

**Michael D. Kull, Ph.D.**

Dr. Michael D. Kull is an internationally recognized pioneer in knowledge management (KM), organizational storytelling and digital media, and an acclaimed speaker, author, consultant, producer, and university professor. As a thought-leader in the areas of knowledge retention and digital storytelling, his work has guided government and Fortune 500 organizations to discover innovative ways to capitalize on knowledge and talent. Dr. Kull's methodologies span business lines and industries, with key applications to areas of leadership, business strategy, human capital, corporate branding, communications and new media, and e-learning.

In the early 1990s, Dr. Kull predicted the rapid growth of KM, and he focused on the human capital complexities of capturing and sharing expertise enterprise-wide. His tactics adapted emerging digital media technologies as powerful and affordable enablers, and he coined the term "digital storytelling" to communicate this approach to organizations. Dr. Kull went on to craft original methods for eliciting knowledge narratives among communities of practice in order to leverage an organization's collective intelligence. His innovative ideas on talent and expertise and the need to ensure its continuity – an approach he labeled "knowledge retention" – combines with e-learning and has proven to be a robust strategy for capturing and sharing the critical insight and experience of leaders and executives.

Dr. Kull founded AMPLIFI to offer services to public and private organizations. His client roster includes numerous U.S. Federal Government agencies, the Department of Defense, the Government of Canada, Monster Worldwide, Lexis-Nexis, MCI, Citibank, Microsoft, Fannie Mae, the National Institutes of Health, the Smithsonian Institution, the Brookings Institution, the U.S. Senate, and a host of KM technology companies. In 2003, Dr. Kull set up Adaptation Studios, a knowledge media production company that creates content for leadership branding, e-learning initiatives, management documentaries and oral histories.

To share his knowledge, Dr. Kull has given keynotes, moderated panels, and led tutorials at more than 50 industry and academic conferences. As a consultant and executive, he has served in senior roles for consulting firms and start-up companies and has served on advisory boards, editorial boards, and conference planning boards. As a professor, Dr. Kull has taught at The George Washington University in Washington, D.C., where he piloted the first KM graduate course in the world. He has also taught graduate courses at George Mason University and is a lead faculty member for executive education with the Intervista Institute.

Dr. Kull's works include more than 30 publications. His research includes a comprehensive look at the KM discipline that draws upon more than 100 video interviews, as well as one study on emerging technology that appeared in the *Futurist* and became its most reprinted article in history. Dr. Kull has been interviewed by the *Washington Post*, *Baltimore Sun*, *Fox News*, *CNN*, *KM Magazine*, *KM World*, *CIO Magazine*, *Federal Computer Week*, and the *Voice of America*.

Michael D. Kull earned a Ph.D. and concurrent M.B.A. from The George Washington University's School of Business and Public Management, a M.A. in International Affairs from GWU's Elliott School of International Affairs, and a B.A. With Distinction in Literature and Writing from the University of Washington in Seattle. Dr. Kull's international experience includes a year of study in the U.K. and around-the-world travel across 31 countries. When he is not otherwise engaged, Dr. Kull writes screenplays and works with independent filmmakers.

Michael D. Kull is an internationally recognized pioneer in knowledge management (KM), organizational storytelling and digital media, and is an acclaimed speaker, author, consultant, producer, and professor. As a thought-leader in knowledge retention and digital storytelling, his work has guided business strategy, media, human capital, corporate branding, succession planning, and e-learning initiatives for government and industry.

## EXECUTIVE AND CONSULTING EXPERIENCE

|                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                |
|-------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| <b>AMPLIFI</b><br>Washington, DC                      | <b>Founder and Principal</b><br>AMPLIFI is a management consulting firm for knowledge strategy and digital storytelling. Responsible for all facets of the consulting practice. Notable accomplishments: <ul style="list-style-type: none"><li>• Conceived pioneering knowledge retention methodologies for organizations. Captured knowledge from executives and developed strategies for evolving the leadership community. Used in leadership development, KM, and branding initiatives.</li><li>• Wrote and contributed to proposals that won several million dollars in new business.</li><li>• Originated KM and digital storytelling methodologies utilized by client organizations.</li><li>• Led project of 100+ expert interviews of KM thought-leaders to produce and publish a comprehensive video learning guide to knowledge management.</li><li>• Produced premium KM training CD for LexisNexis KM Consulting, distributed to entire sales force of 500, delivered at under half the budget in one week.</li><li>• Led the KM/best-practices team for GSA to capture success stories from its widely-publicized partnership with the US Census Bureau.</li><li>• Introduced social networking tools to leverage social capital for client organizations.</li><li>• Designed original research instruments for deriving value from KM initiatives.</li></ul> | 1998 – present |
|                                                       | <b><i>Selected Client Roster</i></b><br><i>Environmental Protection Agency, Nuclear Regulatory Commission, Lexis-Nexis, Department of Defense, Department of Education, General Services Administration, Fannie Mae, Smithsonian Institution, Brookings Institution, Agency for International Development, Government of Canada, Citibank, Federal Aviation Administration, MCI, Department of State, U.S. Senate, National Institutes of Health, Monster Worldwide, Harvard University.</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                |
|                                                       | <b>See attached: Selected Case Stories</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                |
| <b>Adaptation Studios</b><br>Washington, DC           | <b>Founder and Executive Producer</b><br>Adaptation Studios is a streaming media production company that creates content for knowledge branding and promotion, e-learning, and management documentaries. <ul style="list-style-type: none"><li>• Created and hosted brand management videos for luminaries and thought-leaders.</li><li>• Originated a series of web-video blogcasts on strategy and management themes.</li><li>• Produced <i>The Story of Knowledge Management</i> video guide (2006).</li><li>• Produced <i>The Story of Storytelling</i> management documentary (2006).</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 2003 – present |
|                                                       | <b>See attached: Selected List of Interviews</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                |
| <b>The Biotech Accelerator, Inc.</b><br>Baltimore, MD | <b>Chief Knowledge Officer (advisory role)</b> <ul style="list-style-type: none"><li>• Engaged as executive team member to launch new biotech services business model.</li><li>• Helped craft a \$13M negotiation to position start-up as a “one-stop-shop” for services.</li><li>• Constructed knowledge-based strategy and devised the ‘digital pitch’ for investors.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 2000 – 2001    |
| <b>InfoApps.com</b><br>Washington, DC                 | <b>Chief Knowledge Officer (advisory role)</b> <ul style="list-style-type: none"><li>• Coached CEO on start-up strategy and customer relationship management.</li><li>• Produced “The Road to IPO” documentary to chronicle the story of a start-up.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 2000 – 2001    |
| <b>Lighthouse Consulting Group</b><br>Washington, DC  | <b>Vice-President, Research and Knowledge Strategy</b><br>Launched in 1998 to provide strategic KM advisory services and consulting implementations. Led KM methodology development, research and education, branding and market reach. <ul style="list-style-type: none"><li>• In a single year, awareness and branding efforts ranked Lighthouse at number 13 in <i>KM World's</i> list of Top 15 firms in the knowledge management industry.</li><li>• Successfully built brand equity resulting in the profitable acquisition of the company.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 1999 – 2000    |

## Director, Research and Learning

- Video-interviewed 60+ thought leaders and industry leaders for the “State of the Knowledge Industry Progress Report (SKIPR),” a multi-media industry publication.

### Selected Client Roster

*E-Gov, KM World, KM Review, KPMG, Microsoft, Autonomy, AMS, EDS, CSC, PWC, Enigma e-Publishing, Oracle, Engenia, IMC, Ptech, Eastman Kodak,, Cognos, MicroStrategy, Unisys.*

**KPMG Consulting**  
Washington, DC

### Subject Matter Expert, Knowledge Management

1998 – 1999

Served as methodology expert and liaison between Public Services and the new KM practice to develop KM client solutions, integrate firm-wide initiatives, and to cross-sell service lines.

- Developed proposals for knowledge management, winning \$600K in new business.
- Designed breakfast series on “Knowledge Management for the Federal Executive.”

## SPEAKING AND ACADEMIC EXPERIENCE

### Speaking and Authorship

**Keynote Speaker, Track Presenter, Course/Workshop Leader, Expert Panelist; Book Chapters, Academic Articles, White Papers, Magazines, and Trade Press**  
**See attached: Presentations, Publications, and Media**

**Intervista Institute**  
Montreal, Canada

### Lead Faculty for Knowledge Management

2000 – present

Executive seminars in knowledge management, knowledge retention, enterprise architecture, organizational storytelling, and innovation. Includes extensive use of original media content.

- “Knowledge Retention” course ranks as Google’s #1 search result from 2005-06.
- Designed new course offerings and pioneered innovative cross-selling strategies.

**George Mason University**  
Fairfax, VA

### Adjunct Faculty

2003 – present

*Graduate courses taught:* Knowledge Management, Managing the Digital Enterprise.

- Integrated digital video into student presentations, projects and case studies.
- Conducted courses in classroom, web-based, and real-time environments.

**The George Washington University**  
Washington, DC

### Adjunct Faculty

1993 – 2005

*Graduate courses taught:* Knowledge Management, Strategic Management, Leadership and Organization, Project Management, Technology Entrepreneurship and Innovation.

Taught graduate courses for MBA, Executive MBA, and specialized U.S. military programs.

- Developed and team-led the first graduate-level KM course in the world.
- Facilitated virtual classrooms and colloquia for distance learning initiatives.

## EDUCATION

**The George Washington University**  
Washington, DC

### Ph.D. Organization and Management

2003

*Dissertation:* “Stories of Knowledge Management: Exploring Coherence in a Community of Practice.”

*Specialization:* Knowledge Management. *Field:* Management of Innovation and Technology.

#### Awards:

\$50,000 Exploratory Grant. National Science Foundation.

1997

Published Research: *Organizational Intelligence: Toward a Conceptual Framework for the Cognitive Functioning of Complex Organizations.*

Doctoral Fellowship and 5-Year Full Tuition Scholarship, GWU.

1993

**M.B.A.** (Interim): Concentrations in Systems Theory, Organizational Behavior.

1996

**M.A. International Affairs:** Concentrations in International Business and Economics.

1991

**University of Washington**  
Seattle, WA

### B.A. with Distinction in Literature and Writing

1989

Includes 1-year study abroad scholarship at the University of Aberdeen, Scotland.

## PROFESSIONAL COMMUNITY

**Board Member  
Peer Reviewer  
Section Editor  
Memberships**

*e-Gov: Knowledge Management* (conference planning board)

2000

Academy of Management - Organizational Cognition division

1996-2002

Economics, *On The Horizon* (Jossey-Bass Publishers).

1996-2001

KMPro, Academy of Management, Digital Storytelling Association, *Fast Company* Community.

## **Presentations, Publications, and Media**

*The following list of presentations, publications, media interviews and citations represents the most recent chronology of the tangible speaking, writing, and outreach efforts of Michael D. Kull. Works-in-progress, upcoming speaking engagements, and unidentified citations are not included.*

### ***Presentations: Conferences, Courses and Professional Leadership***

Half-day Tutorial: "Knowledge Retention: Capturing Critical Knowledge for Workforce Transformation." *Knowledge Management: Enabling Transformation and Delivering Results*. An e-Gov Knowledge Management Conference. Washington, DC. April 20-22, 2005.

Conference Co-Chair, "Knowledge Management: The People Dimension." *KM Boot Camp: An Effective KM Environment – Making it Happen*. A Conference of the Digital Government Institute. Washington, D.C. September 27-28, 2004.

Community Moderator: "Sharing Valuable Knowledge through Stories: A Community Meeting." *What's New in KM: Innovative Tools and Strategies for Government Practitioners*. An e-Gov Knowledge Management Conference. Washington, D.C. April 12-14, 2004.

Plenary Session: "Storytelling and the Value Proposition." *High-Impact Knowledge Management for the Entire Enterprise*. Braintrust International. An IRR Conference. Scottsdale, AZ. February 8-11, 2004.

Invited Discussant: *The Journey to a Global Unified Framework*. KM Global Society. George Washington University, Washington, DC. October 28-29, 2003

Virtual Seminar Leader: "Knowledge Management: The Role of Storytelling." *Special Libraries Association Virtual Series*. Washington, D.C. (webcast) October 29, 2003.

Plenary Session: "Knowledge Management for Homeland Security." *Knowledge Management: Employing Proven Tools for Results*. An e-Gov Knowledge Management Conference. Washington, DC. April 14-16, 2003.

Half-day Tutorial: "How to Build and Sustain Viable Communities of Practice." *Knowledge Management: Employing Proven Tools for Results*. An e-Gov Knowledge Management Conference. Washington, DC. April 14-16, 2003.

Track Session: "Leading Knowledge Management: Making the Business Case for KM." *Knowledge Management: When Collaboration is Essential*. An e-Gov Knowledge Management Conference. Washington, DC. April 22-25, 2002.

Academic Panel and Best Presentation Award: "Knowledge Management for Entrepreneurs." *An Entrepreneurial Bonanza*. United States Association for Small Business and Entrepreneurship. Reno, NV. January 17-20, 2002.

Invited Speaker: "Digital Storytelling for Knowledge Continuity." *The Art, Science, and Application of Story*. 1<sup>st</sup> Annual StoryCon Conference. Palm Springs, CA. September 26-29, 2002.

Workshop Leader: "Knowledge Management as Storytelling." 46<sup>th</sup> Annual Military Librarians Workshop. Richmond, VA. Dec 3-5, 2002.

Track Session: "Knowledge Management through Digital Storytelling." *No One Left Behind: Increasing the Reach and Quality of Education. The Human Capacity Development Workshop*. U.S. Agency for International Development. Washington, DC. Aug 20-23, 2001.

Course Leader: "Knowledge Management in Government." *Executive Education for Business and Government Leaders*. The Brookings Institution. Washington, DC. Jul 24-25, 2001.

Track Session: "Leading Knowledge Management: Building the Case for KM." *Knowledge Management: The Catalyst for Electronic Government*. An e-Gov Knowledge Management

Conference. Washington, DC. April 9-12, 2001.

Invited Participant, Discussion Track Leader, and Project Sponsor: "Michael Kull Explores Digital Video as a Way to Craft the Story." *Virtual Symposium of Storytelling in Business*. A GroupJazz Production ([www.groupjazz.com/storytelling](http://www.groupjazz.com/storytelling)). March 14-28, 2001.

3-day Course and Workshop: "Enterprise Strategy and Knowledge Management." Through the Intervista Institute. Victoria, Canada. March 19-21, 2001.

Half-day Workshop: "Knowledge Media: Strategies and Solutions." *Braintrust International*. An IRR Conference. San Francisco, CA. February 11-14, 2001.

Course Leader: "Knowledge Management in Government." *Executive Education for Business and Government Leaders*. The Brookings Institution. Washington, DC. Jan 17-18, 2001.

Expert Keynote: "Knowledge Management and Mind Share." At Vista IT, Inc., Reston, VA. January 11, 2001.

2-day Course and Workshop: "Enterprise Strategy and Knowledge Management." With The Intervista Institute, Inc. Toronto, Canada. Nov 15-17, 2000.

Track Session: "What's Your Story? Corporate Storytelling for Sharing Knowledge through DV." *KMWorld2000: KnowledgeNets: Defining & Driving the e-Enterprise*. Santa Clara, CA. September 13-15, 2000.

Track Session: "Corporate Storytelling and Digital Video: Bringing Hollywood Inside the Enterprise." *Knowledge Management for the Financial Services Industry*. An IIR Conference. New York, NY. July 26-28, 2000.

Keynote Luncheon "Knowledge Management for the Legal Community." Legal Marketing Association. Atlanta. October 17, 2000.

Panel Session: "Knowledge Management in the Practice of Law." Legal Marketing Association. Washington, DC.

Panel Session: "Knowledge Management in Government." *FedWorld2000*. Washington, DC. May 17, 2000.

Track Session: "Knowledge Management: An Introduction." *FedWeb 2000*. Washington, DC. May 9, 2000.

Conference Planning Board Member and 1-Day Tutorial: "The State of Knowledge Management in the Public Sector." *Knowledge Management: An e-Gov Conference*. Alexandria, VA. April 10-13, 2000.

Track Session: "State of the Knowledge Industry Progress Report: 1999 Results." *AIIIM 2000 Conference*. New York, NY. April 9-12, 2000.

Keynote Session: "Digital Video: Bringing Hollywood Inside the Enterprise." *WebTEK 2000 Conference*. Quebec, Canada. March 13-16, 2000.

Presentation: "The Value Propositions: Linking Knowledge to Strategy." Lighthouse Consulting Learning Forum. St. Louis, MO. March 5, 2000.

Invited Speaker: "Storytelling as a Method for Shaping Culture." CIO Roundtable, special KM Executive Series. FTC, Washington, D.C. February 2, 2000.

Track Session: "Corporate Storytelling: Sharing Implicit Knowledge Across the Enterprise." *Enterprise Intelligence World Summit*. Orlando, FL. December 6-8, 1999.

Panelist: "KM in Financial Services." *FITECH Expo*. New York, NY. November 15-18, 1999.

Keynote Address: "Raising Organizational Intelligence: Practices that Leverage Knowledge for Success." The Canadian Department of Public Works and Government Services Knowledge Management Conference. Newfoundland, Canada. October 26-31, 1999.

Keynote Presentation: "The State of the Knowledge Industry: Progress Report 1999 (SKIPR '99)." *DCI Datawarehousing World*. Boston, MA. October 25, 1999.

1-Day Tutorial: "The State of the Knowledge Industry: Progress Report 1999 (SKIPR '99)." *KM World '99 Conference and Exposition*. Dallas, TX. September 20, 1999.

Track Session: "Knowledge Management Tools in a Strategic Context." *KM World '99 Conference and Exposition*. Dallas, TX. September 21, 1999.

Presentation: "Emerging Technologies: What's Ahead for Education." American Association of School Administrators. Arlington, VA. August 17, 1999.

Conference Presentation: "Knowledge Management: Charting the Course." *KM Summit*. Camden, ME. June 17, 1999.

1/2 day Series: "Knowledge Management for the Federal Executive." Washington, D.C. This series of courses was given on three days in April, May and June, 1999.

Presentation: "Knowledge Management: Where We Are Heading." KMPG special session. Vienna, VA. March 1, 1999.

Exhibitor Session: "Enterprise IQ." *Braintrust International 1999: First Annual Knowledge Management World Summit*. San Diego, CA. February 23, 1999.

Conference Presentation: "Who Matters: A Multidimensional Stakeholder Mapping Framework." With Jeffery Cummings and Jonathan Doh. *Academy of Management Annual Meeting*. August 23, 1998.

Track Session: "Measuring Organizational Intelligence." Paper and Presentation, *International Knowledge Management Executive Summit (IKMS '98)*. San Diego, CA. June 9, 1998.

Presentation: "Managing Expertise at the World Bank." ITC special session. Washington, DC. June 4, 1998.

Invited Speaker: "Organizational Intelligence" RWD Lunch Speaker Series. Columbia, MD. May 10, 1998.

Track Session and Paper Abstract: "Organizational Intelligence: Toward a General Theory." Presentation for the 14<sup>th</sup> Annual Washington Consortium of Business Schools: Faculty Research Forum, April 18, 1998.

Track Session: "Intelligent Organizations: Linking Knowledge with Performance." *GWU's Business Competitiveness and Technology Exposition*. Fairfax County, VA. April 8, 1998.

Conference Presentation: "Knowledge Management: 21<sup>st</sup> Century Consulting." *Management Consulting in the Information Age*. George Washington University Management Consulting Week, March 25-26, 1998.

Conference Presentation: "Intelligent Alliances." Academy of Management Midyear Conference, *Organizational Learning: Moving from Theory to Research*. March 22-23, 1998.

Invited Speaker: "From Knowledge Management to Organizational Intelligence." Booz-Allen & Hamilton roundtable. Reston, VA. January 16, 1998.

Collegial Presentation: "Organizational Intelligence: Toward a Theoretical Framework." Doctoral Research Colloquium. George Washington University. November 14, 1997.

Conference Presentation: "Complexity: Inventing a New Science." *Conference on the New Sciences*. Dallas, TX. October 12, 1995.

Invited Discussant: *First Annual Market-based Management Institute for Professors Institute*. Koch Industries and the University of Kansas. Lawrence, KS. May 21-26, 1995.

Conference Presentation: "The Power of Countertrends." *The Annual Conference of the World Future Society*. Boston, MA. July 24-26, 1994.

**Publications: Articles, Book Chapters and Research**

- Kull, Michael D. "Stories of Innovation: The Narrative of New Ideas." *On Managing Creative and Innovative People*. E. Carayannis (Ed.). Praeger Publishing, 2006 (expected).
- Kull, Michael D. "Knowledge Retention: The Role of Digital Storytelling for Capturing the Leadership Knowledge of Retiring Executives." *Creating Actionable Knowledge*. Academy of Management Annual Meeting. Reviewed paper. 2004.
- Kull, Michael. "Scaling the Water-Cooler: Digital Storytelling for Knowledge Continuity." in *An Interdisciplinary Approach to Project Management: Perspectives from Government, Industry, and Academia*. E. Carayannis and Y. Kwak (Eds.). Greenwood Publishing Group. 2004.
- Kull, Michael D. *Stories of Knowledge Management: Exploring Coherence in a Community of Practice*. (NEED PUBLISHER) 2003
- Kull, Michael. "Corporate Storytelling and the New Media: Bringing Hollywood Inside the Enterprise." in *Building Knowledge Management Environments for Electronic Government*. CRC Press, Washington, DC. 2001.
- Track Session and Paper: "Using Digital Video to Enable the Learning Experience: Transformational Leadership in the U.S. Air Force." *Information Resources Management Association (IRMA)*. Anchorage, AK. May 21-24, 2000.
- Track Session and Paper: "The State of the Knowledge Industry: An Interpretive Exploration." *Information Resources Management Association (IRMA)*. Anchorage, AK. May 21-24, 2000.
- Kull, Michael D. "Working Knowledge: How Organizations Manage What They Know." Book Review, in *The Manager's Bookshelf*. Prentice-Hall, Inc. 2000.
- Kull, Michael D. "The Paradox of Project Management." *On the Horizon*, v7n5. 1999.
- Kull, Michael D. "Knowledge Markets: A Primer." *On the Horizon*, v7n4. 1999.
- Kull, Michael D. "Emotional Intelligence and the Emergence of a New Professionalism." *On the Horizon*, v7n3. 1999.
- Kull, Michael D. "Corporate Universities: Just-In-Time Learning." *On the Horizon*, v7n2. 1999.
- Kull, Michael D. "The Technology Revolution: The George Washington University Forecast of Emerging Technologies." *On the Horizon*, v7n1. 1999
- Kull, Michael D. "Ecological Advantage: Growth Strategies for Knowledge Organizations." *On the Horizon*. v6n5. 1998.
- Kull, Michael D. "Knowledge Economics: The Mandate for Universal Education." *On the Horizon*, v6n4. 1999.
- Kull, Michael D. "Redefining Universities: A Dialogue." *On The Horizon*. (Jossey-Bass) v6n2. 1998.
- Kull, Michael D. "The Golden Rules of Power and Influence." *Handbook of Technology Management*. CRC Press. July 1998. Edited text.
- Cummings, Jeffery, Kull, Michael D., and Doh, Jonathan. "Who Matters: A Multidimensional Stakeholder Mapping Framework.." *Academy of Management Conference Proceedings*, August 1998.
- Kull, Michael D. "Organizational Intelligence: Toward a General Theory." *Proceedings of the 14<sup>th</sup> Annual Research Forum*. Washington Consortium of Schools of Business. April 18, 1998.
- Halal, William E., Kull, Michael D., Leffmann, Ann. "The GWU Forecast of Emerging

Technologies: A Continuous Assessment of the Technology Revolution." *Technological Forecasting and Social Change* (v58,n3. Refereed journal.) 1998.

Halal, William E., Kull, Michael D., Leffmann, Ann. "Emerging Technologies: What's Ahead for 2001-2030." *The Futurist*, Nov-Dec 1997. (Cover article and most requested reprint in the history of the magazine.)

Kull, Michael D. "What Will Be... Maybe." *On The Horizon*. v5n6, Nov/Dec 1997.

Kull, Michael D. "Fluid Crystal." *GWU Forum*. Spring 1998.

Halal, William E., Kull, Michael D. "Measuring Organizational Intelligence." *On The Horizon*. v5n5, Sept/Oct 1997.

Kull, Michael D. "Message to Yale: Read Dr. Seuss." *On The Horizon*. v5n3, May/June 1997.

Kull, Michael D. "Organizing for Intelligence." *On The Horizon*. v5n2, Mar/Apr 1997.

Kull, Michael D. "Complexity: Inventing a New Science." *Conference on the New Sciences Proceedings*. Dallas, TX. October 12, 1995.

Contributing Author, *Technology Exchange: A Guide to Successful Cooperative Research and Development Partnerships*. Editors John Lesko and Michael Irish. Battelle Press. Columbus, OH. 1995.

Contributing Author, *The Status of Superconductivity Research and Development in the United States*. 1993.

Kull, Michael D. "Biotechnology and West Germany." *International Science and Technology Insight* (an NSF publication). Summer 1990.

### **Media Interviews and Citations**

Interviewed by *The Washington Post*, *The Baltimore Sun*, *Fox News*, *CNN*, *KM Magazine*, *KM World*, *CIO Magazine* and *the Voice of America*.

Interviewed by Evelyn Clark for the book: "Stories as Legacy" in *Work Stories*, 2005. Description of the use of organizational storytelling for the EPA Knowledge Retention project.

Cited by Steve Denning for his webzine: "Enron: The Government Unveils its Morality Tale." *Organizational and Business Storytelling in the News: Story #65.*  
<http://www.stevedenning.com/SIN-65-Enron-Skillings-indicted.html>. February 20, 2004.

Interviewed by Dave DeLong for his book. *Lost Knowledge: Confronting the Threat of an Aging Workforce*. PUBLISHER. 2004.

Cited by Eric Tsui. "Bibliography on Knowledge Management." Knowledge Board: The European KM Community. March 2002.

Cited by Ramon Barquin. "What is Knowledge Management?" *Journal of Knowledge and Innovation Management*. V1,N2. Jan 2001.

Interviewed by Philip J. Gill. "Once Upon an Enterprise: The Ancient Art of Storytelling Emerges as a Tool for Knowledge Management." *Knowledge Management Magazine*. May 2001.

*Other articles and quotations are cited on the web and are used in university course material.*

## **Selected List of Interviews**

*The following is a partial list of the hundreds of interviews conducted and filmed by Michael D. Kull during his research, consulting engagements, and community-building efforts. Many have been viewed at conferences and universities in recent years. Each date represents the starting year for the topic area. Positions/roles listed at the time of the interview are subject to change.*

### ***Leadership and Negotiation***

**2005-**

Jack Valenti                      Former President, Motion Picture Association

### ***Strategy and Innovation***

**2005-**

Dorothy Leonard                      Author and Professor Emeritus, Harvard University  
Henry Mintzberg                      Author and Professor, McGill University

### ***Enterprise Architecture***

**2001**

Clive Finkelstein                      Author and “Father of Information Architecture”  
Stan Locke                              Author, consultant and trainer  
John Zachman                          Author, speaker, originator of the Zachman Framework

### ***Organizational Storytelling***

**2000-**

Steve Denning                          Author; Former executive at the World Bank  
Seth Kahan                              Professional speaker, presenter, trainer, author  
Larry Prusak                              Author; Executive Director, Institute for Knowledge Management  
Mark Morris                              CEO, The Brand Consultancy  
Steven Barnes                          Fiction author and life-story coach  
Doug Lipman                              Author and professional storyteller  
Dan Decker                              Author and screenwriting coach  
Richard Stone                          Founder, The StoryWork Institute  
Liz Berney                              Professional speaker, consultant, and trainer  
Joe Mancini                              Narrative therapist, RoundTable Theater  
Madelyn Blair                          CEO, Perelei Inc.  
Paul Costello                              Founder, Center for Narrative Studies  
Melinda Bickerstaff                      Vice-President for KM, Bristol-Myers Squibb  
Victoria Ward                          Co-Founder, SparkNow  
Carol Russell                              Organizational storytelling consultant  
Michael Margolis                          Founder, Thirsty-Fish Story Marketing  
David Rippey                              Storytelling speaker, trainer  
Michelle James                          CEO, Center for Creative Emergence  
Noa Baum                                  Author and storytelling educator  
Kelly Cresap                              Author and storytelling activist  
Lynne Feingold                          Author, speaker, trainer  
Alicia Korten                              Storyteller and workshop leader

### ***Knowledge Management***

**1998-**

Larry Prusak                              Author, Managing Consultant, IBM Global Services  
Tom Stewart                              Author and Senior Editor, Fortune Magazine  
Bob Buckman                              CEO, Buckman Laboratories

|                        |                                                            |
|------------------------|------------------------------------------------------------|
| Nancy Dixon            | Author and Professor, George Washington University         |
| Hubert St. Onge        | Author and Vice-President of Intellectual Capital, Clarica |
| Karl-Erik Sweiby       | Author and President, Sweiby Knowledge Associates          |
| Carla O'Dell           | Author and President, APQC                                 |
| David Weinberger       | Author and Principal, Evident                              |
| Verna Allee            | Author and President, Integral Performance Group           |
| Steve Denning          | Author, Former executive at the World Bank                 |
| Seth Kahan             | Professional speaker, presenter, trainer, author           |
| Shereen Remez          | AARP, and first CKO in the Federal Government              |
| Karl Wiig              | Author, and President, Knowledge Research Institute        |
| Ramon Barquin          | President, Barquin International                           |
| Irma Becerra-Fernandez | Professor, Florida International University                |
| Tom Beckman            | Chief Knowledge Architect, Internal Revenue Service        |
| Bob Hiebeler           | Author and Partner, Arthur Andersen Consulting             |
| Ann Noles              | Speaker and KM Leader, Capital One                         |
| Roger Bulton           | Consultant and trainer, Process Renewal Group              |
| David Owens            | St. Paul Corporate University                              |
| Steve Cranford         | KM Practice leader, KPMG Consulting                        |
| Kumar Nochur           | President, Vidya Technologies                              |
| David Coleman          | Speaker and Senior Strategist, Collaborative Strategies    |
| Bruce Taylor           | Publisher, KM World                                        |
| Joe Firestone          | Executive Information Systems                              |
| Deborah Amidon         | Author and Former Dean, Babson College                     |
| Bill Halal             | Author and Professor, George Washington University         |
| Sue Hanley             | American Management Systems                                |
| Marvin Manheim         | Professor (deceased), Northwestern University              |

### **Organizational Intelligence**

1997

*These interviews were conducted in audio only prior to the availability of digital video.*

|                   |                                                      |
|-------------------|------------------------------------------------------|
| Bill Halal        |                                                      |
| Nancy Dixon       | Professor, Administrative Sciences, GWU              |
| Eric Dent         | Professor, Administrative Sciences, GWU              |
| John Coyne        | Professor, Information Systems, GWU                  |
| John Artz         | Professor, Information Systems, GWU                  |
| Elias Carayannis  | Professor, Management of Innovation, GWU             |
| Duncan Sutherland | Consultant and Doctoral Fellow, GWU                  |
| Govindan Nair     | Senior Private Sector Development Economist          |
| Katia Passerini   | Doctoral Candidate and World Bank Associate          |
| Larry Prusak      | IBM Consulting                                       |
| Barbara Smith     | CKO, IBM Consulting                                  |
| Francois Escher   | Special consultant to AT&T                           |
| Ed Marits         | Professor, Research Methods, GWU                     |
| Phil Wirtz        | Professor, Research Methods, GWU                     |
| Jay Liebowitz     | Professor, Information Systems, GWU                  |
| Tom Beckman       | Professor, Information Systems, GWU                  |
| Deborah Amidon    | Author and Former Dean, Babson College               |
| Gordon Petrash    | Global Director of Intellectual Assets, Dow Chemical |
| Mary Ann Glynn    | Professor, Emory University                          |
| Richard Kirby     | Professor, University of Washington                  |
| Booz-Allen Team   | 12 members of IS from Booz-Allen Hamilton            |

## **Selected Case Stories**

*The following stories describe a few notable engagements and accomplishments led or executed by Michael D. Kull as Principal of AMPLIFI and in collaboration with AMPLIFI's strategic partners.*

### **Knowledge Retention at the Nuclear Regulatory Commission**

Like many federal agencies, the U.S. Nuclear Regulatory Commission (NRC) faced a need to capture the knowledge of senior managers and scientists before they retired and their knowledge was lost to future generations.

Acting on the latest practices in knowledge management and knowledge retention, NRC asked AMPLIFI in partnership with Barquin International to offer a strategy for capturing and sharing expertise in a programmatic manner. The team developed a seminar to help socialize knowledge management and provided training to build a cadre of knowledge capture specialists. Working with project leaders and digital video professionals, these specialists interviewed senior experts and distilled the results into knowledge assets critical to the agency. In addition to building an initial capacity to execute knowledge management projects, the results of these new methods and techniques can be applied to human capital strategies that include workforce planning, leadership development, workplace enrichment and oral history.

Barquin International and AMPLIFI enabled the effort by providing project support, critical interviewing and analytical skills, and a proficiency with digital media. This initiative helped lay the foundation for advanced efforts in knowledge management, especially sharing expertise within and among communities of practice.

### **Leadership Legacies at the Environmental Protection Agency**

The Environmental Protection Agency was working with Monster Worldwide on strategic branding effort when they realized that many of the Senior Executive Service (SES) leaders they were talking to were approaching retirement. When a Presidential directive articulated the need to capture some of the knowledge and experience that would soon be lost, Monster's Brand Imagination Team partnered with AMPLIFI to offer an approach that aligned and extended the branding work with knowledge management and organizational storytelling.

Working with EPA's Office of Human Capital, AMPLIFI and Monster led a pilot project entitled "Leadership Legacies" as a knowledge retention project utilizing digital storytelling. The team planned and conducted over 40 interviews, organized thematically. The results of the pilot, together with the management documentary, were shared during an all-SES meeting in late 2004. Audience reaction was so positive that SES colleagues were inspired to take advantage of the opportunity to share career highlights and professional insights with future EPA leaders.

The pilot was so successful that the team's role was expanded. For the second year, the team developed a plan for the ongoing programmatic approach that included technology for the search and retrieval of interview clips. The video clips would have several purposes, including: operational (workforce planning); developmental (leadership development, training, knowledge mapping, team building and workplace enrichment); and promotional (recruitment, corporate branding, leadership). In addition, according to EPA, "The bottom line is that the Legacy interviews validate agency culture and idealism, and they remind us why it's good to work here."

### **“How We Do Business” at the General Services Administration**

In 2000, the General Services Administration partnered with the U.S. Census Bureau to provide logistical and support services. Unlike the previous census, GSA wanted to prove that they were a valuable partner for Census and, under the re-engineering of government, could provide top services to their customers. By outlining their strategy for working together on only two pages of paper, the result was a partnership that was hailed by the U.S. Census as an enormous success.

The Chief Knowledge Officer of GSA saw an opportunity to capture the story. AMPLIFI was asked to capture the digital stories of the GSA team leaders and to produce a web-based report that would show the rest of the agency GSA's new way of doing business. The site was viewed across the agency and even by President Clinton during a visit. The best practices and lessons learned from the 2000 census are currently archived for the next generation of managers: those who will have responsibility for the massive undertaking again in 2010.

### **SKIPR: The State of the Knowledge Industry Progress Report**

When the first e-Gov conference for Knowledge Management was being planned in 1999, the organizers knew they wanted something special to inspire and inform the nascent KM community – an idea that would attract new sponsorship at the same time. E-Gov partnered with the Lighthouse Consulting Group to come up with a proposal. As the knowledge strategist and digital media specialist for Lighthouse, Michael Kull initiated a plan to attract sponsors by capturing their stories in digital video, produced through AMPLIFI. As industry leaders responded, the project grew, and the executive team at Lighthouse worked closely together to create a multimedia research report that integrated industry trends, company information, and insights from thought-leaders. Packaged into a CD and distributed to every e-Gov conference attendee that year, the SKIPR report was quickly recognized as the definitive report of the year and republished through other outlets. Today it remains the first of its kind, and the team learned that KM is truly more than just providing valuable information; the project pulled the KM community together in significant and unexpected ways. Ways that made Lighthouse one of the leading lights in KM the next year.

### **Crunch-time at Lexis-Nexis**

When a vice-president of Lexis-Nexis decided to launch a KM consulting practice within the firm, he turned to AMPLIFI for help in educating the 500-strong sales force on knowledge management. AMPLIFI proposed to create a set of presentations that included video messages, interviews, and vignettes that included the president of the company and other senior staff. The vice-president liked the approach: however, the annual all-sales meeting was coming up in two weeks and he doubted there was any way to create anything in time. “Do your best,” he told the team. With only one week of production, the team managed to complete a CD for distribution with all the specifications suggested in the proposal. The vice-president was thrilled that the team came through for him in an incredibly short time, under budget, and resulted in an impressive product for him to give the sales force. For AMPLIFI, it was a proof-of-concept: that unlike the multi-media productions of the past, digital media can – with the right leadership perspective and ability to execute – create in weeks what used to take months at a fraction of the cost.