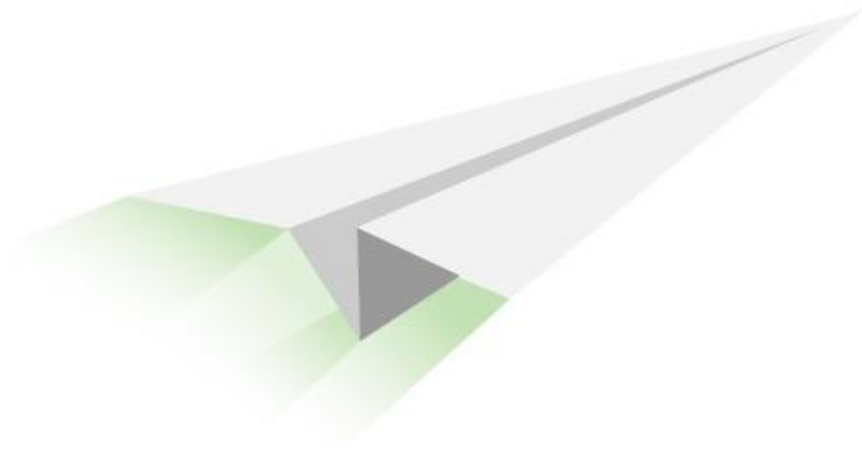


| July 2021 |

# 2Know

KM Newsletter



## ROM News



- Unlocking the Power of Knowledge Management: Enhancing Crisis Management in Healthcare Organizations Amidst COVID-19- [Link](#)

# 01

## Organization Therapy: group directing skills as an effective Knowledge Management consultancy tool

Maximizing Value: The Role of Knowledge Management Consultants in Organizational Projects through Strategic Group Dynamics and Mutual Learning.



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# 02

## KM leveraging AI: Here we come

The KMGN AI KM course discussed how KM can leverage AI projects and help with content services, including classification, data cleansing, and aligning existing KM methodologies. KMrs' expertise and experience can add value to AI projects, but they need to learn AI terms and be enabled to join in.

# 03

## Research and concept formulation for an optimal User Experience

The field of User Experience (UX) has advanced beyond just graphics and aesthetics. The research phase of UX analysis for digital products involves an in-depth analysis of the target audience, strategic objectives, and digital platforms, among other factors, to formulate an optimal UX based on psychological, emotional, and technological aspects.



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# 04

## AI challenges - KM contribution

Dr. Art Murray discusses the main challenges and risks in AI and suggests how KM can mitigate them, especially in relation to the five "V's" of big data - volume, variety, velocity, veracity, and value. KM offers much more to AI than just these aspects.

Why AI needs KM: The Five V's "driving AI crazy!"		
<u>DATA</u>	<u>AI challenge</u>	<u>KM solution</u>
<b>VOLUME</b> 	Tendency to "let AI sort it all out"	Reduce confusion by incorporating human judgment and sensemaking
<b>VELOCITY</b> 	Risk from delegating high-speed decisions to machines	Establish thresholds and parameters for placing human decision makers "in-the-loop"
<b>VARIETY</b> 	Brittleness leading to mismatches, misinterpretations and other errors	Incorporate semantics and situational context
<b>VERACITY</b> 	Sudden, surprise decisions causing people to ask: "where did that come from???"	Establish knowledge provenance "crumb trails"
<b>VALUE</b> 	Over time, many AI projects drift away from their original intent and value proposition	Help achieve improved alignment between the organization's AI, KM, and master strategies

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# 05

## Knowledge Engineering: AI and KM- the perfect marriage

In the KM-AI course Session 17, Art explains knowledge engineering, a process to turn business issues into data and algorithms. The SECI model components are used to understand, describe, analyze, share, and improve the knowledge. The process is iterative, and success should be celebrated.



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# 06

## Efficient time management

Efficient time management is crucial for success. Learn to prioritize tasks, use the important/urgent formula, apply the Pareto principle, and utilize helpful apps like Microsoft Planner and Outlook Task. Plan, organize, and be proactive for a balanced and productive life.



## 07

### AI as means to better knowledge in organizations

Dr. Tony Rhem discusses the role of knowledge management in AI projects and the challenges organizations face. He suggests that knowledge managers can be valuable assets in AI teams and advises addressing senior management to emphasize the importance of KM in AI.



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## 08

### Made to Stick- Book review

"Made to Stick" by Chip & Dan Heath explores the essential principles of effective communication, including simplicity, unexpectedness, concreteness, credibility, emotional resonance, and storytelling. A valuable resource for leaders and educators.

# 09

## Machine Learning for Dummies

"Machine Learning for Dummies," published in 2018 and sponsored by IBM, simplifies machine learning for non-tech readers. The book covers essential concepts, algorithms, data, models, and workflow, offering insights into the future trends of machine learning."



[To full article](#)