

COMMUNICATIONS AND KNOWLEDGE MANAGEMENT



SPHI



Sweetpotato
Profit and Health
Initiative

Rosemary Kihui. Communications, KM and Reporting
SPHI Seed Systems & Crop Management CoP meeting
9th Consultation 14th -17th May
Kigali, Rwanda

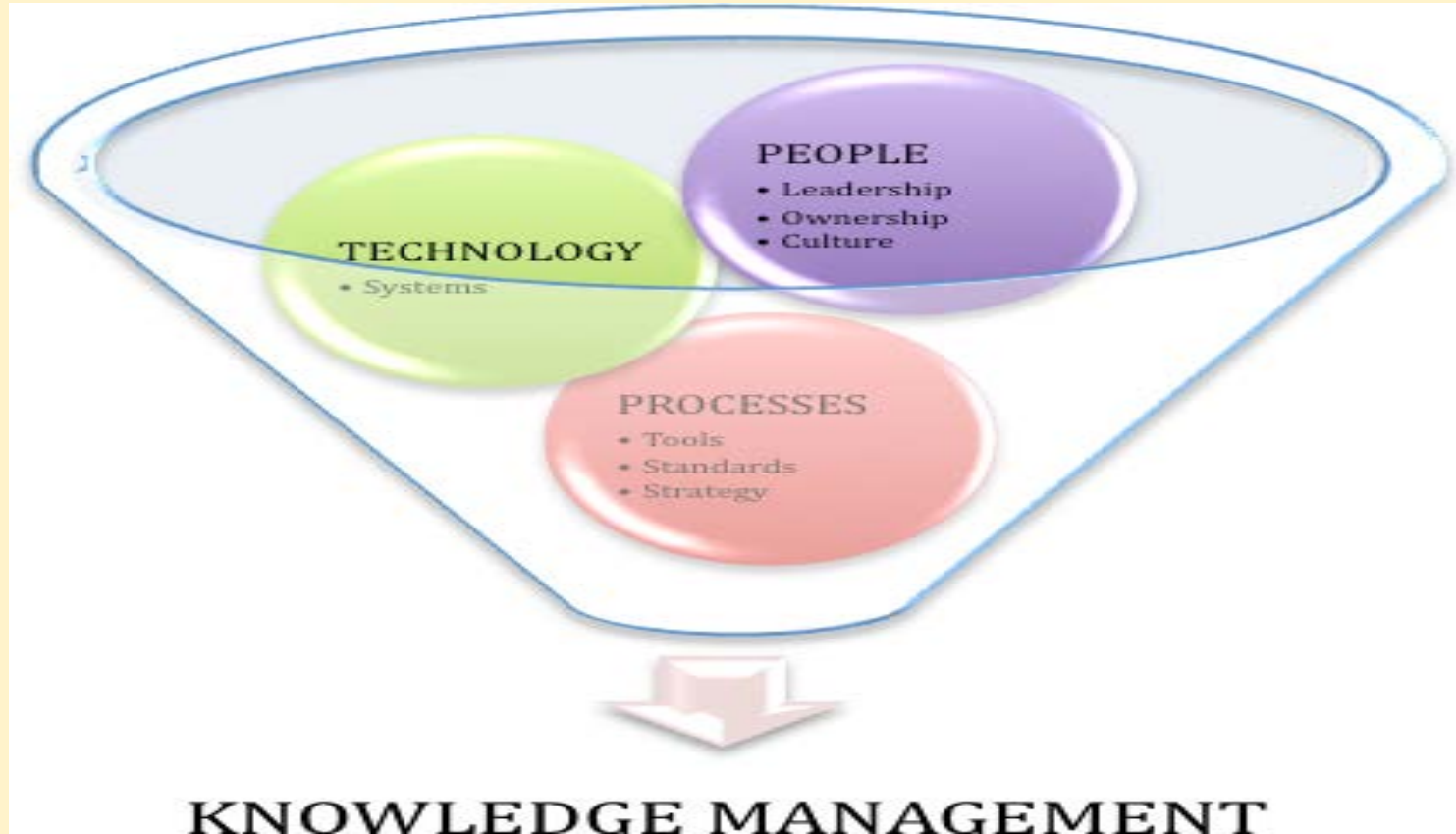
Goal of this session



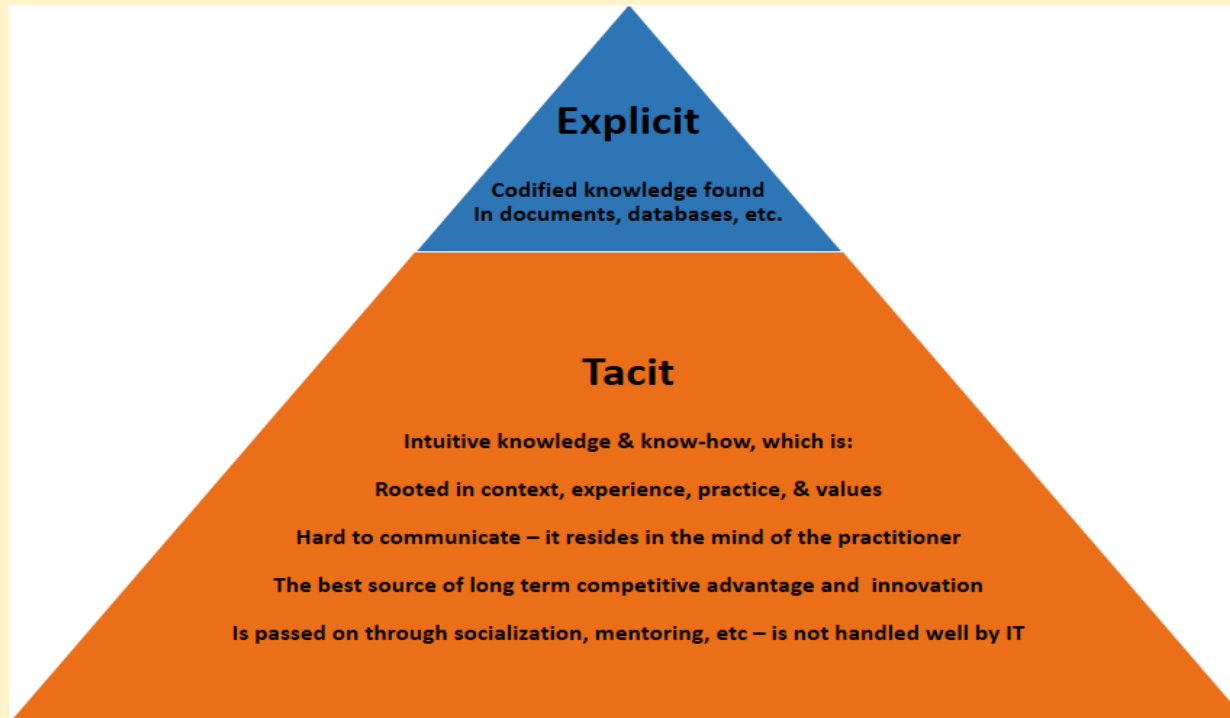
Communications and Knowledge Management activities in the CoP

To appreciate everyone's role as a knowledge worker i.e one who has access to new knowledge and seeks to share knowledge too

What is Knowledge Management

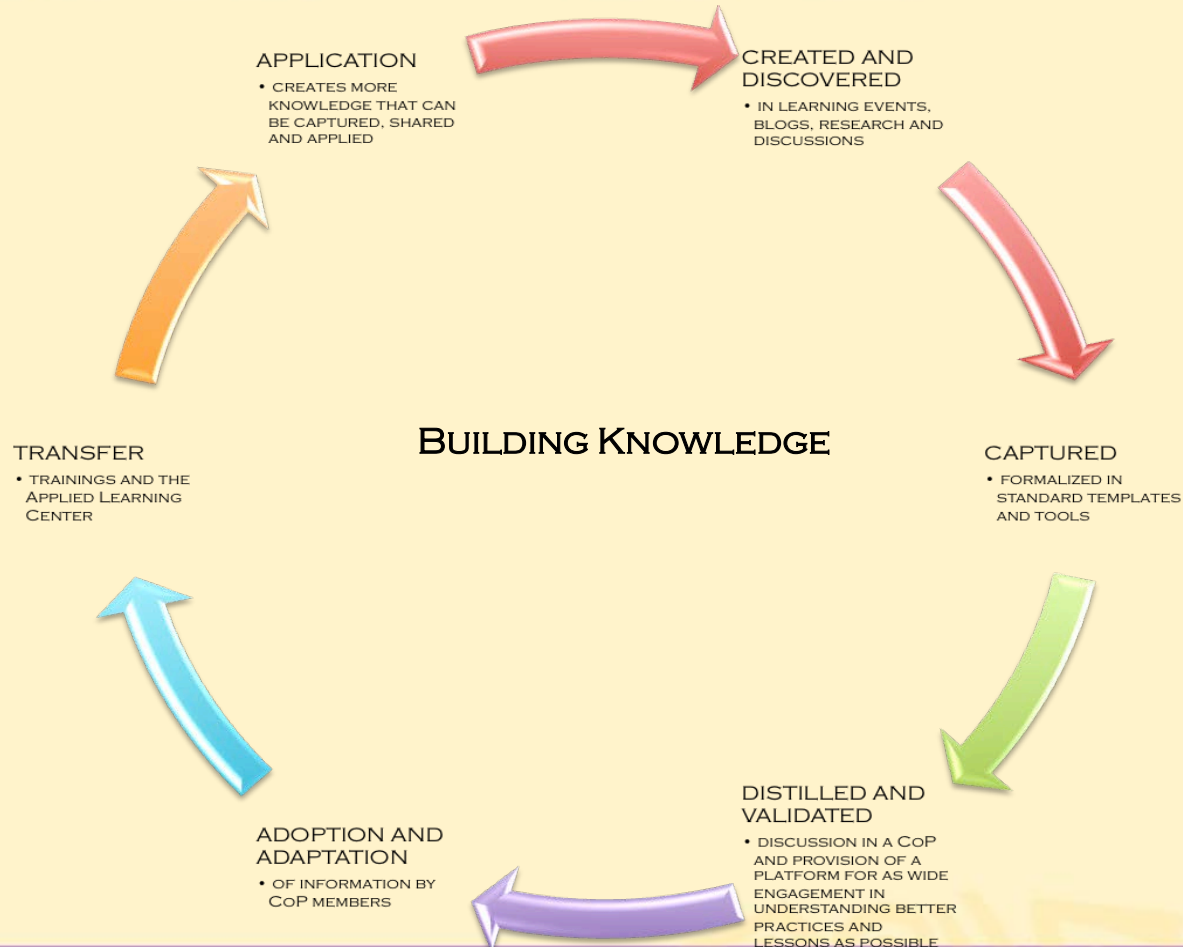


Types of Knowledge



There is need to continuously and tirelessly convert tacit knowledge to explicit knowledge.

Building Knowledge



Knowledge Products



- Reports
- Publications
- Presentations
- Stories
- Blogs

Community of Practice



Many definitions but what is important is that

- It is a group of people with a common interest
- The primary objective is to keep the conversation going and consequently share expertise and knowledge on an agreed upon topic or subject
- For a CoP to be effective, it has to have an active leader and coordinator
- For there to be great benefit, ALL members have share something!

THAT IS HOW TACIT KNOWLEDGE IS EFFICIENTLY CONVERTED TO EXPLICIT KNOWLEDGE!



Producing a KM/comms product for the Seed Systems CoP

Our culture is hinged on telling stories...



Our story from this meeting will take the form of a short blog

- Why write a blog?

Tips for writing a blog



- Use illustrative examples from your day to day experiences, meetings
- Include a few quotations 2-3
- Ask yourself what message you are passing across
- Be provocative, ask questions that could generate a discussion
- Link to previous research by CIP/partners

Introduction

- Capture blog in one to two sentences
- Avoid acronyms
- Make it interesting, use a question or highlight a finding to
- stimulate people to want to read

Acronyms

- Avoid in titles, headings and introduction
- When used spell out acronyms the first time it is mentioned

- Exercise in groups of 3, identify a topic
- Topic must contain ‘impact’ and ‘seed systems’ them
- Draft an outline of a blog
- Selected teams share their thoughts with plenary

Outline



- Catchy phrase as introduction
- Body – include quotes, your observations and experiences in the topic area
- Link to previous work done (if possible)
- Conclude