

We Do Everything in PowerPoint!

**A Knowledge-Forge White Paper
Describing the Difference Between PowerPoint and K-Books**

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PowerPoint is a versatile presentation tool, but to get it to approach the presentation capabilities of KFI's K-Book requires the skills of a power user—and even then, it will be missing the assessment, tracking, instructional, and knowledge-management capabilities of a typical K-Book. Moreover, it is Knowledge Filtering that transforms information—focusing, amplifying, condensing, and linking it with original source material—into useful knowledge. PowerPoint presentations rarely offer more than a “check the box” data dump to passive viewers. K-Books offer powerful interactive, thought-provoking, knowledge transfer when transforming information into useful knowledge is vital.

K-Books offer powerful presentation capabilities but were not designed to compete with PowerPoint—in fact PowerPoint presentations complement K-Books and are easily built-in as an additional resource. Taken by itself, Microsoft's PowerPoint® is one of the most widely used and practical presentation tools ever developed. Its ease of use and readily distributed format make it perfect for individual and corporate communication. It is used as a visual aid for meetings far and wide, large and small. It is useful for idea development and outlining tool. Along with its presentation capabilities, it is a perfect sales tool. K-Books and PowerPoint offer very different features and different benefits.

PowerPoint—Easy to Get Started, Seldom Mastered

Microsoft's genius in the design of PowerPoint was to make it easy to use the first time and so intuitive as to make the use of a user manual almost unnecessary. Then, with the addition of numerous “power” features, the program's usefulness only increases over time. Unfortunately, this scheme hides the program's one limitation—few users ever advance beyond the skills of a beginner. Few users add animation, transitions

or use layers in their presentations, let alone include photographs or advance beyond basic color schemes. Almost no PowerPoint users use the program's ability to integrate sound, videos, navigation, or narration into their programs. The net result is a wide gap between what is possible with PowerPoint and what is actually used.

K-Book programs offer a unique combination of hybrid features including: presentation, assessment, tracking, instructional, and knowledge management. No other program offers this particular configuration of features, all or several of which may be utilized in any one application depending upon the needs of the user.

As for presentation capabilities, the K-Books differ from PowerPoint in a number of aspects. First off, the emphasis in a K-Book is on content, not flash—so using the K-Book's on-line content editor is much easier than editing the typical PowerPoint program. On the other hand, K-Book page layouts and design schemes are not as easily accessed as those in PowerPoint.

Navigation is a Two-Way Street

While it is possible to add links and navigation buttons to PowerPoint shows, the K-Book's simple "book" interface is built-in and makes it easy to move forward, backward and to skip around at will. Most PowerPoint presentations offer linear, one-way navigation making it difficult to find single sections or individual slides on the fly.

K-Books make it easy to include pictures, video, and links to source material. While similar capabilities are supported by PowerPoint, few users are familiar with the necessary skills. Then there is the matter of actually producing the videos, audio, animations, and editing all this media. As a stand-alone, low-cost productivity tool, PowerPoint is unbeatable, but to produce a full-featured media-rich presentation requires more than the basic PowerPoint skills available to most users. K-Books offer advanced functionality, superior navigation, and, combined with consulting and support services from Knowledge-Forge makes K-Books the choice for serious knowledge transfer and high involvement learning.

Is it Learning or Only a Data Dump?

Next consider the difference between data dumping vs. interactive, high-involvement learning. A PowerPoint program, even one with links to additional media can deliver huge amounts of information to passive viewers who can "tune out, turn away, and drop off." High involvement learning leaves nowhere for the user to hide and can exceed the expectations of even some classroom training by engaging a multitude of learning modalities and patiently waiting for the learner's every response.

Many organizations either do not understand the difference between a data dump and high involvement learning, or have made a calculated decision to meet a training requirement by "checking the box" with a data dump showing little or no concern for the user's outcome.

Beyond Presentations—to an Interactive Learning Tool

K-Books offer virtually all of the capabilities of PowerPoint as a presentation tool, but unlike PowerPoint, K-Books offer a variety of interactive functions to elevate the status of the viewer to learner. It is possible for a user to directly interact with a K-Book by assembling objects, sorting images, arranging items, etc. It is possible to interact with role-play videos, observing the results of choices made based upon specific scenarios.

Ultimately, K-Book interaction involve the user by assessing a user's knowledge by tracking the results of questions posed to the in the form of before and after testing, study questions, etc. These results can automatically guide a user to the appropriate study materials to improve the user's knowledge and skill-base. Taken together, it is possible to track individual user's beginning skills, progress, and

improving knowledge. This information can be used to compare to real-world application to determine whether what is being taught actually improves a user's performance in a specified area. These same capabilities can be extended to groups of users over time and compared from one group to another for baseline and control group analysis.

Because a K-Book can be built on top of a knowledge-base, it is possible to track and manage not only the results of each user's interaction, but it is possible to capture margin notes from users so that K-Books become not only a powerful knowledge transfer tool, but a unique knowledge management facilitator that combines the formal "push" of formal knowledge to users and "pulls" catalogs, and disseminates the feedback of informal knowledge from users across the entire organization.

Conclusion

PowerPoint remains the premier presentation tool whose place in the tool box of knowledge workers is not challenged by K-Books. K-Books, however, offer a much wider range of capabilities suited to situations where informing the user is not adequate. K-Books uniquely fully involve the user for a the most effective transfer of vital knowledge. The good news is that users need not make a choice. PowerPoint programs often serve as source material for K-Books and are routinely included in K-Books of every description.

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