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Driving Business Success

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2Know
KM Newsletter

ROM News

- The Knowledge Management Forum has announced an annual knowledge management competition for organizations. Apply by 02/28/22. To register: Link.
- Conferences:
  International Conference on Business Intelligence, Analytics, and Knowledge Management ICBIAKM on March 04-05, 2022 in Rome, Italy
  March 04-05, 2022
  Rome, Italy
  https://conferenceindex.org/event/international-conference-on-business-intelligence-analytics-and-knowledge-management-icbiakm-2022-march-rome-it

01

Web 3.0 in a nutshell

Web 3.0 is the third generation of internet and app services, which aims to offer users more value and advanced abilities. It features a distributed architecture, personalized quality content, context-dependent content, and IoT integration. The advantages of Web 3.0 include personalized experiences, precise search results, improved privacy and security, and better data control for suppliers. The disadvantages include the need to adapt existing websites, technological limitations, and difficulty in regulation and inspection. Despite the challenges, Web 3.0 has the potential to improve data security and privacy, create intelligent products and cities, and integrate technology into daily life.

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02

Positive psychology: not only a building block of growth and resilience

Management practices have shifted towards recognizing individual strengths of workers, leading to growth and success in organizations. Positive psychology, a branch of psychology focused on happiness and quality of life, cultivates human strengths and acts as preventive medicine. Four management tools derived from positive psychology include cherishing studies, position reformation, positive leadership, and compassionate communication. Integrating these tools into work and personal life can lead to increased satisfaction, motivation, resilience, and growth. However, it is important to balance an optimistic approach with debriefing mistakes and failures to make beneficial decisions.

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03

Prioritizing Critical Knowledge for Organizational Growth

Takeaways from KMGN's Advanced KM Methodologies Course. Dr. Randhir Pushpa's session highlights the importance of managing critical knowledge assets for long-term organizational performance and growth, despite the temptation to focus on urgent or low-hanging fruit needs.

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04

Innovative Coffee Cup

James Hoffman, a renowned coffee expert and YouTuber, has made significant contributions to the coffee industry by promoting single-type coffee and hosting innovative events such as the world's first virtual coffee tasting event. Hoffman's success is attributed to his effective use of technological tools, such as YouTube and social media, to connect with his target audience and provide value beyond the product, such as product reviews. This serves as an example of the incorporation of technological innovation in various areas of life and highlights the importance of incorporating it in organizational innovation strategies.

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05

Crossing the Digital Faultline: 10 Rules of Highly Successful Leaders in Digitalization

The book 'Crossing the Digital Faultline: 10 Rules of Highly Successful Leaders in Digitalization' by Sri Manchala explores digital transformation and provides ten rules for successful leadership in the digital era.

To full article