KMb Techniques

Below is a scattering of ways and means of mobilizing knowledge. Feel free to add to it. Spend some time thinking about the advantages and disadvantages of using the following. What things would you take into account in deciding which to use in your KMb Strategy?

Medium	Examples
Face to face **(Presentation, poster, storytelling, networking, postcards, brochures…)**	Conferences/Symposia/ • Learneds (Congress) • Field of Study Conferences • Summits (Manning, Broadbent) • KM Forum, \UK KM Forum • Open Space ▪ Images • Search Networks Associations Communities of practice
Engagement Techniques	Consultation Process design Outcome mapping Asset mapping Interviews Focus groups
Web based	Websites Blogs Webinars TED Talks Communities of Practice Networks Associations Word of Mouth Vines
Social Media **What is the nature of print publications used by your audience?**	Facebook Twitter Linked In Youtube Vines Slideshare Viral (word of mouth in the virtual world) Other social media platforms Which social media does your audience use?
Print **What is the nature of print publications used by your audience?** **In what ways can you use both print and web?**	Journals Magazines Newspapers Newsletters

	Posters Books Policy Briefs Fact Sheets
Television/Radio **Are there programs that are heavily related to your issue?** **Are there programs or types of programs of interest to your audience?**	News News magazines Integrated into popular shows
Graphics/Visual Art **In what ways can you use graphics and visual art to engage or inform?**	Info graphics Graphic Novels Concept Clouds Images Postcards Brochures
Performance **What examples of performances as KMb can you think of?**	Theatre (Paper Wheat) Dance (Dance your thesis)
Considerations **What other ways are there to look at the knowledge?**	Plain language Digital Divide Accessibility- Adaptive Technologies Cultural competence-cultural humility Guerilla marketing Trust Power dynamics Building and maintain relationships Reputation