

# Knowmium

## 2020 Prospectus

p. +852 9664 0988  
e. joshua@knowmium.com



**We're Remote Ready:**  
Find out more, page 4.

# Hello, we're Knowmium.

We're definitely not for everyone, but for those who want to change the learning landscape, we're here to start fires & spark conversations.

## KNOWMIUM EXISTS:

- **Because conversations truly matter.** If we are what we say, what do your interactions say about you? Whether presenting to a meeting or conference audience, negotiating a new contract, or moving minds within your organization: the way we wield words is constantly opening & closing possibilities around us.

When a door shuts, we have this sense that the encounter has led almost inevitably to that moment— but every conversation is multiple possible conversations. Small framing pivots, tiny perspective choices that demonstrate true engagement, can shape entirely new avenues for growth. At Knowmium, we study the *how* of deeper talk— unpacking fossilized speech patterns & crafting new habits that build trust & collaboratively solve problems.

- **Because deliberately developmental organizations (DDOs)** deserve better partners— those firms that see learning as far more than a check box exercise, rather a core component of what makes them resilient: we're on your side.
- **Because the status quo is cheap until it isn't.** There's often little incentive to fix communication issues in the short run. While many have good intentions (much like New Year's resolutions), daily pressures often reward short term focus. In 2019, this led to only 10-20% skill transfer from training despite 300 billion USD being spent worldwide. We exist to bridge that gap & make change a better choice than more of the same.
- **Because we are unwilling to compromise the excellence that we strive to achieve.** We built Knowmium as a learning laboratory— to experiment with better communication, & we do exactly that.
- **Because we are excited about the topics we train & research in.** We've created a place where we are happy to come to work, & want to share that experience with our learning partners & workshop delegates.



# In 2020, What Can We Do for You?



**Training:** Our programs or yours, delivered in a wide variety of formats & durations, with powerful follow through baked in. **We're also always remote ready (page 4).**



**Coaching:** Executive, small group, or as follow ups on existing workshops— we support participants in discovering their next steps in durations from 2 hours to 2 years.



**Learning & Development Consulting:** Need research help, content curation, or consulting on learning analysis & program flow? We're here to help you maximize employee engagement & follow-through for better growth.



**Keynotes:** Top interactive talks on key topics for today delivered by champion speakers, National Geographic explorers, & industry leaders— perfect for both conferences & internal events.



**Non-profit sessions:** Pro-bono training for eligible NGO's & non-profits on persuasive communication topics. We firmly believe in supporting those who do good in the world.



**Train the Trainer:** Training for your own leaders & subject matter experts on how to train— enabling them to transition from mere presenting to real facilitating as you grow your learning culture.



# 2020 Workshop Topic Menu

**15 topics** available in sessions ranging from 2 hours to 2 days. All programs are remote ready (available virtually, see page 4). Want more details on any program outline? We're happy to share— just send a message to [joshua@knowmium.com](mailto:joshua@knowmium.com).



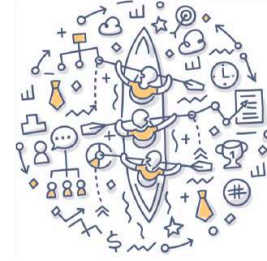
## CHANGE YOUR CONVERSATIONS

- 1. Moving Minds:** Influence without authority & master positive persuasion's push & pull of sharing & understanding.
- 2. Negotiate to Great:** Leverage systematic frameworks to build trust & achieve truly integrative deals.
- 3. Savvy Selling:** Combine consultative & insight selling techniques to reach clients of today.
- 4. Business Improv:** Get creative, speak on the spot, & connect Q&As to your audience.
- 5. Telling isn't Training:** Turn SME information dumps into engaging & memorable internal/external seminars.



## CHANGE YOUR MESSAGE

- 6. Speak to Persuade:** Craft memorable speeches that motivate change & spark conversations.
- 7. Building Business Stories:** Turn facts & data into compelling narratives that bring your points to life.
- 8. The Write Way:** Banish boring emails & postings with clear tools for busy readers. Also available for Equity Research report excellence.
- 9. Managing Brand You:** Improve your executive presence, practical network, & career image.
- 10. Slides that Decide:** Convert dull slide decks into visuals that guide focus & action.



## CHANGE YOUR ORGANIZATION

- 11. Innovate to Great/Design Thinking:** Think like a startup with systematic iteration & other divergent tools.
- 12. Beyond Bias & Equality by Design:** Two journeys in the D&I space that translate awareness into ownership & application.
- 13. Collaborate to Great:** Get out of silos & develop teams that communicate, create, & problem solve together.
- 14. Creating Coaching Culture:** Differentiate managing from real coaching & accelerate internal learning.
- 15. Working Beyond Borders:** Whether virtual or face to face, cross cultures in ways that strengthen your teams.



# A Field Guide to Delivery Formats:



**Express Sessions:** When time or buy-in is a factor, 90-120 minute express sessions are a great way to cover a few key learning points in highly motivated short intensives with groups up to 24.



**Mixed Intensive Format (MIF):** A balanced mix of morning whole group intensive, & afternoon small group/one-on-one sessions for personal attention & feedback. MIF delivers the strongest ROI of any group session.



**Standard session format:** Available in duration from 4 hours to 2 days, this format is good for groups of 8 to 16 participants.



**VC/Blended Training:** Increasingly, organizations are looking for ways to save travel costs by de-locating sessions & hosting via video conferencing & blended learning.



**Coaching:** Available one on one, in small groups, or as an add on follow up to existing programs to improve skill transfer. All leverage cutting edge assessments, action assignments, & tracked progress.



**Interactive Keynotes:** Large scale plenary speeches designed for conferences on key topics & featuring our signature interactivity.

## WHAT DOES REMOTE READY MEAN?

Whether for reasons of health, budget, time, or carbon impact, more teams are choosing to go virtual for training. Good remote training ≠ one-directional talking slides, with delegates half asleep & drifting to other tasks. Done well, attention is baked in, with engagement remaining high, ensuring learning & follow-through. We're pro users of Zoom (the best collaborative software by far in our opinion) which means:

- learners can dial in from the office or at home,
- sessions are secure: end to end encrypted,
- we have the ability to create strong group collaboration with engagement monitoring & virtual break out rooms (small groups splitting and discussing and then rejoining the larger class) along with shared virtual whiteboard annotation,
- no cost or software is required by clients.



# What Does a Knowmium Session Feel Like?

While sessions vary greatly depending on topic & duration, at their core training is **highly interactive, tailored, & practical**. What you won't see: long lectures, overloaded slide decks, & quick jumps from one unlinked activity to another. Learning is a consequence of thinking & doing, not teaching. Theory, research, & extensive stakeholder interviews are leveraged to ground workshops in best practices, while in session time is spent deep in hands-on experience, feedback, & reflection to help bridge the knowing-doing gap. A snapshot of some of our in session approaches:

- A blend of external (localized cases inspired by Kellogg/Harvard simulations) & custom client simulations co-created with leaders there.
- Structured pair-work, small group, & plenary discussions, activities, & problem solving.
- 360° Video with peer & trainer feedback, leveraging the use of live rewinds, sub-texting (reading between the lines), & conversation mapping.
- Hot-seat/Fishbowl simulation with senior client role-players.
- Speech & interactive simulation transcript deconstruction, applying sentiment analysis to see where back & forth dialogues break down.
- Gamification of key elements— card based techniques for surfacing difficult concepts & making thinking visible.
- Reflective action planning & interactive content review.

## FEATURED FOLLOW-UPS

Often training is treated as a one-off event. Without strong lead-up & follow-through, we lose the majority of our momentum. In addition to our extensive tailoring & pre-assessment, as follow-up we offer:

- **5 Minute Mentor (Micro-learning via our iOS/ Android app):** Just-in-time delivery of new ideas & review, right to your computer or phone. Carefully sectioned bite sized chunks of learning to grow without wearing out or cutting into the work day. Usage reporting is available for L&D feedback.
- **Impact Boosters:** Short 1 to 2 hour sessions, ideally in small groups, to reconnect with & stretch beyond session topics. Strong proven ROI & highly encouraged.
- **Accountability Partners:** picture the buddy system, only better— partners check in on each other & peer evaluate.
- **Coaching Culture:** Short training for managers to better enable them to coach, mentor, provide feedback, & lead discussions on our training topics.
- **Resource Library:** Available 24/7, our carefully curated articles & tools to expand on training topics.





## We Believe:

- **In putting learners first**— both ourselves & our learning partners are there to serve the ultimate clients: the learners we ask to step outside their own comfort zones & take ownership of transformation.
- **Good learning is co-created.** We are not a vendor, but a partner. We politely push back, so that delegates & stakeholders are not left wondering, why after all that “training” did nothing really change.
- **Education doesn't easily scale:** We are more like the restaurant industry than the car industry. You can make thousands of high-end luxury cars identically, but with restaurants fine dining rarely achieves scale; only fast food does. Small is the new big.
- **In sharing our materials far & wide,** because what makes us different can't be copied. The difference is in the engagement & facilitation. Great chefs have no fear of sharing their recipes.
- **Rushing doesn't work for reflection:** Slow is the new fast. You can keep telling people your fast

food quick fix training is four star, but the palette knows. Look we get it— sometimes you just need a quick french fry fix: but a healthy diet was built on more. Real education takes time, & tastes entirely different.

- **Change is built on a balanced mix** of mindset, took-kits, & structure: We can deliver innovation training that changes mindsets & provides the tools, but without a work environment structured to support follow through change is limited.

**Knowmium** is the partner of choice for learning organizations that want to fundamentally change how their people communicate, collaborate, & innovate: with each other & with their own clients.

**In short: we help those who do good, do better. Let's begin.**



## A Tour of Our Favorite Tools:

**Like chefs & their knives**, we're quite picky about the tools we use in our craft. Too many assessments & certifications in the training space are at best edutainment, & at worst genuinely harmful to learning— cheap knives that break & cut the cook. As Nicholas Nassim Taleb notes, *“If you see fraud & do not say fraud, you are a fraud”* (yes, we're lots of fun at parties). Good research, sound educational pedagogy, & practical application with a proven track record are key considerations. A few we've come to like using with our clients:

- **Influence Style Indicator®**: From Discovery Learning, a great tool for understanding our own personal preferences when trying to move minds. We love its validity cross culturally & the large research base behind its findings.
- **The Kraybill Conflict Style Inventory®**: Conflict happens, but it doesn't have to be destructive. Kraybill's inventory not only measure response to conflict, but more importantly measures change— as tension increases do we tend to problem solve, fight, give in, or run away?
- **Culture Mapping Tools**: Taking the best of ideas from culture study pioneers like Hofstede & Hall, Dr. Erin Meyers' Culture Map research translates behavioral trends in a way that is directly applicable to real world communication. No wonder she wrote Harvard Business Review's most read article of 2017.
- **Team Management Systems®**: Want to really understand how your team members collaborate & relate to one another? TMS does a great job assessing why some individuals, teams, & organizations perform, work



effectively & achieve their objectives, while others fail.

- **FourSight®**: Want to get innovative projects done? FourSight is by far our favorite assessment for understanding how individuals & teams think creatively, with a particular nod to how can we take projects from start to finish.
- **Hogan Assessments®**: Listen— if you just want a quick awareness exercise on personality/thinking differences in teams, there are plenty of free & low cost options that work (as long as we don't read too much into them). But if you really want to do personality assessment right & provide deep meaningful take aways for individual change, Hogan, with its sound grounding in organizational psychology, is our pick.
- **Designing Your Life®**: Available for individuals & small groups, we joined the first coaching certification cohort of this systematic approach to personal change based on applying design thinking principles to developing the self. In a nutshell— ideate, experiment, & reflect on where you are going professionally in a more measured way.
- **Bates EXPi®**: Focused on building executive presence, that nebulous quality rarely well defined, Bates has created a 360 tool with robust construct validity around the facets of character, style, & substance— we leverage it for senior level coaching engagements.

**Don't see NLP or MBTI on here? Neither does science. Like we said: we're fun at parties.**



# Our 2019 Year in Awesome:

With great thanks to our delegates, learning & development collaborators, & delivery partners, 2019 was an exciting year for **Knowmium**:

- 1. Delivered across continents:** Proving that small giants can go big— designed & delivered custom influence, sales & negotiation programs on 5 continents (and even had one consultant give a speech in a 6th— I'm sure the penguins of Antarctica greatly enjoyed your candor Robert).
- 2. Transformed leaders into trainers:** Served as lead trainer on the global roll out of a Fortune 500's internal university program, training senior leaders to become trainers to cascade knowledge organization-wide.
- 3. Coached women in leadership:** Honored to be the Asia-wide coach for a Fortune 100's women in leadership initiative for the 3rd year in a row, collaborating to grow key conversations around communication, visibility, & change. All coaching is tracked, measure, & personalized through our coaching app platform.
- 4. Engaged virtually worldwide:** Selected for the 4th year in a row as sole provider to lead sessions world wide via webinar & video conference formats for the global roll out of a top 3 reinsurer's cross-border cultural training.
- 5. On-boarded the next generation:** Designed & delivered new grad programs in the finance & tech space, serving as the sole external provider during two year rotations. By 2020, millennials will make up approximately 75 percent of the workforce, & according to Gallup, 87 percent of this generation says professional development is very important to them in a job. We're on it.
- 6. Delivered tailored content in 21 countries:** Customized by region, role & readiness all while averaging a net promoter score of 95/100.
- 7. Made follow through matter:** From our micro-mentor app (*iOS/Android*) & job aids, to accountability partners & action learning groups, from meaningful deal coaching, to manager rubrics for "return on behavior" conversations— we continued our efforts to bridge the knowing-doing gap & carry skills into the workplace in a measurable way.
- 8. Continued our dedication to 10% time:** All trainers committed to the pro bono delivery of sessions & coaching to non profits & other worthy organizations/individuals worldwide including speakers for TEDx Women & the UN.



9. **Excelled in niche needs:** Communication matters in many forms where tailored training is hard to find— need equity research report excellence training customized & delivered in 9 countries? We have you covered.
10. **Curated top content for our training & learning partners:** We continued to read it all, living on the 35th page of Google Scholar (& other research databases), narrowing it down to the best of best practices, so you can spend more of your time focuses on strategic conversations.
11. **Keynoted Asia Learning Conferences:** Continuing to grow our ability to reach wider audience, we spoke at a number of larger events, including the CFA Institute's Financial Talent Summit in Mumbai.
12. **Changed learning conversations:** In an industry where too often training is just a checkbox exercise, we care enough to push for change. Our first question when asked to deliver a program is to assess *why*, what drives the need, what is the gap, & who will help carry the change forward. Without champions, without the sharing of bright

spots, without a change in mindset, toolkit, & structures— there is no lasting transformation.

13. **Brought hard science to soft skills:** From researched based plenaries & assessments, to analysis of transcribed speeches, simulations, & texts, to micro expression & EEG (stress & flow) debriefings— we took the tools of tomorrow & applied them to the conversations of today.
14. **We like to share:** Provided free ride-alongs & sit-ins for our training competition— giving them the chance to see behind the curtain of how we engage, & offering feedback on their own sessions. Why? The same reason chefs go to other chefs' restaurants: to learn, to inspire, & to grow our community as a whole.
15. **Offset 100% of our travels:** What good is balanced communication if everything else is thrown out of alignment? A small step in the right direction, Knowmium is carbon neutral— offsetting all training travels in 2019 & beyond.

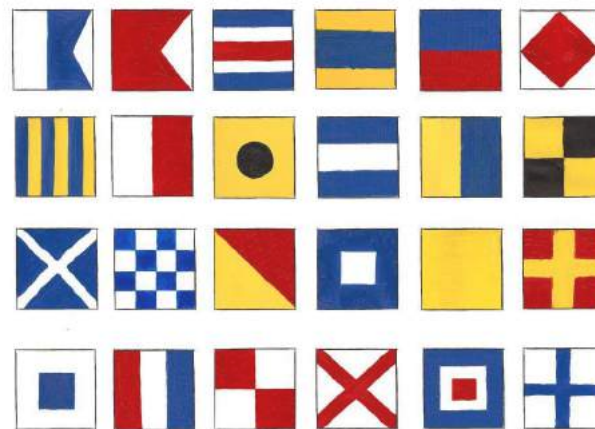


## What's in a Name?



**Knowmium** (nəʊmɪəm) is *the element of knowledge*, though you'll have to look pretty hard on the periodic table to find it.

**Our logo:** My father was in the Navy when I was young (albeit as a dentist — a captain of teeth not tides), & I still have the wooden ship he brought home for me after a tour in the Mediterranean. On it were small intricate nautical flags— a whole international language in code, hidden in plain sight. The colors of Knowmium's logo are taken from the international maritime signal for the letter K, which means *'I want to communicate with you.'*



Let's start our conversation at [knowmium.com](https://knowmium.com).

### WE'RE COLLABORATORS IN CURIOSITY.

We're a diverse team of educational innovators dedicated to making meaningful change in the lives of our clients, coachees, & delegates.



**Joshua  
Davies**  
Founder



**Robert  
Kienzle**  
Consultant



**Asha  
Sridhar**  
Associate



**Chunshek  
Chan**  
Associate



**Tomomi  
Kumai**  
Associate



**Yamilette  
DeCano**  
Associate



**Rob  
Lilwall**  
Associate



**Rachel  
Austen**  
Associate



**Hong Kong**

4/F Cheong Loong Bldg.  
184 Wing Lok Street  
Sheung Wan

**Singapore**

420 North Bridge Road  
#05-28 North Bridge Centre  
Singapore

**Beijing**

27 Floor, Ocean Intl. Plaza  
C5 Jinghua South St.  
Chao Yang, Beijing , China



We help those who do good, do better.

