**Trainer Guide**

**Step 2: Design Strategy**

**Purpose**

The purpose of this step is to begin developing a knowledge management (KM) strategy that will meet the knowledge and information needs of a health program. Participants will learn what elements to include in a well-design strategy, how to develop KM goals and objectives, and which KM approaches and technologies to use. Participants will also begin developing an implementation plan and timeframe for their KM strategy.

**Time**

Total time needed is approximately ***two to three hours***, depending on Trainer needs.

**Objectives**

By the end of this step, participants will be able to:

1. Understand the value of a well-designed KM strategy
2. Describe the key elements that make up a KM strategy
3. Understand the added value of a theoretical foundation for a KM strategy
4. Describe how a KM strategy supports organizational and project activities
5. Explain what makes for good KM goals and objectives
6. Draft a timeline for implementing a KM Strategy

The Trainer should write these objectives on flipchart paper and hang in space where all participants can see it.

**Detailed Learning Objectives**

**Detailed learning objectives** are always measurable—for example, **three** characteristics of effective KM approaches, **four** advantages of developing a strategy—in order to capture learner outcomes.

The Trainer should develop detailed learning objectives based on the trainees’ needs. For example, a project focused on improving knowledge sharing between different types of family planning providers might have a detailed learning objective of “describe two types of KM products or approaches that would facilitate knowledge sharing between physicians and nurses.”

These can also be written down on flipchart paper and hung in a space where all trainees can see them.

**Prepare for the Session**

**Design your session**  
Browse through the components of this step and select those that are most appropriate for your audience. The exact length of time needed for this step will depend on many factors, including the level of depth you want to provide to the participants, background knowledge of participants, and specific learning objectives. A sample agenda for this session is provided below.

**Build an agenda**

Using the list of resources below, build an agenda to accommodate the available time. Keep in mind that there are additional resources related to Step 2 in this module of the KM Training Package, such as examples and templates that one could use to facilitate implementation of this step, and supplemental guides that could serve as useful background reading.

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| **Agenda** | | | |
| **Time** | **Session and Description** | **Supporting Resources** | **Approximate  Time Needed** |
| 11:10–11:45 | Icebreaker: Imagining the future | Exercise Guide | 35 min |
| 11:45–12:30 | Introduction to KM Strategy | Presentation | 45 min |
| 12:30–1:30 | Lunch | | 60 min |
| 1:30–2:30 | Exercise: What’s in a KM strategy? | Exercise | 60 min |
| 2:30–2:50 | Post-session evaluation | Question Bank | 20 min |
| 2:50–3:05 | Expectation Wall |  | 15 min |

**Finalize and print the agenda**

Determine session start time and insert breaks and energizers as needed. Double check that you have set aside enough time for each activity (including time needed to switch from one activity to another). Print agenda and Relevant Theory Handout for each participant.