

## What is KIN?

In today's complex business world, how we use what we know is a proven prerequisite for success.

The Knowledge and Innovation Network (KIN) is a non-competing, vendor-free network, creating new insights in the field of knowledge and innovation. It fosters and supports participative collaboration, creating an environment where members can share knowledge. It connects peers, practitioners, researchers and experts, across a range of industry sectors, and encourages them to apply their learnings to improve business practices. In doing so, it helps to create real business value.



KIN is part of the Innovation, Knowledge and Organisational Networks (IKON) Research Unit and is based at Warwick Business School which has a 5\* international rating and is regarded as one of the top business schools in Europe.

KIN's unique policy to prevent membership of competitors from the same industry has been proven to generate a free exchange of knowledge, ideas and experiences between practitioners. Members tell us that this helps ensure they learn from each other's successes and failures, sharing common approaches and proven good practice, in a non-threatening environment.

## Selected Forthcoming Events...

### Connecting People

#### Masterclass event on 30 September 2009

Cadbury, Bournville Lane, Birmingham B30 2LU



This Masterclass - led by previous KIN member, Nick O'Doherty (formerly PWC) - will be an opportunity to learn more about how to connect people across your organisation. Exploring ways to create and develop sustainable networks across the organisation by making best use of tools that are available to help people to connect, both within and outside of the organisation. Our focus will be not just on the tools themselves, but on how to use the tools effectively to maximise the value of the connections made.

We will cover: The changes needed at personal and organisational level to maximise the benefits delivered. The main risks associated with use of some of these tools for the individual and the organisation and how to mitigate those risks with guidelines and policies that encourage responsible use.

We are planning an interactive and hands-on day with opportunity for participation by all. Details of what we cover will be determined by you on the day, but the scope will include sites such as Facebook and LinkedIn, Blogging, Micro-blogging tools such as Twitter and Yammer, Media sites such as Flickr and YouTube, Social Bookmarking tools such as Delicious or Reddit. We are not looking to cover social network analysis or blue-pages / people directories as these have been covered in recent KIN events.

If you can bring a laptop and are able to use it to connect to the sites mentioned above, it would be helpful. If you'd like to attend but your organisation's policy does not enable you to use your laptop in this way please let us know and we will make other arrangements for your participation.

This event is kindly hosted by Cadbury and we will end the day with a special tour of 'Cadbury World' where we will learn more about the Cadbury story and get the opportunity to sample their excellent products.... so if you'd like to join us, then self-register at <http://tinyurl.com/kin30sep09> or contact Erica Hurley or Phil Ridout.



### Innovation SIG Framework meeting Part 1

#### 2 October 2009

Network Rail, James Forbes House, 27 Great Suffolk Street, London, SE1 0NS



Led by Michael, we will focus this workshop on good practice in Idea Generation/Organising for and developing innovation. You are also encouraged to bring along examples of any tools or process that your organisation uses or that you have seen elsewhere, for the initiation and development stages of innovation. Part 2 of this series, on 11th December, will focus on Implementation/Adoption or Commercialisation.

We would like your input to the day by answering a few questions related to innovation at your organisation:



[http://www.surveymonkey.com/s.aspx?sm=q15h2g1\\_2bvdgYi5ObzwhPWQ\\_3d\\_3d](http://www.surveymonkey.com/s.aspx?sm=q15h2g1_2bvdgYi5ObzwhPWQ_3d_3d)

You can self-register for this event, kindly hosted by Network Rail, at <http://tinyurl.com/kin02oct09> or by contacting [gary.colet@wbs.ac.uk](mailto:gary.colet@wbs.ac.uk) at 0044 (0)7957 590651

### Promoting the 'Share' programme to the organisation

#### Webinar with Lloyd's Register on 8 October 2009



Lloyd's Register have developed a terrific internal brand for their 'Share' programme. Kate Garrett will be showing a selection of their custom animations that illustrate the values and activities of the programme and telling us how the Lloyds Register team gained senior support and budget for this innovative and attractive promotional campaign.



Those registering will be sent a copy of the 'Share' brochure in advance of the Webinar.

You can self-register for this webinar at <http://tinyurl.com/kin8oct09> or contact [gary.colet@wbs.ac.uk](mailto:gary.colet@wbs.ac.uk) 0044 (0)7957 590651

To find out what else KIN does please turn over...

Don't take our word for it!  
Here's what some of our members say about us...

*"If KM is about connecting people to people, people to information and people to tools, then KIN ticks all those boxes. KIN does it in a way that is professional, inspiring, effective and best of all, delivers results for us"*  
**NHS Institute**

*"KIN really sparks the imagination. Gets you thinking about what is possible"*  
**ConocoPhillips**

*"KIN proved invaluable right from day one. Having direct access to organisations that had faced similar KM issues and successfully overcome them is priceless. Avoiding repeating mistakes through learning from others is a key strength of the network"*  
**OGC**

*"KIN has helped us understand our dependency on key knowledge and the potential impact of its loss. As a result we initiated a series of follow-up projects"*  
**Baker & McKenzie**

*"I have never been to a KIN event that wasn't a good use of my time and there is always more KIN activity than I can take advantage of"*  
**Sellafield Ltd**

*"The strength of KIN comes from the open and sharing attitude of its members. Value is generated because members provide improvement opportunities to their own and other member's practices"*  
**Severn Trent**

## What KIN provides...

A comprehensive programme of events including Workshops, Roundtables, Masterclasses and Special Interest Group (SIG) meetings

A member-only on-line resource and collaboration space with dedicated forums for news and discussion

Access to Warwick Business School research and foremost thought-leaders and the opportunity to participate in KIN research

Special Interest Groups through which members can collaborate on the topical issues and business challenges they face

A dedicated team of specialists and experienced facilitators to enable collaboration and to work with members on a one-to-one basis

## How can KIN benefit my organisation?

Members have found that the tools, good practice and world-class expertise available in KIN have helped them achieve their business goals through:

**Making new staff productive**, often replacing formal and expensive training and development

**Improving productivity** by applying learning from practice techniques to projects or processes

**Avoiding costly mistakes** through peer-to-peer learning, challenge and support  
Identifying, retaining and transferring unique **knowledge identified 'at risk'** for senior management transitions, key retiring staff, mergers, acquisitions, or restructuring

Helping **achieve existing business objective** faster and at less cost, through the better use of latent knowledge

**Challenge existing approaches** through exposure to new thinking about innovation in managing knowledge with staff, suppliers and customers across the value-chain

Help make **'business change programmes' sustainable** by addressing cultural and motivational issues around sharing knowledge

## How do we join?

Membership of KIN is by invitation and through annual subscription. KIN and the existing members invite participation from organisations able to demonstrate a level of expertise in knowledge sharing, organisational learning, or innovative management practice, which allows both contribution to and benefit from the network.

We also look for senior management sponsorship of organisational learning activity and welcome organisations that are, or aspire to be, leaders in managing knowledge within their sector.

To maximise co-operation, openness and trust, KIN membership excludes KM vendors and consultants as well as organisations that are in direct competition with existing members. Application for membership from sectors not currently represented is therefore particularly welcome and a list of our current members is available on request or by visiting our website.

## Interested?

For more information about KIN membership or our programme of events, please contact Dawn Coton  
[dawn.coton@wbs.ac.uk](mailto:dawn.coton@wbs.ac.uk) or +44 (0)24 7652 4503