

| November 2010 |

2Know

KM Newsletter



ROM News



- Knowledge begets (only) efficiency - [Link](#)
- The Daily Start-Up: A Sign Of Business Intelligence - [Link](#)
- What Does a World-Class BI Program Look Like? - [Link](#)

01

The content editor's position: between content editing and contributing to the optimization of organizational work processes

This text highlights the challenges in managing content editors within organizations. It emphasizes the importance of periodically evaluating their performance, ensuring continuous learning, and preventing burnout. The role should evolve from basic editing to knowledge management, requiring a diverse skill set for optimal organizational impact and efficiency.



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02

Tips for communicating the launch of a Knowledge Management system

Launching an organizational Knowledge Management system is a moment of satisfaction, but effective communication is crucial. Focus on key functionalities, highlight competitive advantages, and set realistic expectations. Craft a specific communication message, address the five W's, and adapt the implementation process to users' schedules. Utilize existing organizational systems, encourage feedback, and remember that optimal implementation is a gradual process requiring ongoing development.

03

Our Mobiles are Getting Smarter - Business Intelligence Enters the Mobile World

Mobile business intelligence allows real-time data analysis and information sharing through smartphones. This innovative trend provides accessibility, better decision-making, and improved productivity by integrating BI applications with mobile devices' visual capabilities and intuitive interfaces.



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04

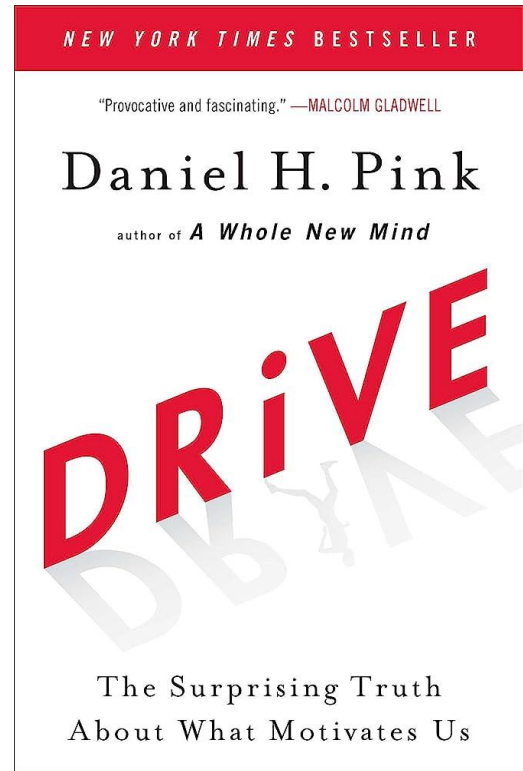
TagThis- Taming the Digital Jungle with Keywords & Colorful Clouds

Tags enhance information retrieval by attaching keywords to files, aiding search and navigation. Methods include predefined lists, user-generated tags ("folksonomics"), and automated tagging. Tag clouds visualize tags' significance, aiding in topic identification and refining search results.

05

Drive - Book Review

"Drive" (2009) by Daniel Pink delves into human behavior in organizational contexts, challenging the traditional carrot-and-stick approach to motivation. Pink introduces Motivation 3.0, emphasizing internal factors like autonomy, expertise, and intention. The book offers actionable strategies for fostering intrinsic motivation, making it valuable for managers and individuals alike.



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