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# 2Know

KM Newsletter



## ROM News



- How knowledge management drives enterprise strategy - [Link](#)
- Creating a knowledge strategy - [Link](#)

# 01

## Micro Copy

To conclude, micro copies are small yet important. It's the little details that upgrade the user experience and add value to the interaction between the site, content and user.



[To full article](#)



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# 02

## The 70:20:10 model and Knowledge Management

The 70:20:10 model describes the worker's learning process as well as his/her learning methods and their affect on his/her learning:

10: Learning in an instructive environment such as a course or class (approximately 10% of the learning process).

20: Learning in a work environment with colleagues, sharing ideas and searching for information etc. (approximately 20% of the learning process)