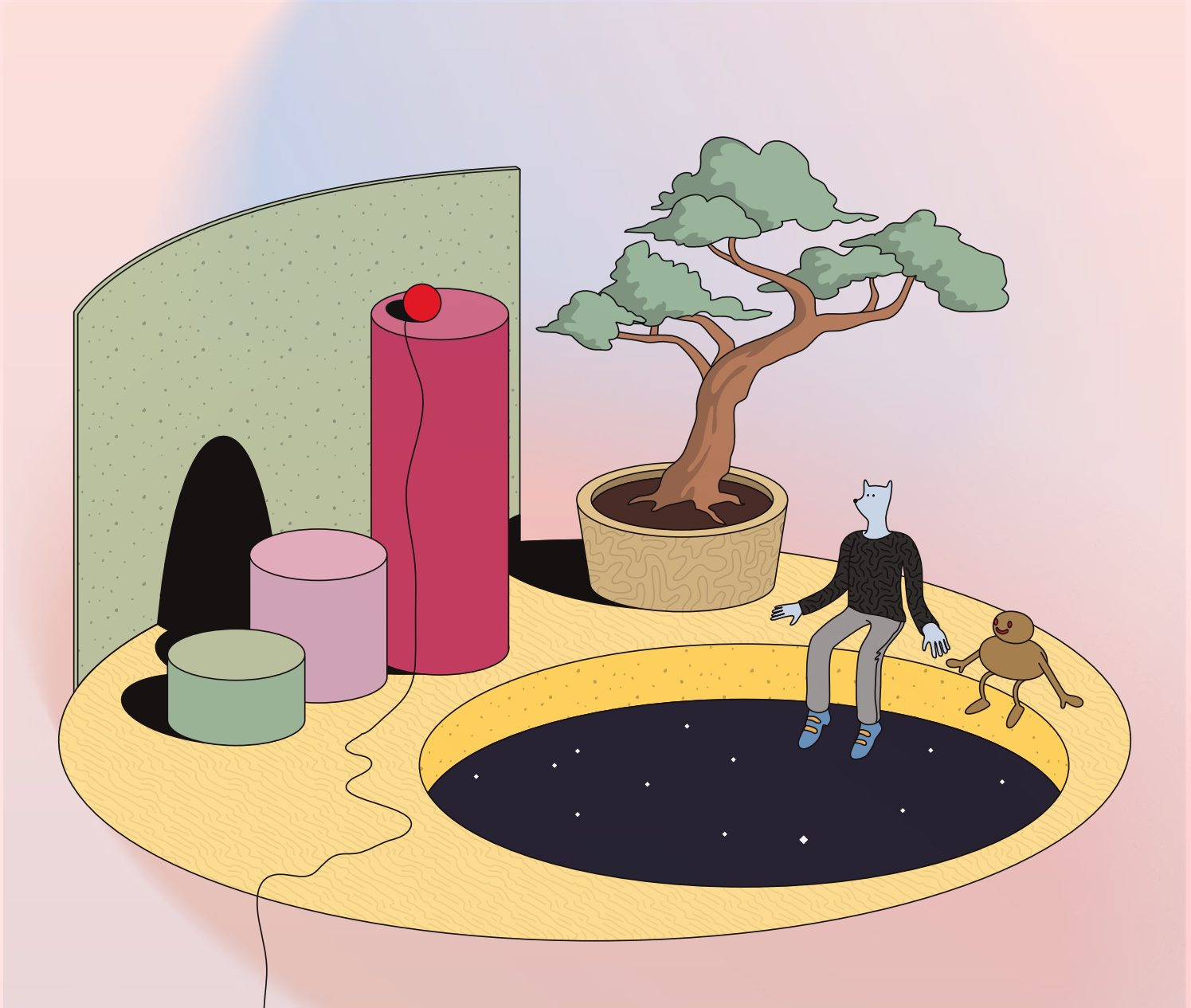


# Knowmium

2023 Prospectus

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# A map of our mountains

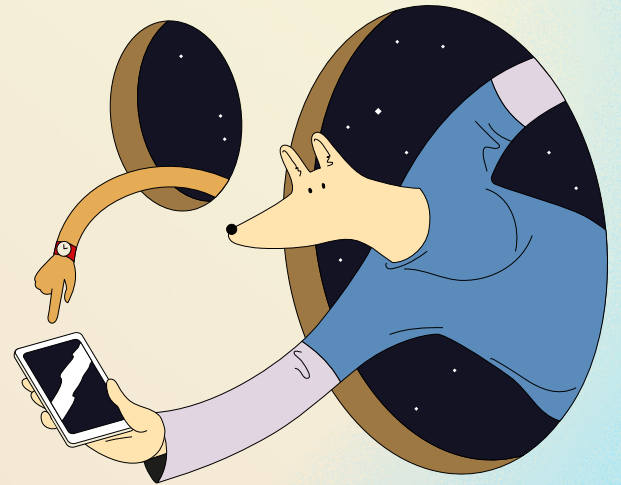
**Where are we going in 2023?** It's time for learning & development (L&D) leaders to draw upon their skills as map makers & navigators as we chart a course with 4 key themes that most resonate with those we wish to inspire.

## WHAT LEARNERS WANT TODAY

- **Rethinking:** As Shaw noted, *“Progress is impossible without change, & those who cannot change their minds cannot change anything.”* This is a year of deep assumption-checking. Architects in Japan coined the term Thomasson (トマソン), for features on a structure that once served a purpose, & are still maintained, but no longer do anything meaningful: a door that opens to nothing. We each need to seek & rethink those aspects in our own personal & professional lives.
- **Resilience:** Not simply the pandemic nudged pivots where whole organizations were pushed in the path of sudden change, but a more thoughtful approach to balance in an age of volatility. How can we genuinely be creative with constraints? What frameworks can craft possibilities within perturbations?
- **Realism:** When we speak of communicative presence today, we speak of authenticity. Gravitas does not come from empty buzzwords & bravado, but from deep empathy, & a sense of shared momentum. We need to incorporate that truth in every aspect of our learning, or to paraphrase Priya Parker, *“find a way to honor the person instead of the job description.”*
- **Reach:** What happens in silos, stays in silos. This is a year where collaborative problem solving & business partnering are not mere aspirations but fundamental necessities. 2023 is owned by those who can know how to multiply their own impact, & that of those they partner with.

**More than anything** we, & the clients we align with, wish to be infused with a deep sense of curiosity & purpose.

**Let's begin.**



## WHAT ARE YOU LOOKING FOR?

### I want to understand...

- What we offer: *pgs. 2-6*
- How we coach: *pg. 7*
- How we create remarkable sessions: *pg. 8*
- How we increase follow-through: *pg. 9*
- How we scale levels & locations: *pg. 10*
- How we work with clients: *pgs. 11-12*
- How we give back: *pg. 13*
- Who we are: *pg. 14*

I want to understand...

## What we offer: a 2023 Workshop Snapshot

**21 topics available in sessions ranging from 2 hours to 2 days.** Need a blended approach of multiple topics for a learning journey or offsite? Have a wicked problem that isn't listed? That's our speciality. We love unpacking client challenges & creating clear paths to change. *Reach out at [joshua@knowmium.com](mailto:joshua@knowmium.com).*

**1. Moving Minds:** Influence without authority & find persuasion's push & pull of sharing & understanding.

**2. Negotiate to Great:** Leverage frameworks to build trust & achieve truly integrative deals.

**3. The Science of Selling:** Combine consultative & insight selling techniques to reach clients of today virtually & F2F.

**4. Consultative Closing:** Manage after-sales conversations to ensure real follow-through.

**5. Applied Improvisation:** Get resilient, speak on the spot, & connect with your team & stakeholders.

**6. Facilitation to Great:** Up-skill SMEs. Transform dull webinars into engaging & memorable workshops.

**7. Authentic Assertiveness:** Balance voice share with authenticity to create a standout presence.

**8. The Narrative Imperative:** Present memorable messages that motivate change & spark conversations.

**9. Creating Assertive Teams:** Help leaders shape environments that allow their teams to share & thrive.

**10. Good to Gravitas:** Improve leadership presence, communication, & career path-shaping.

**11. The Write Way:** Banish boring emails & postings with clear tools for busy readers. Also available for technical writing.

**12. Slides that Decide:** Turn data into compelling business stories that bring your points to life.

**13. Shaping Your Path:** Understand your unique strengths, grow your career, & share your brand.

**14. Delegation & Feedback:** Support your colleagues & direct reports in ways that motivate engagement.

**15. Innovate to Great/Design Thinking:** Think like a startup with iteration & other divergent tools.

**16. Collaborate to Great:** Get out of silos & develop teams that communicate, create, & solve together.

**17. Coaching Culture:** Differentiate managing from real coaching & accelerate internal learning.

**18. Equality by Design:** A journey in the DEI space that translates awareness into ownership & application.

**19. Working Beyond Borders:** Whether virtual or face-to-face, cross cultures to strengthen teams.

**20. Rethinking Your Org:** Transform your ability to rethink— letting go of assumptions, & becoming truly resilient.

**21. Building Better Meetings:** Stop enduring dull meetings & create real spaces for dialogue & action.



I want to understand...

## What we offer (1)

### 1. MOVING MINDS

**Successful influencing is one part art & one part science- framing conversations, facilitating others views, while combining & unpacking possibilities:**

- Understand how to leverage the conversation map to explore problem-solving dialogue
- Move beyond a reliance on positional power in influence: work to draw out the needs of others
- Leverage expertise strategically to structure persuasive solutions that gain buy-in

### 2. NEGOTIATE TO GREAT

**Whether we are aware or not, we negotiate every day. How can we positively position ourselves? What strategies build Pareto optimal potential (win-wins)?**

- Acquire a systematic framework for understanding & preparing for negotiation
- Try on new approaches for creating value, claiming value, & building trust
- Heighten your awareness of your strengths & weaknesses as a negotiator with style profiles

### 3. THE SCIENCE OF SELLING

**What does selling mean today? The sales landscape is drastically different, & many modern clients don't want to be sold to in the same way as a decade ago:**

- Create deeper interactions that position you as a trusted advisor through consultative conversations
- Reframe objections as opportunities for greater exploration & problem solving
- Spark interest through insights that provoke reflections that pivot past price

### 4. CONSULTATIVE CLOSING

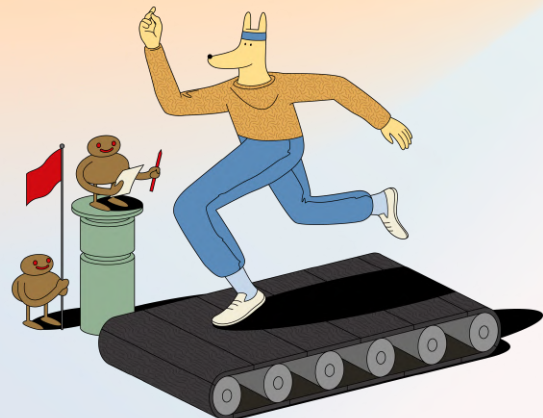
**Often sales focuses on just the tail end of the buying decision. Become true consultants to your client by applying best practices for partnering:**

- Leverage expertise strategically to structure persuasive solutions that gain internal buy-in
- Qualify clients most likely to be receptive to new ideas, & position ideas better
- Learn sales facilitation: Help buyers buy & manage the client decision process

### 5. APPLIED IMPROVISATION

**Just how agile is your communication & thinking? Our ability to see new possibilities & speak on the spot builds on the skill of structured association:**

- Develop creative ideas in the moment: transition from "Yes but," to "Yes, and"
- Apply associative thinking to rapidly connect categories & concepts
- Be able to transform ideas into an organized structured message on the spot



I want to understand...

## What we offer (2)

### 6. FACILITATE TO GREAT

**What takes a workshop from good to great? The ability to manage delegate dynamics— creating momentum, while engaging knowledge transfer:**

- Structuring workshops for a deeper interaction, reflection, & follow-through.
- Create safe environments for constructive discussion: design for positive disagreement.
- Manage your information flow whether online, face-to-face, or using hybrid delivery.

### 7. AUTHENTIC ASSERTIVENESS

**How can we best strikes a balance between being too accommodating & too aggressive? in the workplace? Learn send the right signals:**

- Practice how to use assertiveness & not aggression in collaborating with others.
- Develop & practice a variety key push & pull assertive behaviors.
- Gain voice share in ways that feel authentic from perspectives of culture, context, & character.

### 8. THE NARRATIVE IMPERATIVE

**How can you present with impact? The sharing of stories is a powerful way of cutting through— persuading & audience have confidence for change:**

- Discover how to get people hooked on your messages: structure compelling narratives.
- Confidently present complex information, using stories to increase receptivity to ideas.
- Use our audience analysis & messaging template to ensure consistent delivery.

### 9. CREATING ASSERTIVE TEAMS

**Leaders often say they want more assertive teams, but to what degree do their actions support creating a platform for nurturing positive assertiveness?**

- Know how to coach individuals on assertiveness.
- Learn how to structure meetings to encourage assertive conversation.
- Develop stronger, more collaborative, teams that act as real business partners.

### 10. GOOD TO GRAVITAS

**How can you as a leader send clear signals in challenging times? Your executive presence & the vision behind it sets the tone for all interactions:**

- Understand a wider view executive presence: leadership vs *loudership* & core competencies.
- Improve message delivery through 6 leadership levers: level setting, story, future-sight, connectivity, pull-quotes, & contrast.
- Understand & apply the 4 Ms of a multiplier: Measurement, Mindset, Message, & Motivation

### 11. THE WRITE WAY

**The volume & speed of communication is increasing, so our writing must be focused, concise, accurate & compelling to get through the noise:**

- Get readers to agree with you by applying our persuasive strategies.
- Hold your readers' attention by making your ideas easy to spot at a glance.
- Improve visual design of messages for better skimming & scanning.

I want to understand...

## What we offer (3)

### 12. SLIDES THAT DECIDE

**Turning information into persuasive visual communication in a way that goes beyond data dump isn't easy, but done well moves mountains:**

- Understand the negative brain impact on the audience created by the use of bad slides.
- Learn how to utilize simple techniques & templates to rapidly create powerful slides.
- Apply the headline/visual/focus methodology for turning data into memorable stories.

### 13. SHAPING YOUR PATH

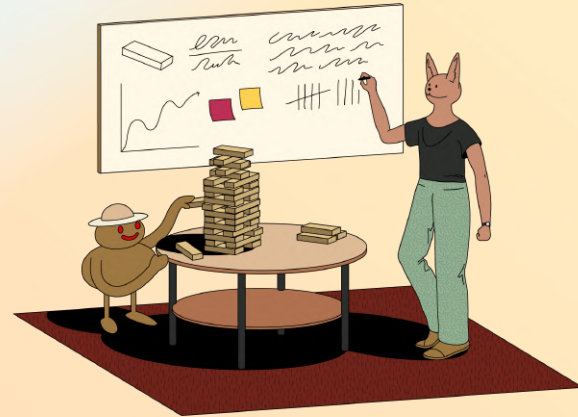
**What makes you, you? What are your strengths, what do you value most, & how closely do these qualities align with the career path you are on?**

- Understand the importance of consciously shaping & sharing your path.
- Assess your perception of your brand & how that correlates with that portrayed to others.
- Design your own paths & craft steps to pilot them in the coming months.

### 14. DELEGATION & FEEDBACK

**Two skills are critical for every modern manager: Delegation avoids overload while empowering & constructive feedback grows independence:**

- Utilize various & effective ways to delegate tasks that better empower employees.
- Overcome barriers to providing & receiving feedback.
- Craft feedback that is clear, actionable, & not seen as negative by receivers.



### 15. INNOVATE TO GREAT/DESIGN THINKING

**We are asked to innovate but without a clear how, organizations end up delivering mediocre solutions. We can learn clear tools for deeper design-thinking:**

- Assess your own individual innovation profile & how to improve the skills you'll need to grow.
- Apply a systematic design thinking process to diverge & then converge.
- Analyze resulting ideas in terms of impact & feasibility to ensure business buy-in.

### 16. COLLABORATE TO GREAT

**In theory collaboration sounds great. In practice, working together can be a challenging experience. Too often we seek the safety of our silos:**

- Build high trust relationships with colleagues to create consensus.
- Turning conflict into cross-team communication.
- Overcome barriers & conflicts that typically arise during the collaboration process.



I want to understand...

## What we offer (4)

### 17. COACHING CULTURE

**As a manager, do you try to solve others' problems, when you believe they could solve them themselves? If so, learning the skills to truly coach are key:**

- Know what coaching is & when it is appropriate to use it at work.
- Apply a clear coaching model to conversations: Separate coaching from other conversations.
- Support your coachees to follow through on actions with a clear framework for catch-ups.

### 18. EQUALITY BY DESIGN

**Our brain takes shortcuts & uses past knowledge to stay in our comfort zone. The result? We're unconsciously acting with bias in our work:**

- Explore the topic of inequality & unconscious bias— examine our individual biases.
- Transfer a conceptual understanding of diversity into actionable changes.
- Take individual & team ownership of creating spaces that welcome diverse voices.

### 19. WORKING BEYOND BORDERS

**When communication becomes conflict, we tend to excuse ourselves, & accuse others, especially when they are geographically or culturally distant:**

- Understanding intercultural awareness: why does it matter at work?
- You & your culture: looking at Erin Meyer's *Culture Map*— 8 categories of hot spots.
- Generating trust & credibility across borders through better perspective taking.

### 20. RETHINKING YOUR ORG

**It's easy to let our ways of thinking stagnate & to let comfort overcome logic. How many strategies were developed for a world that doesn't exist anymore?**

- Learn how to rethink individually, interpersonally, & collectively.
- Motivate teams to question, prototype, & seek active feedback on ideas.
- Balance discovery with delivery: create dialogue that navigates uncharted futures.

### 21. BUILDING BETTER MEETINGS

**It's been said "a meeting is an event where minutes are kept & hours are lost," & yet if we reclaim the verb "to meet" we'll craft truly meaningful ones:**

- Strategies to promote & maintain focus & group productivity through action orientation.
- Techniques for turning conflicts into conversations: from positions to criteria.
- Tools for improving collaboration & surfacing all voices in idea generation & the decision-making process.



I want to understand...

## How we coach

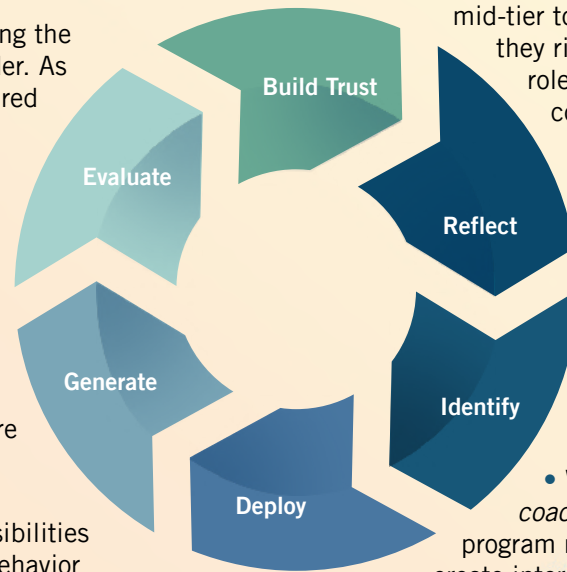
### Coaching has the power to create lasting change.

We're a big believer in Nancy Kline's note that, "Usually the brain that contains the problem also contains the solution."

Awareness is the easy bit: bridging the knowing-doing gap is much harder. As such, coaching is a semi-structured conversation with the goal of unlocking potential & problem solving around gaps. So how do we approach that?

We follow the **BRIDGE** method:

- **Build Trust:** establish a relationship with the coachee.
- **Reflect:** assess where we are now on the map, & what matters most.
- **Identify Actions:** chart possibilities & design experiments for behavior & strategy change.
- **Deploy:** between sessions, test out changes in the real world. An over-simplified forgetting curve [may be a myth](#), but factor dependent forgetting is not: we need to meaningfully use what we learn.
- **Generate Possibilities:** conduct an after-action review in session & expand next steps.
- **Evaluate:** measure coaching impact.



### COACHING COMES IN A NUMBER OF FORMATS

- **One-on-one:** either as a standalone personalized program, or built to follow-up & support a workshop. Leveraged to support mid-tier to C-suite level individuals as they rise from regional to global roles, from individual contributors to people managers. We help develop leaders who speak authentically, collaborate across silos & grow their people as they themselves grow.
- **Small group coaching:** designed to support & continue the learning of our workshops.
- We also offer "coach the coach" sessions (as shared in our program menu, page 2)— helping create internal coaching networks within your organization.

**Knowmium** uses a blend of best in class assessments, benchmark simulations with recording/transcription, between session AI comms practice & feedback with Orai®, & coachee tracking through Notion® to ensure strong follow-through. Help your future leaders transition from mere reporting to truly crafting a vision & creating a culture of curiosity.



I want to understand...

## How we create remarkable experiences

It all starts with a spark🔥.

**Gartner's 2023 L&D Vision** put it succinctly—what learners want is:

- a shared purpose,
- & a person-first experience.

No wonder (as Gartner elaborates) 94% of L&D leaders have had to change their L&D strategy in the last 1.5 years, so *“they’re not just connecting employees to learning they’re empowering employees to grow.”*

To reiterate our themes of *rethinking & realism*, we need to focus on putting humans first in our engagements. There’s a Danish concept, *hygge*, that focuses on this creation of a warm & welcoming atmosphere: & a conscious cultivation of spaces for connection & reflection is core to what we do.

In their book **The Power of Moments**, Chip & Dan Heath concur that we can deliberately build for breakthrough, writing that *“defining moments can be consciously created. You can be the architect of moments that matter.”* When people step away from autopilot, when they feel safe to speak, we stop *performing* conversations in session, & start actually *experiencing* them. *Participants*, not passengers.

### TO DO SO, WE FOCUS ON CRAFTING 5 KEY CS:

- **Concepts:** what is the key objective of the session, what changes do we wish to create?
- **Connections:** how can we make this meaningful to the audience?
- **Conversations:** what discussions need to take place to make sure ownership transfers?
- **Concrete Practice:** how can we shift from knowing to doing?
- **Conclusions:** how can we sustain momentum & encourage continued growth post session?



### WHAT DOES THIS ALL MEAN PRACTICALLY?

**Our workshops, coaching & consulting are all filled with kinetic curiosity:** a deep sense of collaborative problem solving that taps into our collective desire to unpack mysteries & see what comes next along with the practical guidance to get there intact.

We balance this with great empathy for audience needs in terms of culture, context, & character: what helps to create real moments, & the permission to experiment & iterate as we learn.

Careful tool use fuels our practice: from live **conversation mapping**, to **dialogues scaffolded** to create reflections, from **shared canvases** in digital spaces, to on-the-spot creation of **room for play**. Ultimately, our tools should recede beyond the horizon, so that all our explorers see is the path ahead in that moment, & a sense that they are safe to take a risk in their next steps.\*

\*Even *tiny* choices have an impact: for example, the use of hyperlinks increases cognitive load/decreases focus even if they are never clicked. You're welcome 🍌

I want to understand...

## How we increase follow-through

**Reverse engineer an outcome: Think of what you want to be different because you gathered, & work backward from that outcome.**

— Priya Parker, *The Art of Gathering*

**We start at the end & work back to the beginning:**

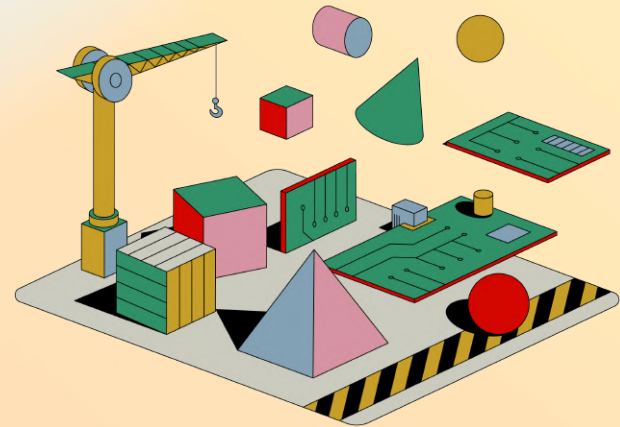
what do we want to have changed in our learners lives in 30, 60, & 90 days? Why that end, & how can we best support them in their journey?

*A crucial note:* while we start with our goal in mind, knowing that direction is only half the challenge, like having a picture of what a finished meal looks like, preparing all the ingredients, & then expecting them to magically assemble themselves. *They won't.* Our learners are ultimately the chefs in this story—they'll either take up these tools, these ingredients, or... not, & how we shape our follow-through greatly impacts our success. [We measure what matters](#) to iterate to that **yes**.

One of our favorite behavioral researchers, Dan Ariely & his colleagues [ran an experiment](#) to see what creates value: they had participants bid on origami frogs folded by professionals— essentially asking, “*what would you pay for this?*” A second groups taught to construct the frogs themselves & to bid on them, as well as the pro creations. The finding: that which they had created, they imbued with value, matching the bids of even the professional pieces. More than anything else, to create follow-through we need to create ownership of the learning. As Seth Godin wrote, “*people are the stories they tell themselves.*” **How do we do it?**

### A FOCUS ON FANTASTIC FOLLOW-UPS

Learning is a consequence of thinking & doing, not teaching. A lot of learning happens outside the workshop, & yet often training is treated as a one-off event. Measured & curated follow-ups change this:



- **Spaced Learning Nudges (individual):** Trackable, conversational, & community oriented micro-learning practice designed to help ideas stick. See one in action [here](#). Each bite-sized lesson is sequenced to have learners test out, explore, & reflect on the concrete skills they are growing. **Nudge**, don't necessitate.
- **Accountability Cohorts (peer to peer):** picture the buddy system, only better— partners & small groups having sustained conversations guided by us, optionally leveraging our online asynchronous cohort platform.
- **Manager Mentors (mentor/manager to learner):** Short training for managers to better enable them to provide on the job coaching, feedback & lead discussions on our training topics. We lead internal faculty programs worldwide, so are well versed in partnering with client leads.
- **Coaching Boosters:** We firmly believe in the power of small group coaching to continue learning conversations & create change.



I want to understand...

## How we scale across levels & locations

### FIRST, SOME GOOD NEWS

As a field, L&D is getting much better at linking what we do with **measurable improvements** in organizational performance. As Thomas Garavan wrote, *“the strength of the relationship between training & organizational performance has increased year on year over the past three decades.”*

**The way we wield words is constantly opening & closing possibilities around us: small changes in behavior have the potential for enormous impacts.**

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. At Knowmium, we study the “*how*” of deeper talk— unpacking fossilized interaction patterns & crafting new habits that build trust & collaboratively solve problems.

How exactly do we do this? With *you*.

**Managers should ask their direct reports, “What are you learning?” as often as they ask, “What are you working on?”**

— Jens Baier, BCG

### TOWARDS COLLABORATIVE GROWTH

In short, the best scaling is done in close partnership not just with L&D practitioners in client organizations, but with leaders on the ground as well. As Will Thalheimer **summarizes**, what we need is, *“peer & supervisor support for training application.”*

**With our network of associates we’ve partnered with both Fortune 100s & Non-Profits world-wide to bring about that change, facilitating face-to-face in over 27 countries, & virtually to 43 on 6 continents.**

We work closely with stakeholders throughout our client organizations to tailor not only deliver, but follow-through (see pg. 9). In doing so, we’re able to create programs that focus in on a single team or location, & also build frameworks that scale globally to enable a common language across an entire organization, all while maintaining consistently string feedback.

### EVERY LEVEL & EVERY LEARNER, MATTERS

While some firms prefer to work at only the managerial level, we cater a more end to end approach— developing courses & coaching for both new joiners all the way up through the C-suite. We’re firm believers that this outlook provides a more holistic view of a firm’s direction: knowing both the stories we tell today, & the storytellers who will shape new chapters in the years to come.

As such, every Knowmium topic can be customized to meet learners where they are in that journey: whether just getting started, or stepping back to rethink assumptions built on years of experience.





I want to understand...

## How we work with clients (1)

To inspire you as to what can be possible, we share 7 questions posed by clients, & the stories we built together in answer.

### 1. HOW CAN WE ENSURE VOICE SHARE?

**Industry:** *Investment bank & financial services*

Lew Platt, former CEO of Hewlett-Packard, once said “If HP knew what HP knows, we would be three times more productive.” Far too often voices disappear in an organization, especially across borders. With our clients we coached (for example, the last 4 years in a row for a women’s leadership initiative) on voice-share through key mindset & message structures, as well as training senior leaders on creating more assertive teams— building allies that support the raising of diverse voices.

### 2. HOW TO TURN LEADERS INTO TEACHERS?

**Industry:** *Digital payment & financial services*

Enabling internal learning is the aim of every deliberately development organization on the path to [a true 70/20/10](#), but while many internal experts are brilliant lecturers, they are not true facilitators of knowledge transfer. We partnered with our client globally to ensure their faculty program up-skilled in ways that lead to impact— from frameworks for workshops construction, to evaluation, to virtual engagement (ongoing since 2018).

### 3. HOW TO CREATE A CULTURE OF INNOVATION?

**Industry:** *Financial, software, data, & media*

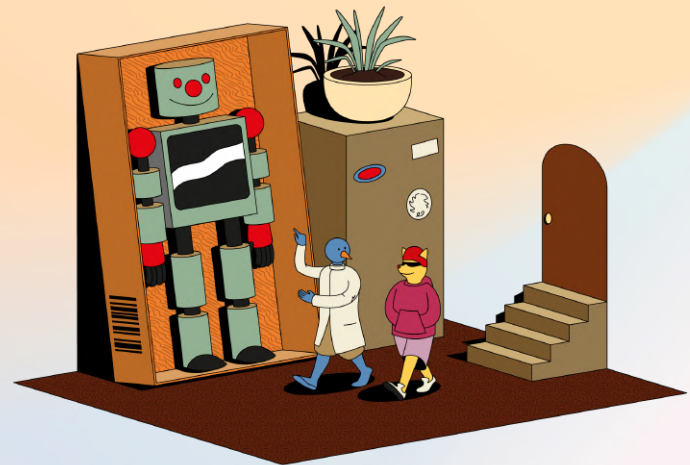
It’s easy to say “be innovative,” but rarely are we given the chance to safely do so. We partnered with our client in the development of their local leadership accelerator (a 10 month leadership journey held each year for the next generation of leaders) in order to create touch-points throughout the multi-modular program that mixed learning

sessions with cohort practice & real world application developing change projects that were beta-tested by the business. In this way innovation transforms from a buzzword into something seen as a key leadership KPI, & a core piece of our work.

### 4. HOW TO NEGOTIATE WITH GOVERNMENTS?

**Industry:** *Reinsurance & insurance*

One size very much does not fit all. While certain core concepts in negotiation are universal, when we look at complex stakeholder dynamics of cross border government/regulatory negotiations, a more tailored approach is required. In order to create lasting behavioral change in their approach, we partnered with our client to conduct in-session conversation audits (*mapping dialogues for paths of greater possibility*) leveraging a customized negotiation template applied to real-world case studies.



I want to understand...

## How we work with clients (2)

### 5. HOW CAN WE MAKE WRITING MATTER?

**Industry:** *Financial services*

If you're in equity research, or legal & compliance, your writing *should* be meaningful to your audience, as it has clear consequences for their decision-making. *Should* be, but often isn't. Subject matter experts often find their words never reaching their audience, or worse still, reaching it & creating the wrong impression through tone or structure. We worked with our client to fix this by building & benchmarking a customized writing corpus, then developing a tailored process driven framework that allows all team members to create writing with impact.

### 6. HOW CAN WE READY THE NEXT GEN?

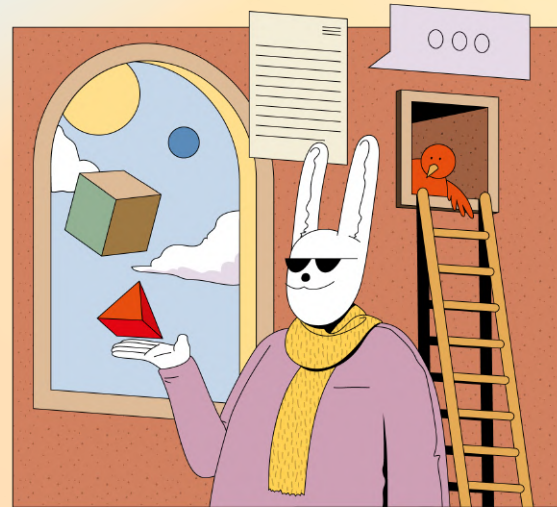
**Industry:** *Digital payment & financial services*

A better organizational culture begins... at the beginning. Grad & internship programs, with their job rotations, & extensive information downloads, often focus on a top-down approach to embedding values. You can't simply tell someone "*we value this*" & expect it to be true for them as well. Real experiential onboarding comes through co-creation: giving grads & interns not just the technical skills to do their job, but the voice to collaborate in the process. We partnered with our client to enable exact that through a series of workshops over their 2-years of rotations (*ongoing since 2016 & now in markets on 4 continents*), that help shape their paths in ways that are not imposed from above, but created side by side.

### 7. HOW CAN WE REINVENT OUR PATH?

**Industry:** *Consumer credit*

Whether due to mergers, new market entrants, regulatory change, or technological upheavals,



sometimes an organization needs to step back & rethink how it is structuring itself not just for success today, but also for tomorrow. To build a more future proof plane we partnered with the both leadership team & middle-management of our client to design a series of interventions built on deep listening to their own employees & the market at large:

- Running [FourSight](#) profiles to better understand what role we each have in the change process.
- Mapping a shared sense of how we want to work with the [Culture Canvas](#).
- Leveraging [Liberating Structures](#) to ensure dialogue depth and true accountability.

The result? 2 years into this change journey our client is on track with major initiative successes throughout the region, & key next steps in place.

**So: how can we help you in 2023?**

I want to understand...

## How we give back

**Wherever we're headed next, we're all in this together.** Over the last years the one refrain that has most resonated with us is this: *"how can we help?"* From day one at Knowmium, profit has not been viewed as a purpose, but as a side effect of passion: *we're here to help those who do good, do better.* To that end, we've focused on key initiatives to support our clients & the learning community at large, because we don't simply care where we are today, but what conversations we will be able to have together years from now.

### 1. LEARNING COMMUNITY OUTREACH

We want to see our L&D community thrive, & strongly believe in following in the footsteps of those whom have taught us so much by sharing what we know. To that end, we:

- Annually run free open methodology workshops,
- Actively share our [toolkit](#) for better facilitation as well as our templates on the [Miroverse](#),
- Publish books to help other in the space from our our book on virtual training, [Radically Remote](#), to our [Hybrid Live](#) guidebook on running sessions with a an audience that bridges face-to-face & virtual
- For sales leaders specifically, we partnered with David Lambert, renowned author of the bestseller **Smarter Selling**, to co-author **Insight Fox: Selling Smarter in a Digital World**, available for free at [insightfox.io](https://insightfox.io).

### 2. PRO-BONO WORKSHOPS

For the *8th* year in a row we renewed our commitment to our community through our non-profit division, **The Giving Speech**, facilitating pro-bono sessions worldwide for organizations in need. Through it we've been able to deliver sessions taken from our full catalog of topics (see *pgs 2-6*), all

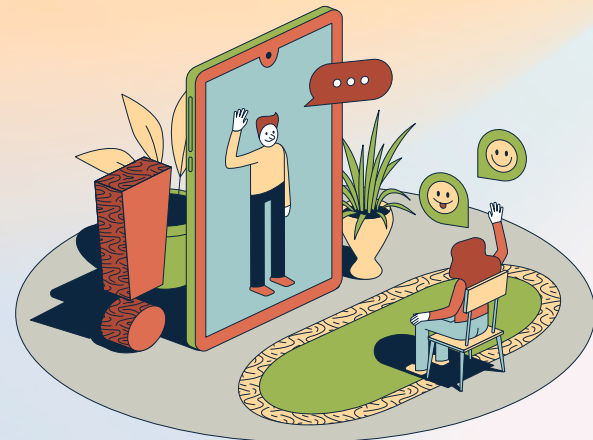
custom-fit to the non-profits & NGOs we partner with (across 3 continents to date). In doing so, we're helping to enable the leaders of changes we want to see in this world be able to better communicate their message to those they hope to move.

### 3. DEEP ESG BUILT IN TO EVERY MOMENT

We welcome the dramatic rise of ESG (*Environmental, Social, & Governance*) awareness & [direct investing](#). For our part, we [formalized our promise](#) to being green by joining the **Climate Neutral** initiative in 2020, offsetting 100% of our emissions: one small step on our path to a better planet, as well as joining the ranks of [Certified B Corporations](#) in 2022.



**Even our cohort sessions have ESG steps baked in:** when a group completes its follow-up cohort mission (peer to peer feedback, project, etc.), that completion *automatically* plants geo-tagged trees through our partner [One Seed](#).





I want to understand...

## Who we are



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

**Our logo:** *From Joshua (founder)*— 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.*”

**We're definitely not for everyone, & highly selective in whom we choose to work with.** But for those who want to change the learning landscape, we're here to start fires & spark conversations. Deliberately developmental organizations deserve better partners — & we're proud to be one of them.

Say hello at [joshua@knowmium.com](mailto:joshua@knowmium.com).



**We love what we do, & we carry that into our work.**

*“It's play that makes people unafraid to fail & confident to try new things. It's play that helps us do serious things better because we enjoy them & feel a sense of joy in our achievements.”*

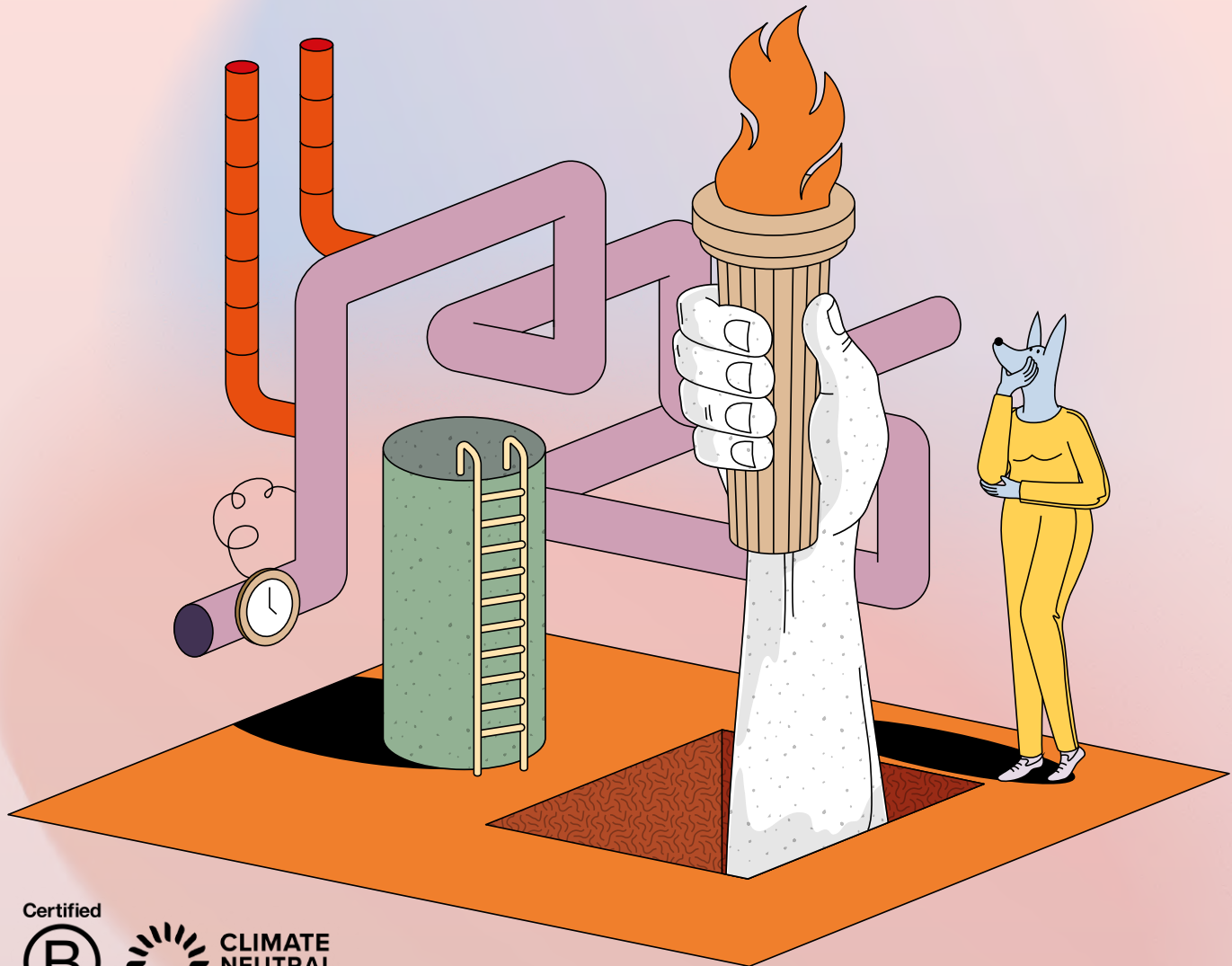
— Jake Orlowitz



# Knowmium

2023 Prospectus

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CLIMATE  
NEUTRAL  
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