Topic	Information
Facilitator	Mark Kozak-Holland PhD, PMP, IPMA D, Cert. APM
Series	LESSONS FROM **HISTORY** This series uses relevant case studies to examine how historical projects and emerging technologies of the past solved complex problems. It then harvests the lessons learned on these past projects and applies them to today's projects.
Workshop Title	**Knowledge transfer & sharing between projects – contemporary best practices in project management complemented with historical case study examples**
Summary Description of Workshop	The ability to diffuse knowledge across and within organizations is today recognized as a major strategic capability for gaining competitive advantage. In this workshop you will understand what knowledge management is, in the context of projects, how it contributes to the attainment of value from projects and how it covers knowledge transfer and sharing between projects. You will also learn why this is a challenge in different types of organization, specifically in those that are project based.

This interactive full-day workshop uses contemporary and historical case studies to exemplify knowledge management within projects, and draws from the Medieval Era (Florence Duomo, Celtic scribes), the Industrial Revolution (English watchmakers, Panama Canal), and the race to the South Pole. These case studies have rarely been associated with knowledge management (and projects) and this is what makes this course so unique. Through these case studies the workshop highlights the importance of knowledge management and why it needs to be considered in projects and organizations. You will also see how knowledge was created, transferred or shared between projects and used to create unique solutions that would resolve difficult problems. The workshop follows the project event timelines to better understand the knowledge processes that led to breakthroughs in project solutions.

The workshop examines some of the organizational aspects that encourage knowledge management in projects like the values, culture, and practices. It outlines how to set up a conducive environment for knowledge sharing within an organization and that puts forward the role of the PMO as a knowledge broker in support of the project community. It summarizes all this into a set of ideas and best practices that you can carry forward into your current and future projects, and use.

The workshop provides an opportunity to learn about knowledge creation, transfer and share which are essential to contemporary project management practice. New insights emerge when dissecting historical case studies through a project management lens, and this is brought to life in this workshop. Through exercises and video samples the workshop attendees, working in groups, will be given a chance to use their skills to analyze core problems within the projects, play out what if scenario, and discuss what made these projects so transformational for the stakeholders and the society who reaped the benefits. The analysis allows

	attendees to draw out patterns, techniques, and make comparatives to today's projects.
Learning Objectives Purpose/Benefits	The workshop draws out the case study lessons for a project audience, and explains in straight forward terms how to apply these lessons to a project. It shows how: • you can encourage and foster knowledge transfer and knowledge sharing between projects in your organization, • through leadership and governance a PMO can readjust to act as a knowledge broker in support of projects and the community, • you can start the necessary conversations with senior leaders in the organization to support these initiatives. Entertaining and full of intriguing historical details, the workshop helps business and project practitioners see how knowledge can be better diffused across project within an organization.
Presenter Biography	The workshop is from the "Lessons from History" series. As the author behind the series, Mark Kozak-Holland brings years of experience as a consultant who helps Fortune-500 companies formulate projects that leverage emerging technologies. Since 1983 he has been straddling the business and IT worlds making these projects happen. He is a PMP, certified business consultant, the author of several books, and a noted speaker. Mark has always been interested in tracing the evolution of technology and the 3 industrial revolutions of the last 300 years. Whilst recovering a failed Financial Services project he first used the Titanic analogy to explain to project executives why the project had failed. The project recovery was going to take 2 years and $8m cost versus the original $2m cost and 1 year duration. As a historian, Kozak-Holland seeks out the wisdom of the past to help others avoid repeating mistakes and to capture time-proven techniques. His lectures on the Titanic project have been very popular at gatherings of project managers and CIOs.
Presenter's Authorship	The books from the www.lessons-from-history.com series have been written for organizations applying today's business and technology techniques to common business problems. *Lessons from the past assist projects of today in shaping the world of tomorrow.* The series uses relevant historical case studies to examine how historical projects and emerging technologies of the past solved complex problems. It then draws comparisons to challenges encountered in today's projects. Mark has contributed to far reaching series of articles on Gantthead.com, DM Review, and PM Forum today. He has written several academic papers on historical project management. He defended his dissertation titled "The Relevance of Historical Project Lessons to Contemporary Business Practice" in November 2013 to complete his PhD. Mark's book (http://www.mmpubs.com) is titled "History of Project Management." Mark can be contacted via his site www.lessons-from-history.com or mark.kozak-holl@sympatico.ca
Presenter's Educational Background	PhD from the Salford University Business School, UK (2014) B.Sc. with Joint Honours degree in Computer Science and Statistics 1980-1983 (University of Salford, UK).
Presenter's Company Name	Lessons-from-History