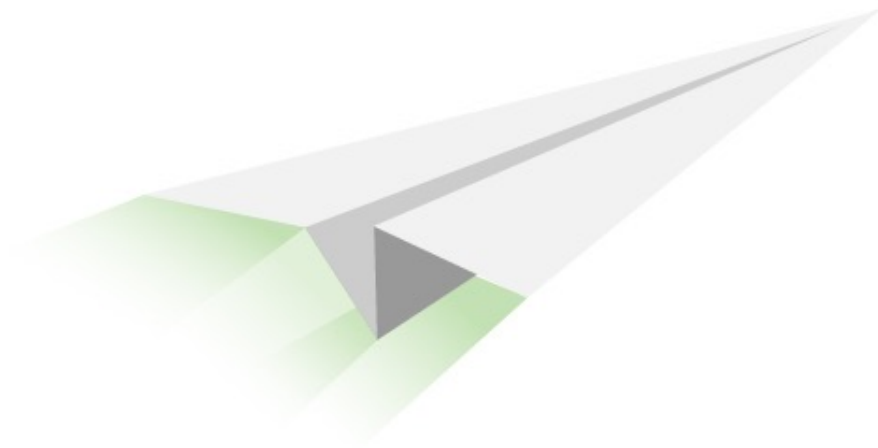


| January 2024 |

# 2Know

KM Newsletter



## ROM News



- ROM is pleased to introduce a new online course, 'Unlock the Power of Generative AI,' available in English starting on February 1, 2024, and in Portuguese on February 20, 2024. Details: [Link](#)
- taken the lead in the past month by spearheading an AI coalition aimed at defining new paradigms in the future of knowledge work. If your organization, whether it's a software company or a corporation with at least 50 employees, is eager to engage in brainstorming and experimentation to implement these innovative ideas, please reach out to Moria at [moria@kmrom.com](mailto:moria@kmrom.com).
- ROM extends its warmest wishes to all knowledge managers around the world for a joyous and prosperous New Year!
- An interesting blog - <https://www.gatesnotes.com/>
- Applying generative AI should be one of the 2024 missions for any organization, with an essential component being the ethical considerations integral to this work plan: <https://sloanreview.mit.edu/article/ai-ethics-at-unilever-from-policy-to-process/>
- AI-Human Augmentation Case study - [Link](#)

## ROM News (continued)



- Join us on a year-long celebration of ROM's 25th anniversary, filled with knowledge-driven challenges and exciting quests. February marks the beginning of our journey, as we unveil the very first challenge. Get ready to test your knowledge management prowess and embark on this intellectual adventure with us. Stay tuned for the grand reveal in our upcoming February issue!

# 01

## Enhance Your Potential with Socra AI: An Intelligent Companion for Personal Goal Attainment

Socra, an AI standout, prioritizes personalized goal achievement. Its unique features include a personal trainer, Socrates, providing structured training and diverse resources. Designed to combat procrastination, Socra offers an interactive, motivating goal-setting experience.



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# 02

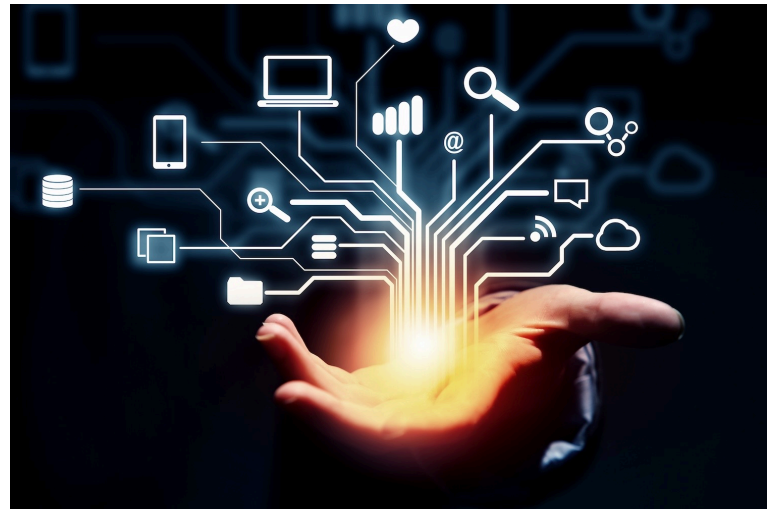
## AskyourPdf

AskyourPdf, an AI-driven tool, transforms PDF interaction by aiding navigation and extraction of insights, enhancing efficiency. Operating within ChatGPT or independently, it offers diverse functionalities for extracting information. Despite being free, subscriptions provide expanded features. Alternative tools like UPDF AI may be preferred for specific capabilities.

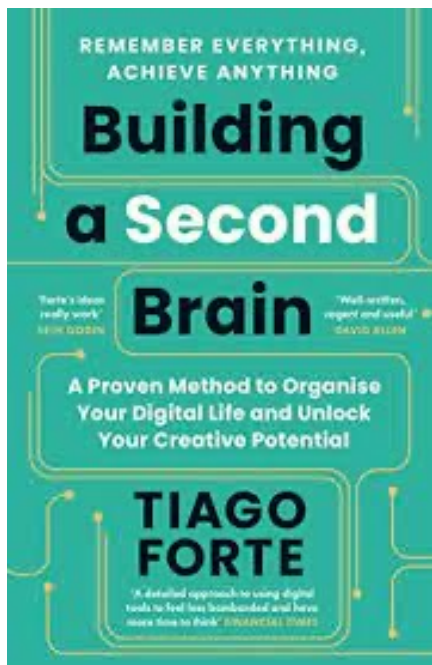
## 03

### Insights into Extractive AI

Extractive AI extracts and summarizes information using Natural Language Processing. It identifies entities, keywords, and relationships, with applications in text summarization, question answering, and medical diagnosis. Despite limitations in handling complex texts, it efficiently organizes data on a large scale.



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[To full article](#)

## 04

### Building a Second Brain - Book Review

"Building a Second Brain" by Forte (2022) advocates external knowledge management for mental clarity. The CODE method (Capture, Organize, Distill, Express) offers practical steps. It emphasizes mindful gathering, unique organization (PARA), fine-tuning, and active implementation of knowledge, aiding sustained personal knowledge management for enhanced creativity.