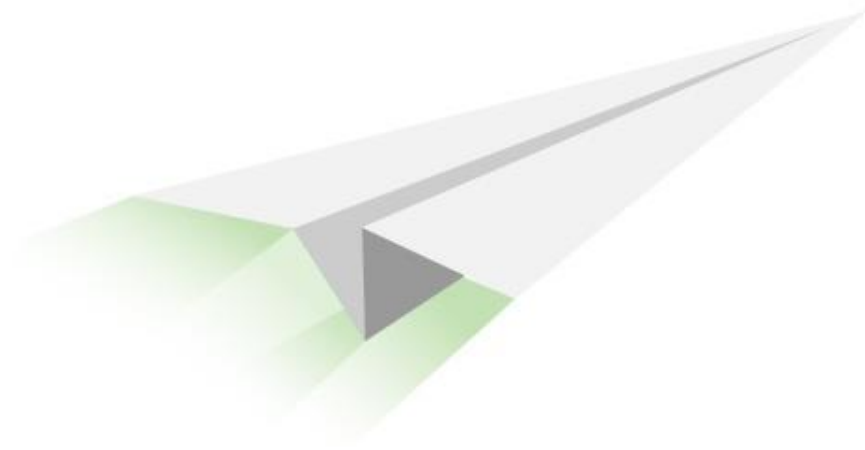


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KM Newsletter



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01

TL;DR

TL;DR is an acronym meaning "Too Long; Didn't read." It originated in 2002 as a response to lengthy online posts. To avoid TL;DR, use subheadings, short paragraphs, visuals, and highlight important information.



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02

Social CRM (SCRM)

Traditional CRM focuses on managing customer relations through traditional channels, while SCRM leverages social networks for personalized interactions and customer service. SCRM combines customer relations software with social media tools to tap into the knowledge and interactions happening on social media platforms, benefiting business organizations. It is a component of the broader field of Knowledge Management, which emphasizes communication among people within and outside organizations.

03

Knowledge Capture

Knowledge capture turns tacit into explicit knowledge, done individually pre-retirement or collectively post-project. It involves defining goals, group discussions, subgroup work, and brainstorming, requiring the right group dynamics and fostering a knowledge-sharing culture, enhancing knowledge management.



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04

Agile Change Management - Book review

"Melanie Franklin's book, 'Agile Change Management,' offers a structured approach to change, emphasizing agile principles, efficient planning, communication, and creating a supportive environment. Suitable for large organizations, it can benefit smaller ones too."