



| December 2020 |

# 2Know

KM Newsletter



# 01

## Video Marketing trends to expect in 2020

Video's significance in digital marketing has surged, driven by social media and evolving media habits. Personalized video content enhances engagement and addresses viewer needs, while longer videos foster emotional connections. Integrating video across marketing stages is vital for any organization's strategy.

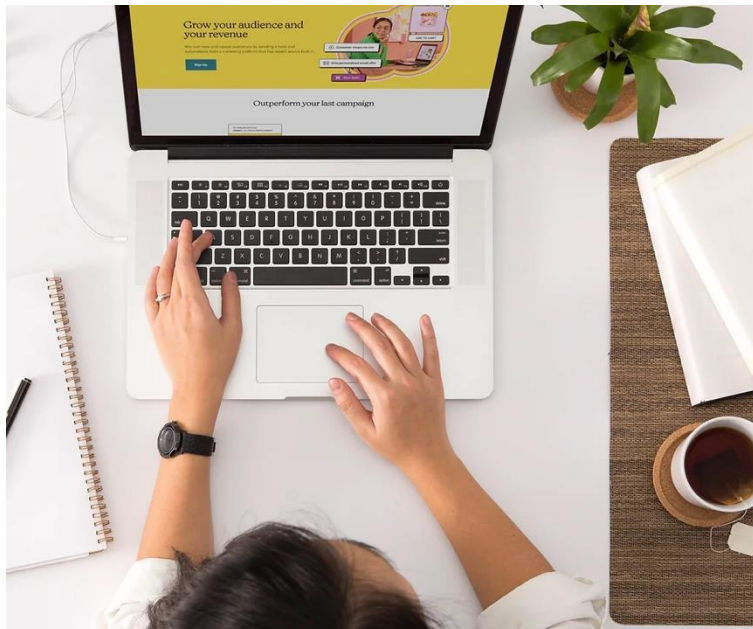


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# 02

## Sensibility, sensitivity and Change Management

The author shares their experience of implementing a digital platform in a global organization and provides insights on process management and analysis. They suggest considering the end goal and breaking down the process into stages, simplifying it for easy communication, involving the customer in the process, and managing it efficiently with appropriate tools and techniques. They also emphasize the importance of building trust and acknowledging success to pave the way for future change.



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# 03

## Business Chemistry - book review

"Business Chemistry: Practical Magic for Cultivating Powerful Work Relationships" (2018) by Chrisfort and Vickberg offers actionable insights into understanding distinct personalities. Prototypes like Pioneer, Guardian, Driver, Integrator aid effective collaboration. A valuable resource for enhancing work interactions and professional growth.



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