For any training event, you can also add on the following options:

- ***"Office Hours" - online open Q&A sessions on one fixed morning per week for four weeks***
- ***"Doc Check" - review and comments/help on any documents designed by participants following/related to the session***

Knowledge Management and related topics

KM: The Works Foundation Course (1 day/6 hrs CPD equivalent)

This course explains the theory and practice of knowledge management as it applies to law firms and how you can use KM to further your firm's business goals, whether they are increasing profit, increased efficiency or reduced attrition. You will gain new ways to analyse the flow of knowledge through your business and maximise efficiency and effectiveness and leave with the tools to begin to write your own KM strategy and implement improvements straightaway.

A mix of lecture, discussion and workshop. Please bring along some of your law firm problems you'd like to work on and discuss.

As well as in-house sessions, I run an open session of this course quarterly.
The next one will be in September 2016 in London.

Knowledge sharing (up to 2hrs)

This course looks at research into the antecedents to knowledge sharing both generally and Helene's own MBA research within UK law firms and explains

- how knowledge sharing benefits law firms and other organisations
- what motivates fee earners to share their knowledge
- common barriers to sharing
- specific results found in the research relevant to firms like yours
- what your firm can do to encourage knowledge sharing for strategic advantage

A 45 min presentation, guided/facilitated conversation in groups, then plenary session.

Measurement for Knowledge Systems (2 hrs or 4hrs)

This course looks at how we can assess the value of our various knowledge systems and projects

- measuring value in law firms and the productivity conundrum
- the importance of measuring the value of KM projects
- an introduction to "gaming" and unintended consequences, and how to avoid them
- identifying different types of metric and learning how to combine them
- knowing your audience and speaking the right language
- the balanced scorecard, leading and lagging measurements and measurement design tests

The 2 hour session is primarily a lecture plus discussion. The 4 hour session includes more detail and a workshop on a measurement system of your choice, for useful ideas you can implement immediately.

KM Strategies (up to 2 hrs)

This short course gives a beginners guide to KM Strategies:

- What is a strategy and where do KM Strategies (whole firm and departmental) fit with business strategies?
- Why spend time on creating a KM Strategy?
- Methodology for creating your own KM Strategy (whether whole firm or departmental).
- Understanding your internal resources – what makes your firm special?
- Understanding the external market where your firm competes.
- KM maturity levels.
- Working with implicit and explicit business strategies.
- Bringing it all together – top tips & prioritising.

A mix of lecture and discussion.

KM Strategies (4 hrs)

This longer course gives a more in-depth guide to KM Strategies.

Come prepared to begin your own departmental strategy during the afternoon.

- As above, but also includes:
    - Measurement basics
    - Change Management basics

- More in-depth, more discussion time, and time to work on your strategies and get advice on it during the day.

A mix of lecture, discussion and workshop.

Conversation for knowledge sharing and the RCT (Random Coffee Trial) (up to 2 hrs)

This course looks at the value of conversation for knowledge sharing and explains

- how knowledge sharing benefits law firms and other organisations
- what is "different" about conversation, which makes it work well for knowledge sharing
- what the "RCT" is, how it can benefit law firms, practical tips to make it work and what I learned from Michael Soto (co-creator of the RCT at NESTA)
- alternative ways to inject conversation into your law firm KM strategy

A 45 min presentation, guided/facilitated conversation in groups, then plenary.

Process and Applied KM (4 hrs)

1. A beginner's guide to the main tools/techniques for improving processes and how this fits with KM theory and practice:
    - Six sigma
    - Lean
    - Kaizen

2. An explanation and guided discussion regarding how various law firms and other organisations have introduced six sigma and other techniques into their firms

3. A beginner's guide to the main analysis tools for understanding process and waste:
    - 5 whys and root cause analysis
    - Fishbone diagrams
    - Flow charts and swim lanes

4. Small group (4-6 people) discussion then plenary. Either reviewing a case study of another law firm's process which I've already mapped, or working through an existing process of your own.

Training and Learning Sessions

Continuing Competence (2 hrs)

If you are wondering how to implement the new Continuing Competency Regime, this 2 hour session will show you:

- What is required by the firm and the individual
- How to understand your learning needs and preferred learning styles
- How to develop a programme of reflective learning
- How to design your own personalised training programme
- Tips for cost-effective learning.

A mix of lecture and discussion.

Effective training and learning (4 hrs)

- How adults learn:
    - Kolb's learning cycle
    - Uncovering "Deep Smarts"
    - Reflective learning
- Options for training
    - Lectures v the flipped classroom
    - Face to face learning and e-learning
    - Encouraging reflective learning
- Designing training programmes
- Tips for improving engagement
- Evaluations

A mix of lecture, discussion and workshop.

This content can also be delivered as three 1 ½ - 2hr lunchtime sessions with practical tasks in between.

Social Media

Intro to Social Media for Knowledge Workers and Lawyers (up to 2hrs)

This course looks at the various types of accessible social media available to Knowledge Workers and Lawyers for non-confidential work.

Practical advice about using social media for:

- learning, knowledge sharing and knowledge combination, and learning through reflection
- curating and storing knowledge in a way that suits the individual
- marketing knowledge teams and law firms

A 1 hour+ presentation, with questions and discussions.

LinkedIn for Lawyers and Knowledge Workers (4hrs or 2hrs)

These sessions can be adapted to suit your organisation.

Choose from either beginner or intermediate/advanced level and choose either an afternoon's interactive workshop session or a presentation and discussion.

LinkedIn beginners will

- learn how to set up a basic profile
- consider the pros and cons of different types of connection strategies
- learn about groups and status updates
- learn about recommendations, endorsements and etiquette

LinkedIn intermediate/advanced levels will look at

- improving profiles
- networking, knowledge sharing, building a reputation for expertise
- seeking out the right connections amongst subject matter experts and potential clients
- marketing dos & don'ts

(I also run a day-long interactive session on LinkedIn for Lawyers jointly with a sales expert – let me know if you would like further details)

Twitter for Lawyers and Knowledge Workers (4hrs or 2hrs)

These sessions can be adapted to suit your organisation.

Choose from either beginner or intermediate/advanced level and choose either an afternoon's interactive workshop session or a presentation and discussion.

Twitter beginners will learn

- how to set up an account and populate a profile
- the special language – DMs, RTs, MTs, FFs etc
- who to follow and etiquette
- tips for writing tweets that get noticed
- hashtags and lists
- case studies

Twitter intermediates/advanced levels will look at

- twitter's place in your marketing mix and building a reputation as subject matter expert
- interface with other social media (blogs, facebook, Pinterest, Instagram and LinkedIn)
- efficiency tools and techniques
- evidence-based recommendations for timing/topics/key words/pictures
- hashtags, lists, groups, trending topics, favourites
- tweet ups and twitter chats/discussions
- measurement of value
- case studies

Skills topics

Presentation skills - Parts 1 and 2 (2hrs each)

A practical 2-part workshop where individuals work in small groups (approx 4) adapting, improving and practising a presentation of their own.

We look at

- The needs of the audience
- Presentations designed to inspire v presentations designed to impart information
- Design and style of slides
- Tips to overcome nerves

Writing for e-newsletters (up to 2hrs)

Help with improving the readability of e-newsletters and blog posts, covering

- Understanding the audience's needs
- Readability, style and grammar
- Eye catching titles and key words
- Design, timing and promotion

A combination of lecture, discussion and workshop. If possible, bring along some examples of your knowledge-based marketing to work on and discuss. Leave with a pin-up cheat-sheet for common grammatical mistakes.

Networking and selling for the unwilling (up to 2hrs)

Fundamentals of networking

- Where and when to network – tips for before and after events
- Tailoring elevator pitches to different contacts
- Improving body language and tips for getting over nerves

An introduction to the traditional sales funnel approach and consideration of where those who dislike or struggle with selling can add value.

Projects

Project-based lunchtime sessions (up to 2 hrs each)

I also run short outline sessions around some of the projects from “12 KM Projects: A Year of Living Knowledgeably”:

- RCTs
- Ask an Expert coffee mornings
- Big Theme events
- Promoting your KM department
- PKM for small teams
- Create a wiki
- Create a knowledge map
- Create an alumni group
- AARs (After Action Reviews)
- Reflective Learning Logs

A 45 min presentation, guided/facilitated conversation in groups, then plenary.