

WHITE PAPER on Phoenix Studio's Knowledgeware Programs

eDVD stands for *enhanced DVD*, a DVD-ROM containing enhanced content such as web links, documents, presentations, photos, and more - as well as traditional DVD video. There are many applications for such a tool, and in the area of Knowledge Management, an eDVD can be used in the following ways that may be of interest to your organization:

1. As an HR tool
2. As a meeting or event recorder
3. As customized courseware for specific trainings or workshops.

1. Using the eDVD as an HR Tool

If your office is in transition, or key personnel are on the move, then creating a knowledge application for new staff will go a long way in preventing institutional "brain-drain" that is costing companies and organizations millions each year in *lost productivity, competitive edge, and intellectual capital*. Phoenix Studio's exclusive *Day in the Work Life of "you fill in the blank"* is a program that captures both **tacit** and **explicit** knowledge of an employee position; job roles and responsibilities, video and audio interviews, key procedures in tutorial form, and all needed reference materials collected and catalogued in eDVD format - one neat package that your HR department can distribute to job candidates or new hires. This tool can reduce the learning curve of a new employee dramatically, as well as retain best practices and efficient modes of work created by the leaving employee. When your best workers are moving on, there is no reason why you should let their institutional knowledge move on as well, leaving the new worker to re-invent the proverbial wheel.

How this program works:

Phoenix Studios is contracted to do a "knowledge mapping" of a specific post and conducts onsite interviews with staff holding the post (or persons who are most knowledgeable of the job) as well as collecting all knowledge related to that post. Day-to-activities, duties and responsibilities, complex procedural work, resource interactions, internet interactions, and physical documents are organized and catalogued into a clear picture of the job post and the person in it. This library of knowledge is then converted into multimedia that can be accessed by anyone using a computer, at any time. The media is augmented by internet content relating to that field of work (for networking with others doing the same thing in other orgs). The result is an **electronic mentor** ready to help the next staff sitting in that particular chair. The amount of time needed to create a *Day in the Work Life of "you fill in the blank"* eDVD is just about one month, with about one week spent onsite.

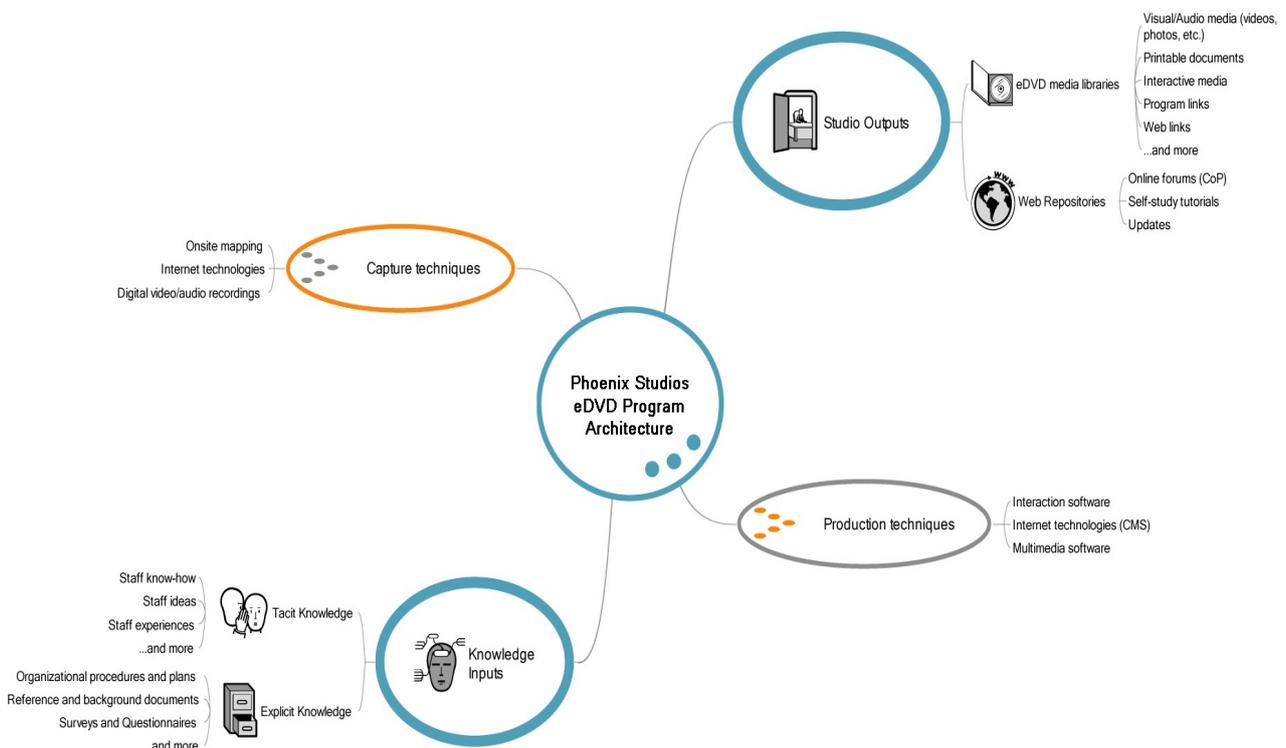
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2. Using the eDVD as a Meeting or Event Recorder

Holding meetings and retreats is as common these days as taking a holiday, but can your staff recall exactly what happened at your last annual retreat or important organizational meeting? Is vital information conveyed during your meetings sifting out through the cracks of your ever-changing organization? We all remember our last holiday through videos, photos, and conversations with loved ones. Well, your important event can be captured much in the same way with **Phoenix Studio's Event eDVD** program. Keynote addresses, Closing Statements, PowerPoint Presentations, Handouts, Agendas, and Reference Materials can all be collected and compiled onto a single eDVD for distribution to participants - and even a wider audience, such as Management or Partners.

How this program works:

Phoenix Studios is contracted to record your event using digital capture tools (Video and Still Cameras) and all event documents are converted to electronic multimedia. The results is an electronic memory of everything that took place during the meeting, including the final report. The amount of time needed to create a **Phoenix Studio's Event eDVD** is just about two weeks time after your event closes. Phoenix Studios even can provide a skilled facilitator that will ensure your event is lively and participatory.



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3. Using the eDVD as Custom Courseware for Training

For any medium to large organization, conducting in-house workshops and trainings for staff is as important as paying the electric bill . Without that, the guiding lights in your organization will simply go out. But how can you conduct trainings effectively and consistently over time in your ever-changing environment? *Phoenix Studio's Courseware eDVD Programs* are the answer. We can create a train-the-trainers tool and student supplement for any training that you are repeatedly holding. Our courseware is tailored to your training needs, and provides the trainer with everything the trainer would need to conduct a training, as well as everything the student would need during the training — and even afterwards! In addition, our program includes the creation of a Community of Practice on your topic using internet technologies.

How this program works:

Phoenix Studios is contracted to record your first workshop or training and collect all relevant materials, including testimonials of trainers and experts in the field. The result is two eDVDs, one for the trainer and one for the student. The Trainer's electronic library contains templates for agendas, presentations and participant correspondence, as well as handouts and supplemental documents — all in electronic format ready for printing. The Student library contains all learning materials presented or handed out during the training in addition to videos, photos, and samples of important data. Custom self-study modules can also be created for after-the-training learning and review, that include fun quizzes to test all knowledge gained. In addition, a [Community of Practice \(CoP\)](#) is formed during each training and linked online to facilitate subject networking in the months or years that follow the training. *Courseware eDVD Programs* are designed to be updated via the web so training content is always fresh— just one function of the [Community of Practice \(CoP\)](#) online forum. The amount of time needed to develop the program is dependant on the subject and your specific requirements, but most *Courseware eDVD Programs* can be completed in just a few months after your first workshop or training.

Other uses as well...

In addition to using eDVDs programs to capture and retain HR, Event, and Training knowledge, a program can be tailored to meet virtually any knowledge management need.

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Conclusion

eDVD Knowledge Applications from Phoenix Studios prevent the shameful waste and brain-drain on your organization when no formal knowledge management systems are in place. For roughly the price of a new computer, we can dramatically reduce the loss of knowledge that will inevitably occur after employees leave a key position or an important event or meeting takes place. Our applications can also help you build training packages that endure even when new trainers are used each time. In short, our programs are all about helping you increase your intellectual capital, without having to spend a lot of the "other" kind.

About Phoenix Studios

Not only is our studio a hub of creative talent producing artistic projects in the audio and video recording fields, but Phoenix is also well known within the corporate and non-governmental community for its creative work that is influencing behavior and social change. Our promotional documentary **The Story of Sunyi** produced for the Himalayan Outreach Foundation is helping them raise funds for medical clinics in remote areas of Nepal. **FUTURE** is an audio CD produced at our studio that is helping Gautam School of Birganj raise funds for the deaf and blind. Our **music concerts** have helped raise HIV/AIDS awareness to audiences in the thousands with the help of UNHCR and WFP. **Rock n' Bark** is a program that brought the business community together with local artists to produce concerts, an audio CD, and an award-winning music video that is helping raise funds for street dogs and other mistreated animals in Kathmandu. Phoenix Studios has a strong social commitment to helping those less fortunate, as well as a commitment to help improve the global environment for the next generation to come. For your next communication program regarding social welfare, come check us out.

This white paper was authored by Paul Reitman, CEO of Phoenix Studios Nepal, who has over 20 years of experience working as a knowledge worker and designer for large organizations such as IBM, Microsoft, and The World Bank Group. He can be contacted by writing to studios.phoenix@gmail.com or by calling +977 1 9851044033.