

KM (Knowledge Management)

Knowledge Management (KM) is a tool used to achieve at least three goals simultaneously: work goals, human development goals, and organizational development goals towards becoming a learning organization. This is achieved by managing the discovery of latent knowledge and expertise within individuals, finding ways to bring it out for exchange and learning, refining it to make it easier to use and more beneficial, building upon it to create something more appealing, and adapting it to the current situation and context. New knowledge or innovation is generated from bringing together disparate knowledge.

A key principle of knowledge management is the process of managing the relationships between people. In the implementation of knowledge management, there are key individuals in various roles and contexts, each contributing in their own way. Each individual should perform their role to the best of their ability, but collaboration and knowledge sharing are essential for continuous improvement. The goal is to create the best and most appropriate work environment, enabling the organization to move forward smoothly and ultimately become a learning organization and a learning society.

Individuals involved in knowledge management.



The knowledge management process in each organization should include the following individuals:

1. **"Khun Eua"** is the person who makes KM (Knowledge Management) work happen. Their role is to select a team from various departments to be the core team, provide full resources to the team, and promote the creation of platforms for exchanging knowledge stemming from successful experiences.

In various forms,

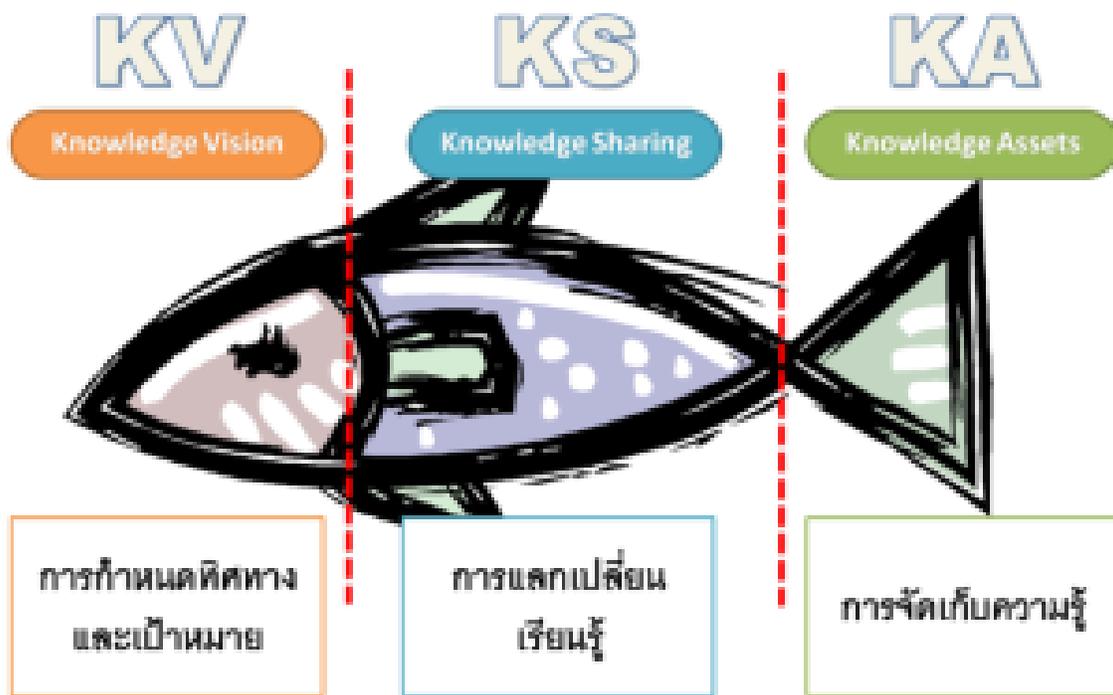
2. **"Khun Amnoy"** facilitates knowledge management, promotes knowledge exchange, and facilitates knowledge exchange in terms of activities, systems, and culture.

3. **"Khun Kit"** carries out 90-95% of knowledge management activities. This can be summarized as the true knowledge manager, possessing explicit knowledge, and responsible for exchanging, using, finding, creating, and transforming knowledge to achieve the set "goals/objectives."

4. **"The Recorder"** is responsible for recording activities in knowledge management. This role may be temporary or long-term/semi-permanent in the knowledge management activities of a group, department, or organization. What the "Recorder" records includes stories from activities, knowledge from learning exchange activities, meeting minutes, and other notes.

5. **"The IT Wizard"** is the IT professional who assists in the KM team. The word "IT wizard" comes from "IT wizard," and they help design an IT system suitable for KM implementation.

6. **"The Coordinator"** in a networked KM system involves learning exchange across organizations. The "Coordinator" will coordinate the learning exchange within the network, leading to embedded learning and a powerful knowledge spiral. "The spiral of knowledge transcending boundaries."



The mackerel model has three main components: the goal (fish head), the activities (fish body), and the recording (fish tail).

"The fish head" (Knowledge Vision - KV) refers to the goal portion, which includes the aspirations, commitment, vision, or direction of knowledge management. Before undertaking knowledge management, the question must be answered: "Why are we doing KM?"

This "fish head" belongs to the "Knowledge Leaders" or those who carry out all KM activities, with the "Supporters" and "Facilitators" providing assistance.

"The fish body" (Knowledge Sharing - KS) refers to the activities, which are considered crucial. The "Facilitators" play a significant role in stimulating the "Knowledge Leaders" to exchange and learn knowledge, especially the tacit knowledge represented within them. They also facilitate a team-based learning environment, encouraging the circulation of knowledge.

Elevating Knowledge and Fostering Innovation

The **"fish tail" (Knowledge Assets-KA)** is part of the "knowledge repository" or "knowledge pool" obtained from collecting "knowledge snippets" gained from the knowledge exchange process of the "fish body." We can store this "fish tail" in various ways, such as note-taking. This includes recording technical knowledge and work tips gained from the knowledge exchange. Notes should be recorded in multiple formats, including text, still images, moving images, mind maps, and other formats, making them accessible and applicable to all members of the organization. This knowledge repository should also be stored using Information and Communication Technology (ICT), which helps to extract hidden knowledge, make it explicit, and facilitate its dissemination, exchange, and continuous improvement.