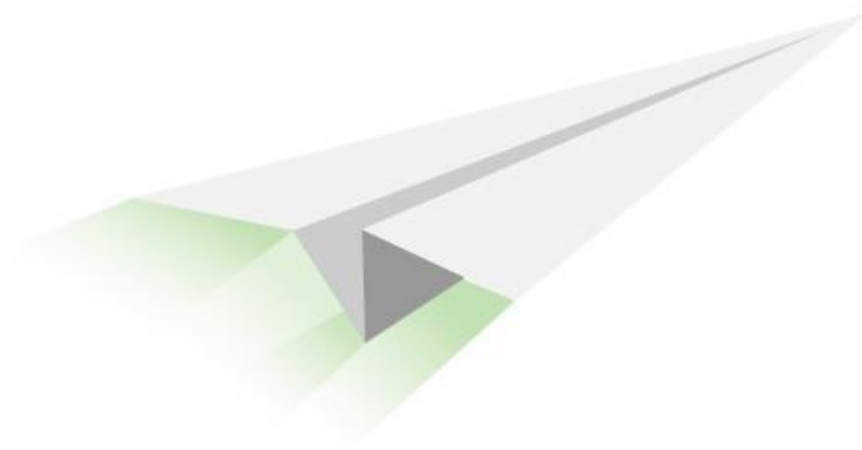


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01

Setting up an organizational portal: What's In It for Me?

In a world saturated with information, the principle of WIFM (What's In It for Me) becomes vital in project management, particularly when setting up organizational portals. This approach tailors messages to specific audiences, emphasizing benefits to organization management, managers, and workers.



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02

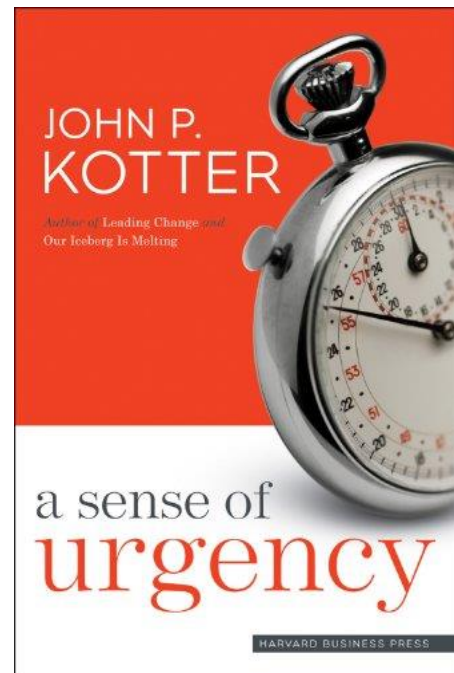
XRM

Knowledge Management expands to Customer Relationship Management (CRM) and evolves further with XRM, integrating external entities like partners and suppliers. XRM's success relies on teamwork, tailored knowledge analysis, behavioral patterns, and adept tool usage, enhancing business performance and operational capabilities.

03

A Sense of Urgency - Book Cover

John P. Kotter's "A Sense of Urgency" outlines eight stages of change management. The book focuses on creating urgency as the initial crucial step. It delves into barriers like complacency and false urgency, providing tools such as emotional appeals and external perspectives. The summary encapsulates key insights for fostering urgency effectively.



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