

**MEDIA RELEASE**  
**Date: 18 March 2007**  
**For Immediate Release**



## **Knowledge DNA – The Information Genome**

Organically grown knowledge management based on user needs is no longer a dream. The creation of Knowledge DNA – The Information Genome solves the information management and business intelligence dilemma that plagues businesses and learning institutions alike.

Knowledge DNA was created by Dr. Leigh Kibby, an academic, researcher and IT manager who has worked on the issue for years.

“I first began looking at the problem almost 20 years ago” cites Dr. Kibby. “Recently, I developed a breakthrough approach which will enable knowledge management to grow organically according to needs use.”

Knowledge management is difficult because it involves storing information in discrete chunks. The design of the storage of those discrete bits of information is difficult as is searching such databases. A knowledge management system let’s you search across discrete bits of information based on a pre-existing relationship. But, what if the relationship is not clear or known when the computer system is designed. If it’s not, your Knowledge Management is useless to you.

Dr. Kibby has solved the problem by using a unique combination of search methodologies and “pragmatic user solutions” using existing technologies.

Early versions of Knowledge DNA approach will be trialled on Dr. Kibby’s new website Skillsfind.com which will be launched in December 2007.

“We will begin with the data on the site using basic Knowledge DNA approaches,” states Dr. Kibby. “As the site develops, advanced KDNA models will be used to enable greater functionality and searchability PLUS better Knowledge Management.”

The key solution is the KDNA – the Information Genome – will use existing technologies to achieve a quantum leap in information management.

Dr. Kibby can be reached at (+61 3) 5222 7578 or [info@kinematic.com.au](mailto:info@kinematic.com.au) The Kinematic web site is <http://www.kinematic.com.au>

## **BACKGROUND**

**Dr. Kibby, known as “Dr. Leigh,” is a one of the world’s truly creative geniuses having:**

- **founded the Noetic Psychology movement**
- **developed numerous new paradigms such as:**
  - **Neuro-Empathic Programming**
  - **the Sustainability Triangle (Psychology-Sociology-Ecology),**
  - **L.E.T. (Language-Emotion-Thought) framework,**
  - **Affective-Cognitive Integration Model (the NEW Emotional Intelligence),**
  - **“The Intelligence of Emotions” and**
  - **Psychological Genome concept.**

**He is also of one of Australia’s leading trainers having taught Noetic techniques to over 2500 people including General Practitioners (Family Physicians), Police, teachers, youth workers and IT staff and magers.**

Other Business Games provided by Kinematic and developed by Dr. Kibby include:

- The Foresight Saga
- The Moral Dilemma
- The Destiny Game and
- INVESTMENT S&L Chess.

Other Games by Dr. Kibby include:

- Take- 2
- The Destiny Game
- Spellcheck
- The Money Game Board
- Snap PLUS.

---

## ***Publications / Presentations***

---

- Joint Winner of the Best Paper Award at the 2002 International Emotions In Organisations Conference.
- “Servant-leadership” - 2003 British Academy of Management Conference.
- “Noetic Leadership” - 2003 British Academy of Management Conference.
- Servant-leadership Skills” - 2004 Gallup Leadership Institute Conference USA.
- “Noetic Leadership Skills” - 2004 Gallup Leadership Institute Conference USA.
- “Noetic Leadership: A Conceptual Model” - 2006 Gallup Leadership Institute Conference USA.
- Co-author of “Intelligent Emotions Management” for the internationally released book “Key Issues in Organisational Communication”
- “Well-being through Responding to Affect: Core Skills and Techniques” presented to the 2006 Australian Quality of Life Conference
- “Coaching Skills for Responding to Affect” International Journal of Evidence Based Coaching and Mentoring, 2007
- “Ethics, Morals and Behaviour through Coaching Skills for Responding to Affect” paper Accepted for British Academy of Management, 2007
- “Noetic Coaching Skills: Creating Meaning and Purpose” Book Chapter, 2007 (in draft)
- “Noetic Leadership - a Conceptual Model of Leadership Integrating Affect, Cognition and Physiology,” 2007 (in review)