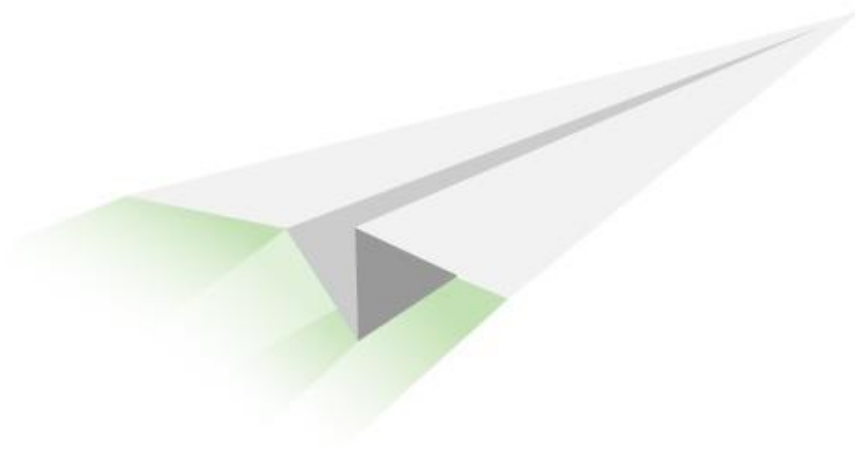


| December 2021 |

# 2Know

KM Newsletter



## ROM News



- It is always interesting to hear about the knowledge management awards that KMWORLD gives out. So this year two beautiful awards - Knowledge Management Assurance of the Year, and Realistic Knowledge Management go to iManage and BT respectively. The first company, a software company for document management solutions, mainly for the successful connection of knowledge management and artificial intelligence, and the second company, as always, an organization that managed to overcome a business problem of scattered information and different answers to customers by establishing a knowledge base and managing significant partners that significantly shortened and improved work times.
- Dr. Moria Levy speaking at CII Knowledge Summit 2019 - [Link](#)

# ROM News (continued)



- Conferences:

International Conference on Knowledge Management ICKM on December 20-21, 2021 in Dubai, United Arab Emirates

December 20-21, 2021

Dubai, United Arab Emirates

<https://conferenceindex.org/event/international-conference-on-knowledge-management-ickm-2021-december-dubai-ae>

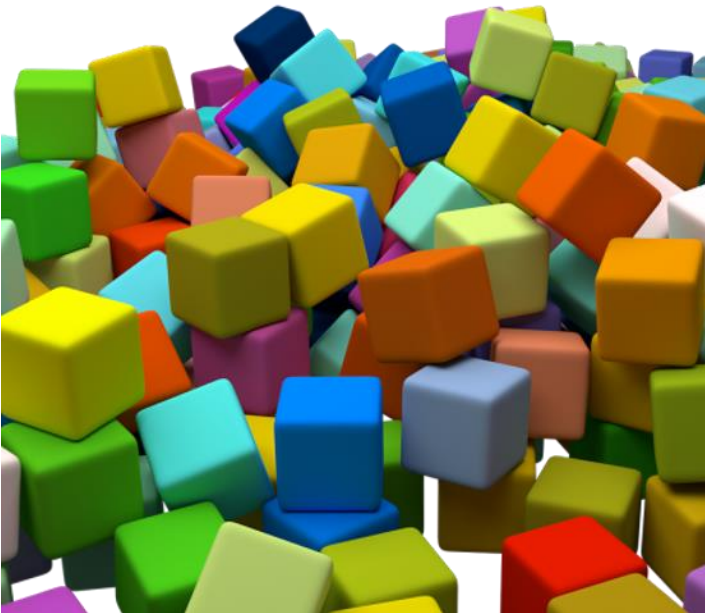
# 01

## Prioritizing, deciding, and balancing

In a fast-paced world, task management is crucial. Prioritizing tasks, making decisions, and balancing work and personal life are essential for optimal productivity and mental well-being. Breaking large tasks into smaller ones can help meet objectives while maintaining balance.



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# 02

## Sharing sometimes requires out-of-the-box thinking

The ISO30401 team discusses the need for a toolbox to ease global implementation of the KM standard, including guides, presentations, templates, and forms. As KM consultants' materials are often proprietary, the team brainstorms ways to share without infringing on their intellectual property. They plan to ask for partial sharing to enable organizations to learn the directions and decide whether to seek consultants' help.

## 03

### Knowledge Management in non-profit organizations

Non-profit organizations face increasing competition for donors and beneficiaries, necessitating knowledge management practices to optimize their operations. These practices should prioritize simplicity, separation between staff and volunteers, document management, free digital platforms, and occasional brainstorming and events to retrieve and incorporate knowledge.



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## 04

### So how can a maturity model based on ISO standard 30401 help organizations?

The KMGN ISO30401 team discusses the need for enablers to help knowledge managers implement the ISO standard. They consider the advantages of a maturity model to assess organizational readiness and identify areas for improvement. The model will be developed in the future to help organizations improve their KM initiatives.

## 05

### Innovative Learning as a marketing channel

Business organizations have realized the importance of learning as a key component of development and have created innovative learning platforms as a marketing tool. By setting up their own academia with designated programs, courses, articles, blogs, and webinars, companies provide knowledge product-oriented solutions and retain customers in their digital space. Examples include Wix, Salesforce, Canva, Kaltura, and LinkedIn Learning, which offer personalized learning experiences, a sense of community, and direct updates from the source. This marketing channel generates engagement, data on products, and markets the company as accessible, updated, professional, and innovative.



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[To full article](#)

## 06

### The Knowledge Graph Cookbook

"The Knowledge Graph Cookbook: Recipes that Work" by Andreas Blumaur explores the transformative power of knowledge graphs in converting data into actionable knowledge. The book covers the semantic web, knowledge management, and graph representation of data. It delves into various sectors where knowledge graphs can bring significant benefits, and includes interviews with industry leaders. The book provides comprehensive guidance for those interested in the emerging field of knowledge graphs.