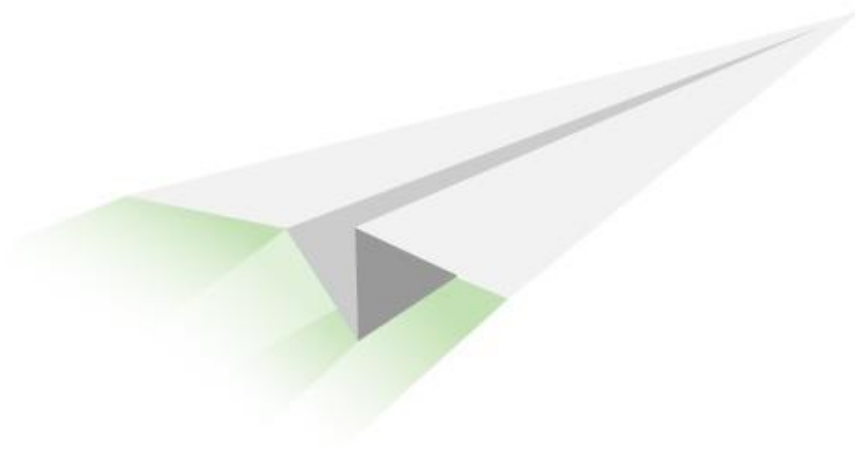


| November 2022 |

2Know

KM Newsletter



ROM News



- During the month of November, lectures will be held on behalf of IIKI in the USA in collaboration with the international knowledge management forum KMGN. The meetings deal with knowledge management in the context of technologies and leadership in the world of the future: Leading the Blind/Sighted Enterprise. It does not cost money, but registration is required. For details - moria@kmrom.com.
- Registration is open for KMGN's international knowledge management course for 2023 - the new collaboration: from communication to connectivity to collaboration to create joint knowledge. For details and registration - [Link](#).

ROM News (continued)



- Nicky Milton's blog. British. The most active knowledge management consultants in the world - [Link](#)
- Diversity, fairness and inclusion in knowledge management. worth thinking about - [Link](#).
- Conferences:
 - International Conference on Nuclear Knowledge Management ICNKM
 - December 30-31, 2022
 - Paris, France
 - <https://conferenceindex.org/event/international-conference-on-nuclear-knowledge-management-icnkm-2022-december-paris-fr>

01

Change Management Plans: what, why, and how

Implementing a successful Knowledge Management solution requires change management to overcome the resistance to change. The first step is preparing the infrastructure by defining the target audiences, objectives, challenges, and key factors for success. Mapping the communication channels is also necessary to determine the appropriate message and frequency for each target audience. The next step is building a change management plan that breaks down the actions into clear and concrete tasks and appoints someone responsible for their execution. It is important to remember that change management is a marathon, not a sprint, and requires a structured plan that is manageable for workers.



[To full article](#)



[To full article](#)

02

Towards the next big leap...

The Israeli KM community recently held a successful physical event, indicating the conditions are right to take the next leap forward in trust, sharing, and collaboration towards better-added value and positioning for KM communities worldwide.

03

Customer Value

Customer Value is more than just providing benefits to potential consumers when creating a new product or service. It involves considering several components, including functional value, cost, and experiential component. Successful Knowledge Management solutions depend on focusing on Customer Value, which includes assessing what customers benefit from, how much effort they will have to invest, and what the User Experience will be like. By providing functional and experiential value coupled with adapted cost over time, there is a higher chance of success.



[To full article](#)



[To full article](#)

04

Management Resilience: Thriving in the Face of Challenges

"Management Resilience: Thriving in the Face of Challenges" by Lior Halevi (2021) explores resilience in various roles. It covers topics like importance of resilience, priorities, optimism, perspective, silence, release, self-efficacy, and wise organizational communication. The book provides valuable insights applicable to individuals in different aspects of life and recommends cultivating resilience for navigating hardships and achieving personal growth.