

## **SLA Click University's Knowledge Management Certificates Program: Benefits to Employers**

Special Libraries Association (SLA), a nonprofit global organization for innovative information professionals and their strategic partners, offers its members a certificate program in knowledge management (KM). The certificate is available through Click University, the first and only online learning system for information professionals and other knowledge workers. The program has been designed and developed in a strategic alliance with SMR International, a New York-based consultancy firm focused on change and its impact on people, organizational effectiveness, and knowledge services delivery within the larger organization.

As employers recognize the changing needs of their organizations to better harness and manage the use and application of proprietary and industry information, knowledge management and knowledge services, its adjunct discipline, become increasingly important. In providing companies with the management framework for enabling contextual decision-making, research, and innovation, knowledge management and knowledge services contribute to the successful achievement of the organizational mission, whatever that mission happens to be.

SLA CEO Janice R. Lachance has commented on this situation: "Corporations of all sizes are recognizing that in order to be successful in today's competitive environment, smart and savvy management of institutional information is the cornerstone of a sound business strategy," Lachance says. "I am extremely pleased we are making more advanced KM training available to SLA members with curricula designed specifically to enhance their capabilities in these roles. It is through participation in career shaping training and development, like the Click U Certificates Programs, that our members will be seen as the valuable and indispensable assets they are in any enterprise."

As knowledge management and knowledge services take their place as a critical operational function in the larger organization, information professionals and other knowledge workers throughout the world are asked to provide vital support. This expanded role requires knowledge, abilities, special skills, and experience specific to the practice of knowledge management, requiring the development of particular competencies and training focusing on the established role of knowledge management and knowledge services in the parent organization.

Although various academic programs and commercial services offer programs in knowledge management, special attention to knowledge management has not been available for many information professionals and knowledge workers, and professional development in knowledge services—the *practical* side of knowledge management—has not been offered at all, except in occasional programs offered through SLA and SMR International. Now the two organizations come together to provide training that balances the theoretical and the practical, enabling participants to begin their application of knowledge management and knowledge services delivery immediately upon completion of the programs.

The Knowledge Management Certificates Programs are designed to bring quality training to information professionals and other knowledge workers, enabling them to participate in flexible and useful professional development. SLA and SMR International understand that professional development is a vital and important investment for organizations and their employees. In designing and delivering the Knowledge Management Certificates Programs for SLA members, we seek to balance the needs of program participants, their organizations, and quality applications in knowledge management and knowledge services. The curriculum was developed according to SMR International's long-standing

experience in working with clients in business, industry, government, the military, science and technology, the academic community, and a wide variety of other organizations. As a consulting practice, SMR International ([www.smr-knowledge.com](http://www.smr-knowledge.com)) is recognized for its strength in identifying and bringing to clients essential knowledge, skills, abilities, and qualities important to effective knowledge management and knowledge services delivery.

Your employee participants will enjoy the benefits of dynamic and experienced instruction, an extensive curriculum, quality training materials, and a level of excellence in service delivery that is continually identified with SLA's professional development programs and with SMR International's consulting and training work. Additional benefits of the program include:

- Accreditation from the **International Association for Continuing Education and Training (IACET)** combined with **SLA's** history and commitment to training, and **SMR International's** training experience and consulting expertise assures the quality that participants and employers require from a professional development program.
- A choice of three certificate tracks, each designed to suit the workplace responsibilities, career levels, and other practical requirements associated with the information professionals and knowledge workers in your organization. A practical approach that emphasizes the immediate application of the skills, techniques, and tools that are presented in the program, for immediate benefit to your organization. Each course includes an exercise in which participants identify a specific knowledge management or knowledge services issue that must be addressed and then, using concepts discussed in the course, each participant develops an action plan for addressing the issue.
- Training content that draws on the strengths of both academic and commercial knowledge management and knowledge services training programs, with significant cost savings and greater value.
- Flexibility through online and applied courses that means less time spent traveling—and away from the office—while providing vital hands-on exercises and experience to employee participants.
- A self-paced program that enables employee participants to balance course work, job responsibilities, and other requirements that impact their daily personal and professional lives.
- The ability to complete the program in as little as 13 months to as long as 2 years, depending on your employee participants' and your organization's requirements and timeline.
- An emphasis on critical thinking and problem-solving in knowledge management practices and knowledge services delivery, together with decision-support through live-lectures, live and online discussions, readings, and exercises.
- A range of payment options and discounts that accommodate an organization's procurement and budgetary requirements.
- Enhanced knowledge management and knowledge services skills for your employees, strengthening the role of your information professionals and knowledge workers in achieving the organization's mission.
- A structured program specifically designed to build on the skills, knowledge, and experience of information professionals and knowledge workers, using language and scenario building that matches the unique professional attributes of the information, knowledge, and strategic learning workplace.
- The necessary depth and breadth of knowledge and understanding for enabling employees to undertake knowledge management and knowledge services initiatives, together with greater credibility for addressing your organization's knowledge development and knowledge sharing needs.