

# STRATEGY FOR THE NEW ECONOMY

## KNOWLEDGE 350° WORKSHOP

Effectively using data in the new digital economy to create knowledge & monetize value.



The current economic landscape shows that a **paradigm shift** is taking place, assigning more **power to the consumer** and the control they have over their personal data. This is especially driven by technology which facilitates the interaction between people who hold the knowledge. It is only once order is created out of this free-floating data that knowledge becomes an asset for any organisation.

Due to this paradigm shift it is important for organisations to move towards a more **granular approach** of each customer; to understand their motives, needs and behavioural patterns and to apply one-to-one marketing.

This new knowledge economy, or '**Intangible Assets**', is increasingly becoming part of organisations' business strategies. It relies on the use of knowledge to produce economic benefits, looking at customer relationships, customer contracts as well as customer databases. Ultimately, **knowledge management** is a critical strategic tool which enables any organisation to function more effectively, to make informed decisions and to strengthen its competitive capabilities and success.

**Knowledge 350°** has been designed to assist organisations in this transformation; to provide insights to solid theoretical subject matter and to ensure that it is relevant not only to the new knowledge economy but also the new data privacy initiatives like "POPI" (Protection of Personal Information Act). Ultimately, it is crucial for any organisation to stay ahead of its competitors and Knowledge 350° will assist in this regard.

**"Information only becomes knowledge in the hands of someone who knows what to do with it"**  
- Peter Drucker

## WHO Should Attend The Workshop?

- Executive Management
- Brand Managers
- Retailers
- Consumer Insight Managers
- Researchers
- Trade Marketing Managers
- Advertising Agencies
- Financial Services
- Print and Electronic Media



## HOW will K350° assist your company?

Knowledge 350° **maximises internal efficiency** and co-ordination, service to clients and overall profitability. The workshop addresses factors that make tacit knowledge explicit, updated as well as accessible to the entire organisation.

The model is orientated around external focus solutions, namely **customer facing knowledge management**. This approach to knowledge creation and management aims to build trusting relationships with customers who can then use their knowledge to regenerate services and products.

The 15-step programme **unlocks** the concept of '**personal empowerment**'. Due to current developments in the market, namely giving the power back to the consumer, this concept is crucial as personal information is a personal asset and no longer a corporate asset. It belongs to the customer to share on the terms and conditions that they deem fit.

Knowledge 350° assists people and companies to learn how to **engage with consumers** as independent and autonomous partners in a mutual process of "**win-win**" wealth creation.

"The capability of companies to create economic value, i.e. Customer value, shareholder value and stakeholder value, is increasingly dependent on Intangible Assets" - WIPO (World Intellectual Property Organization)

# WHAT Do I Need To Know?

## What is included:

Coffee / Tea  
Biscuits  
Lunch  
A workbook / copy of the presentation

## Dates:

As per booking portal

## Venues:

### **Head Office: (Johannesburg)**

FoneWorx Training Academy  
Cnr Bram Fischer Dr & Will Scarlet Rd  
Ferndale  
Randburg

OR

### **Cape Town**

AECI Site Paardevlei  
De Beers Avenue  
Baker Square M04  
Somerset West

## Fee per delegate:

R9,800 excl. VAT

Click below to

# BOOK NOW

OR

# CALL US!

Johannesburg: (011) 293 0000  
Cape Town: (021) 852 9017

“Personal data is the ‘new oil  
of our age’ ”

(World Economic Forum, Davos 2012)

# WHAT Will The Workshop Cover?



## DAY 1

- **Background to knowledge management**
- Realisation stage of where you are
- **Defining your market**
- Understanding your customer
- **Designing your database**
- Volunteered Personal Information
- Understanding the concept of Self-creating Intangible Assets
- Understanding POPI

## DAY 2

- **Understanding POPI (continued)**
- Designing permission marketing
- **Creating customer experience**
- Web design
- **Social media**
- Search engine optimisation
- **Market research**

## DAY 3

- **Increasing permission marketing**
- Data mining
- **Gamification**
- Measurement
- **From passive content to engaged individuals**

## Important Notice

The workshop is limited to a maximum of 22 and a minimum of 10 to ensure optimum interaction.

50% of the workshop fee is required within 72 hours of booking and the remaining 50% by no later than 24 hours before the workshop.

Workshop offered by FoneWorx

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# DAY1

## Background to knowledge management

Knowledge management is the process of capturing, developing, sharing, and effectively using organisational knowledge. In this new Knowledge Economy it refers to a multi-disciplined approach to achieving organisational objectives and creating economic value by making the best use of knowledge. It also shows the difference between 'data', 'information' and 'knowledge' and why it is important to focus on knowledge in any organisation's business strategy. This section looks at three customer related intangibles, namely customer relationships, customer databases and customer contracts which organisations can use to build future economic benefits.

## Realisation stage of where you are

The core focus in this module is the realisation that change is needed and that companies need to move away from mass-marketing towards a more granular one-to-one marketing. This module investigates where your business is and where your business aims to go. It also determines the steps you need to take to get there, e.g. how well do you know your customers? This ensures that you ascertain if you view your business from your customer's perspective and not from your own, applying the principles of listening to your customer, learning from them and adapting your perspective to place yourself in your customer's shoes. Overall, working through this module allows you to revisit your business mission statement, and re-identify your values, beliefs, attitudes and capabilities.

## Defining your market

Any organisation needs to define if their target market is B2B or B2C and the type of products and/or services offered. It is important to not only segment your market according to demographics but also in terms of psychographics while at the same time bearing in mind the differences between Generation 'X', 'Y', 'Z' and 'A'. This module provides further information on the various traits that differentiate the generations and the reasons why it is crucial for any organisation to bear this in mind when determining who their target market is and designing the accompanying business strategy.

## Understanding your customer

There is a difference between knowing who your customer is and understanding your customer. It is important to focus on both. To know your customer is information collected by your business. To understand your customer you need to be attentive to them whenever you are in contact with them. This module focuses on the three aspects of understanding your customer, namely 1) placing yourself in their shoes and aim to look at your business from their point of view; 2) collecting and analysing data about their behaviour; and 3) asking your customers what they think.

## Designing your database

When designing your database it is important to plan and aim to make your data as granular as possible in order to better manage it. This module also investigates the type of information to collect, the way in which to collect the information in a POPI and CPA compliant manner and the way in which to maintain your database while leveraging your permissions in the most optimal way.

## Volunteered Personal Information (VPI)

In this section 'Personal Data' is unpacked. Personal Information refers to information relating to an identifiable, living, natural person, and where it is applicable, an identifiable, existing juristic person. Personal data can be grouped as follows: 1) Inferred Data, 2) Observed Data and 3) Volunteered Data. This section highlights the importance of customers sharing volunteered data rather than an organisation having to infer or observe data as well as the risks attached to the latter.

## Understanding the concept of self-creating Intangible Assets

This aspect is highlighted based on the principle that information only becomes knowledge in the hands of someone who knows what to do with it. It is further supported by encouraging organisations to adapt to change, to be curious and to ask questions in terms of how to bring about change. This module highlights the importance in understanding 'knowledge capital', also referred to as 'intangible assets', which are governed by the 'Law of Increasing Returns'. It also emphasises the need for organisations to self-create intangible assets as it leads to an increase in organisational performance and shareholder value. Overall, the module shows how knowledge or intelligence becomes an asset when useful order is created out of free-floating data.

## Understanding POPI

Broader understanding of the POPI Act (Protection Of Personal Information) and implications thereof. This includes understanding the rights of the consumer and the client's obligations as well as guidelines in terms of how to adhere to the requirements of the new POPI Act. Ultimately, this section will highlight why organisations that understand the potential of behaviour shaping and respect its privacy implications - with the growth of technology and the migration to the digital world - will enjoy customer loyalty and employee engagement.

# DAY2

## Designing permission marketing

This module highlights that permission marketing is a step-by-step process which is developed over time and that it is not a moment. This module will assist an organisation in obtaining permission on an incremental value from their customers while focussing on the most effective communications channels. The importance of automated responses, rewarding customers as well as how to leverage permission through additional products is also addressed.

## Creating customer experience

It is important to create a competitive advantage for your company by increasing your customer's perceived value of you and your organisation. The module also emphasises the importance of following various guidelines in order to create positive customer experience, such as providing consistent management attention to customer expectations and standards and aligning your organisational system to ensure that business procedures, policies and rules support exceptional customer experience.

## Web design

This module will focus on how to ensure that your website allows for a dialogue - to ensure that the site provides customers and potential customers with the necessary information to ensure future business as well as allowing customers to provide your company with information which will not only strengthen the customer experience but also contribute to the company's intangible assets. This module addresses various principles which guide an organisation in achieving optimal web design.



## Social media

This module highlights the importance of the role of social media in any business strategy. It focusses on the various aspects that are key in social media strategy, such as a 2-way communication and dedicating enough time to interact on social media in order to be effective.

## Search engine optimisation

This module investigates the survival of your organisation in SEO. It determines how searches for your company or information relevant to your business directs the searches to your site, making it function in the most optimal way, e.g. ensuring your website occurs in the Top 5 on search engines. It is important for a search engine to 'see' that your site is the most relevant for users in a certain location who may want your products or services.

## Market research

This module looks at the different types of market research and how they will assist your organisation in not only better understanding your target market and its behavioural patterns but also to obtain deeper insight into your customers' feelings, attitudes and beliefs. The module also looks at the importance of designing your survey with mobile in mind.

# DAY 3

## Increasing permission marketing

This module focusses on the benefits of permission marketing compared to interruption marketing; e.g. increasing the frequency of contact with customers; the reinforcement of behaviour through incentives as well as the increased levels of trust built on increased contact.

## Data mining

This section investigates how to uncover meaning from complex data sets as well as determining what it is that you want from the data. Together with the client this section will uncover what the organisation's strategy is for non-churn, how to leverage value of data visibility (such as loyalty programmes) as well as the importance of data quality and the need to establish a roadmap.

## Gamification

This module unpacks the definition of gamification and the importance it plays in any business strategy going forward. It also looks at the various stereotypes of gamification that organisations need to overcome as well the reasons why gamification is so attractive to consumers. The module looks at the digital space and the benefits of focussing on gamification in any business strategy based on the increasing prevalence of Generation X and especially Generation Y customers in the economic landscape.

## Measurement

This module allows an organisation to measure its performance on the previous modules while considering how to not only keep existing customers and attract new customers but also to consider how to measure the 'grey area' / silent majority of customers and what needs to be done to get them to opt-in. In the end, the organisation will be measured on the various KPIs as developed in the various steps of the Knowledge 350° model.

## From passive content to engaged individuals

This module highlights why it is important for organisations and customers to engage in an active relationship (dialogue) rather than a monologue where the organisation provides information and the customers passively accepts it.

