Height (mm) <input type="text"/> Width (mm)
		(ii) personalised	<input type="text" value="Please select option"/>



QUALITY POLICY

Introduction

B&Q is committed to sourcing and offering quality products which offer excellent value for money to customers.

B&Q's Quality Mission Statement

B&Q's customers will only be offered products and services which B&Q's staff are confident to sell and would buy, use or recommend themselves.

These products and services will represent good value for money, meet our customers' expectations and will never disappoint them.

B&Q will only form partnerships with Vendors who share this vision.

B&Q's Vendors

B&Q will ensure, through a rigorous and robust assessment (see [Vendor](#)

Release date

01/08/01

Bookmarks in this section

-  [Introduction](#)
-  [Product Safety](#)
-  [Safety Critical](#)
-  [Non-safety Critical](#)
-  [Vendor Requirements](#)
-  [Withdrawals From Sale](#)
-  [Product Recalls](#)
-  [Public Safety Notices](#)
-  [Failure to Comply](#)



BARCODING FOR B&Q

Release date

01/06/02

Introduction

B&Q uses retail "on pack" barcodes to monitor the sale of merchandise to its customers. Clear and accurate 100% first scan barcoding speeds the flow of goods through B&Q's supply chain, improves availability in store, service to customers and sales both for B&Q and Vendors.

Practical Guidance	This section covers the application, magnification size, print quality, accuracy and location of barcodes and barcode labels, for 'branded' and B&Q 'Own Label' retail product packs/items, traded units (cases) or pallet quantity labels.
Common Standards	Like other major retailers, B&Q follows the standards set by the appropriate Barcode Association for each country of origin, see ▶ <i>Approved Barcode Authorities (Worldwide)</i> . Our examples are based on the EAN (UK) LTD trading as the e-centre, see ▶ <i>Figure 1 - Practical examples</i> .

Bookmarks in this section

-  [Introduction](#)
-  [Barcode Policy](#)
-  [Special Order / G Class Products and Components](#)
-  [Vendor Requirements](#)
-  [Approval Procedures](#)
-  [Locations of Barcodes](#)
-  [Own Brand](#)
-  [Print Applications](#)
-  [Changing Barcodes](#)
-  [Barcode Representatives](#)
-  [Failure to Comply](#)
- [Figure 1 - Practical](#)

Cisco's Voice Solutions Sales Accelerator 1.00 Internal Version - Qualify

CISCO SYSTEMS

Start here Business Case Sales Process Are You Ready? Library With the Customer Tools

SALES PROCESS: QUALIFY


- Introduction
- Phase 1 - Identify Business Need
- Phase 2 - Qualify for IP Telephony
- Phase 3 - Opportunity Analysis
- Conclusion


Introduction

Once you've identified a potential customer, you need to qualify the lead. You want to establish which ones are worth pursuing to the next stage.

Qualifying is in fact an ongoing process right through the Sales Process, up to the point of taking the order!

At this stage you can make a preliminary assessment of the business need and the likely solution, but don't jump ahead too quickly - you need to do some serious fact-finding in the next section before you can present a full-blown solution.

 [Click here for a Cheat Sheet for Qualifying](#)



Cisco's Voice Solutions Sales Accelerator 1.00 Internal Version - Decision Tree

CISCO SYSTEMS

Start here Business Case Sales Process Are You Ready? Library With the Customer Tools


DECISION TREE

BACK TREETOP

Is there a willingness to upgrade?

YES

NO



Click on the answer of your choice to move on to the next step of the Decision Tree.

Is there a willingness to upgrade?

Refer back to the business need. If IP telephony is the most appropriate solution, then you should try to influence this decision. You will have a much easier task if the answer to this question is 'Yes'.

Produced by





Start here

Business Case

Sales Process

Are You Ready?

Library

With the Customer

Tools



IPCC Quiz

Q. Which IVR product from Cisco is best positioned in the large enterprise and service provider?

- IP IVR
- ICD
- ISN
- ICM



Click on the option of your choice, then click on the Confirm button.

Cisco's Voice Solutions Sales Accelerator 1.00 Internal Version - ExCel


CISCO SYSTEMS

Start here Business Case Sales Process Are You Ready? Library With the Customer Tools

ExCel

[Can't see the video?](#) [Download instructions](#)

BACK NEXT



Peter Campbell
Head of Information Systems

EXCEL

Produced by



Cisco's Voice Solutions Sales Accelerator 1.00 Internal Version - Cisco IPCC: Building the Distributed Contact Centre Infrastr...

CISCO SYSTEMS

Start here Business Case Sales Process Are You Ready? Library With the Customer Tools

100%

Business Solutions

Cisco IP Contact Center: Building the **Distributed** **Contact Center** Infrastructure

An integral part of Cisco AVVID (Architecture for Voice, Video, and Integrated Data), the Cisco IP Contact Center (IPCC) delivers intelligent call routing, network-to-desktop CTI, and multimedia contact management to contact center agents over an IP network. By combining software ACD functionality with IP telephony in a unified solution, IPCC enables companies to rapidly deploy a distributed contact center infrastructure to support their global e-sales and e-service initiatives.

The Cisco IPCC delivers an integrated suite of proven solutions—including Cisco ICM, Cisco CallManager, Cisco IP-IVR, Cisco VoIP gateways and Cisco IP phones—that combine Cisco IP telephony and contact center solutions. It utilizes a company's existing IP network.

1 of 6 8.5 x 11 in

Cisco's Voice Solutions Sales Accelerator 1.00 Internal Version - ExecRecord (Eyretel)

CISCO SYSTEMS

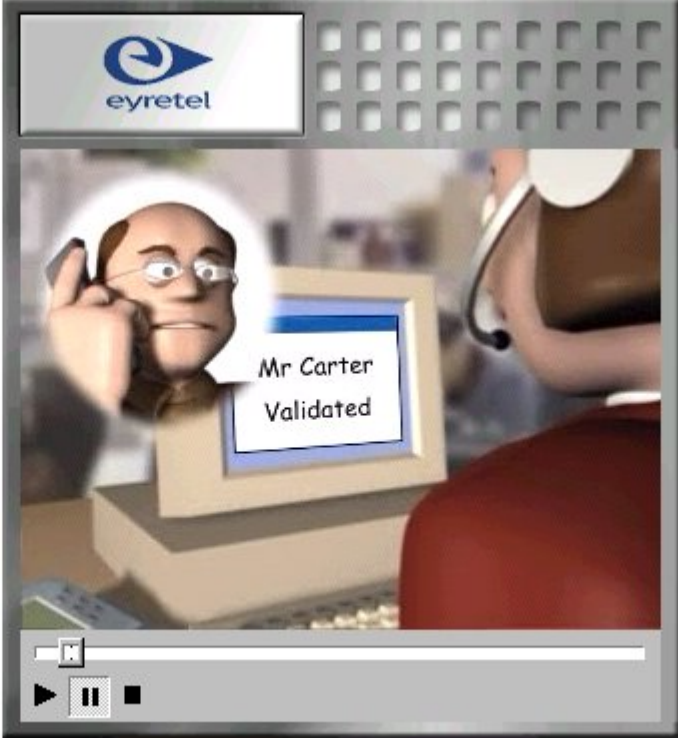
Start here Business Case Sales Process Are You Ready? Library With the Customer Tools

IP PHONE PRODUCTIVITY SERVICES CASE STUDY


ExecRecord

Can't play the animation?

BACK NEXT



Mr Carter Validated

Produced by 

Job Support Tools: Critical Success Factors

- Improve processes before automation
- Build in best practice
- Capture/share how ‘superstars’ operate
- Prevent regulatory/legislative breaches
- Make it easier for people to do their jobs
- Ensure staff learn from each use
- Keep tools and know-how up to date

‘Managing Change’: Winners

- Provide a compelling rationale for change
- Set challenging goals
- Regard change and transformation as the norm
- Provide visible leadership and commitment
- Secure ‘buy-in’ from people who understand
- Remain true to their visions and themselves
- Balance strategy and capability
- Equip people to bring about desired changes
- Use tools that change attitudes and behaviour

Leading and Managing Change: Further Information

- ‘Transforming the Company’, ‘The Future of the Organisation’ and ‘The Knowledge Entrepreneur’ from Kogan Page: Tel. + 44 [0]1903 828503 Fax. +44 [0]20 7837 6348 E-mail: mailorders@lbsltd.co.uk
- ‘Individuals & Enterprise’ and ‘Shaping Things to Come’ from Blackhall Publishing: Tel: +353 1278 50 90; Fax: +353 1278 44 46; Email: blackhall@eircom.net
- ‘Developing a Corporate Learning Strategy’ and ‘Managing Intellectual Capital to Grow Shareholder Value’ from Policy Publications: Tel: +44 [0]1234 328 448; Fax: +44 [0]1234 357 231; e-mail: polycypubs@kbnet.co.uk
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