

| April 2015 |

2Know

KM Newsletter



ROM News



- Knowledge Management Spotlight: How Gamification Can Identify Unwritten Rules in KM Program - [Link](#)
- 10 reasons for not using knowledge management - [Link](#)

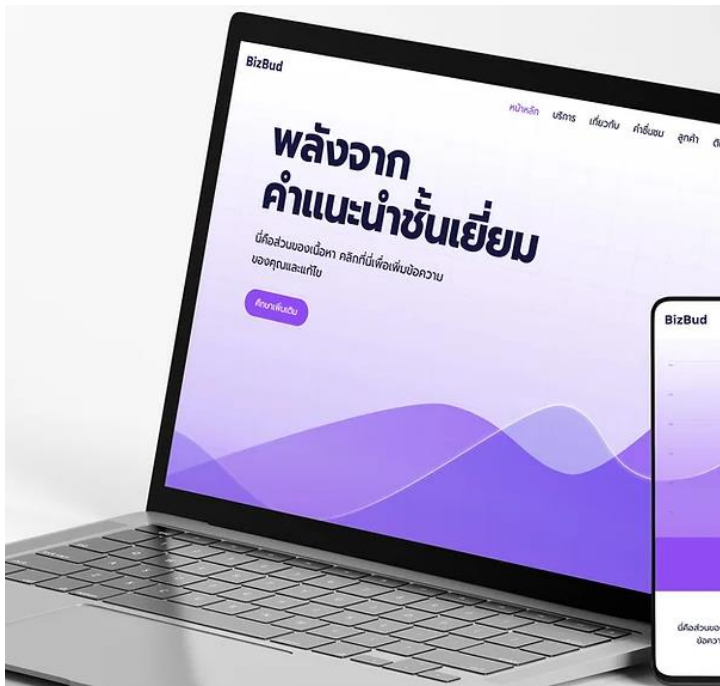
01

'BI for the Masses' or 'BI for each employee'?

BI for the masses refers to enabling access to business-oriented information for workers across various organizational layers. It goes beyond sales and strategy, benefiting all units and facilitating data-driven decision-making.



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02

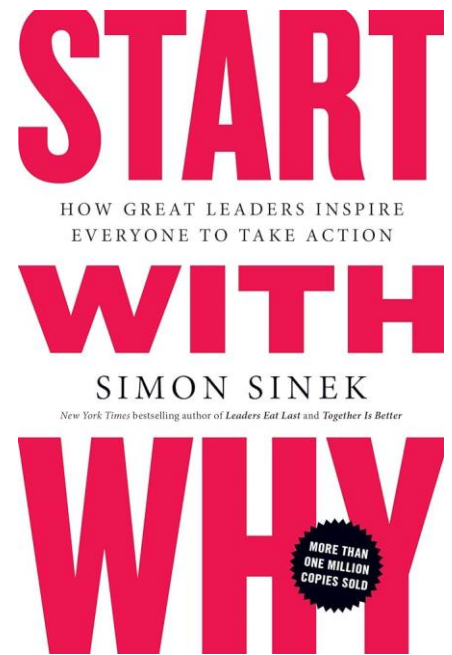
External Accessibility

External Accessibility is defined as the process of accessing a piece of information; the steps one follows in order to reach the requested knowledge.

03

Start with Why - Book review

"Start with Why" by Simon Sinek, a 2009 bestseller, advocates for a mission-driven leadership approach. It explores the 'WHY-HOW-WHAT' framework, highlighting emotional connections, shared values, and alignment between purpose, principles, and actions for lasting success.



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