



## **An Introduction To PROJECT-BASED KNOWLEDGE MANAGEMENT (*Keynote*)**

Organizations of all types and sizes are struggling to address the widening gap between what they must know to thrive and an unprecedented loss of organizational knowledge. New market opportunities and improved technologies create a growing demand for new knowledge. At the same time, seasoned workers are retiring at rates never seen in modern business and finding adequate replacements is becoming more difficult.

A new management discipline, *Knowledge Management (KM)*, has recently emerged with the goal to help organizations recognize, retain and share organizational knowledge. Knowledge Management is dominating discussions in executive suites around the world. Yet for many, this topic remains conceptual and intangible.

Part of this breakdown is the KM focus on global or encyclopedic knowledge, something most organizations assume. This presentation focuses on the three elements of knowledge that must be discovered, refined, retained and used by modern organizations. This *Organizational Knowledge* should be the driver for a Knowledge Management Strategy.

In this fresh and innovative presentation, noted speaker, author and seminar leader, Chuck Tryon of *Tryon and Associates*, examines the differences between global and organizational knowledge. He introduces several major breakthroughs in KM thought including...

- The definition of organizational knowledge elements
- The Knowledge Retention Policy as an framework for a knowledge inventory
- A new model that integrates projects, best practices and resulting artifacts

These concepts are the result of over twenty-five years of research by Mr. Tryon into implications of the Knowledge Age four years of dedicated study in the field. For the past four years, Chuck oriented his research through the University of Oklahoma Master's of Science in Knowledge Management program. This presentation is an ideal introduction for the new one-day seminar by the same name.

Additional information on Mr. Tryon and this approach to Knowledge Management may be found on the home page of [www.TryonAssoc.com](http://www.TryonAssoc.com). For additional reading, download "Bridging the Knowledge Gap: Parts One and Two" and "Project-Based Knowledge Management" from the Tryon and Associates website.

Presentation Paper Abstracts

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