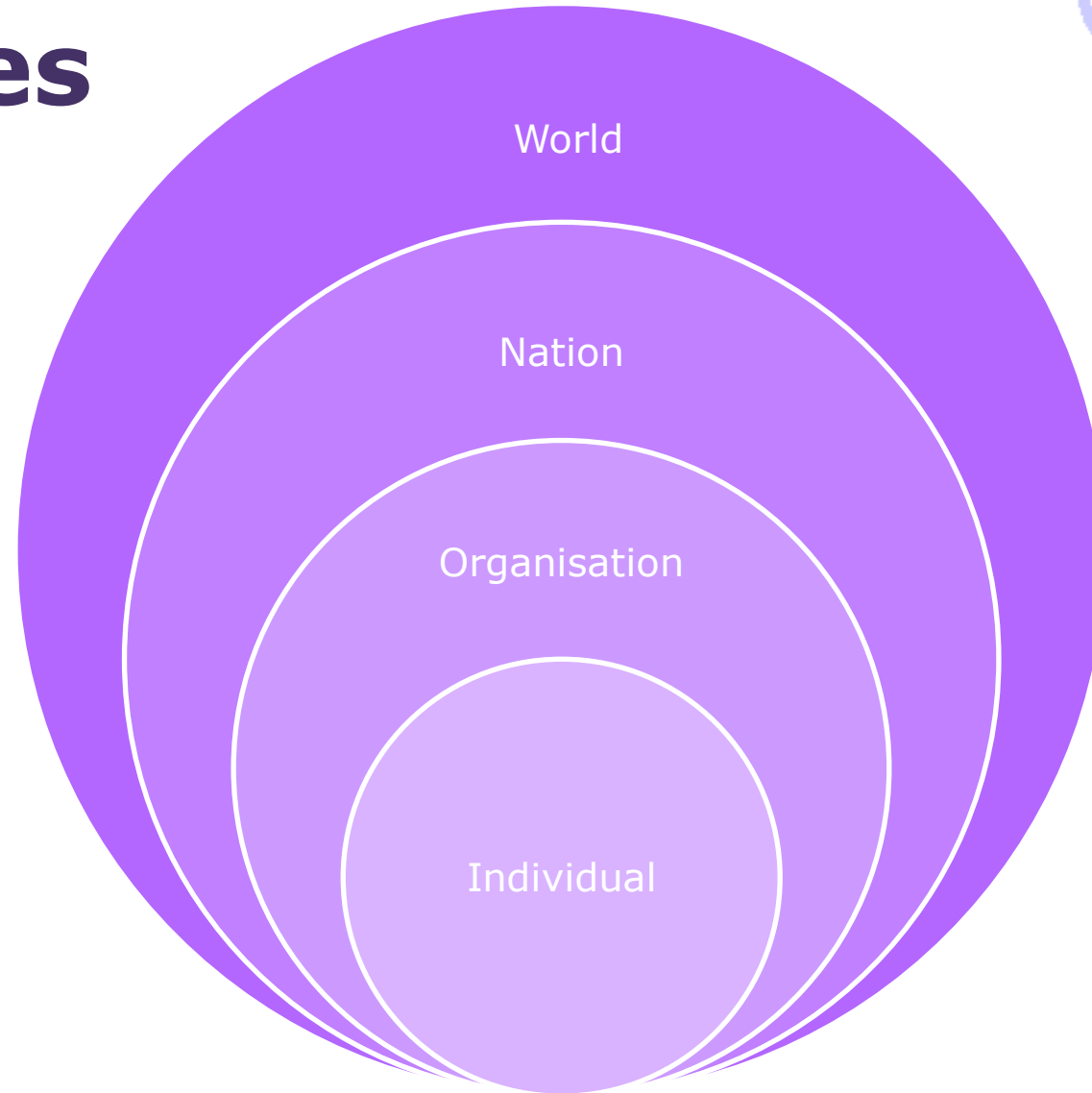


KM and Coronavirus

Overview at many scales



Learning scales



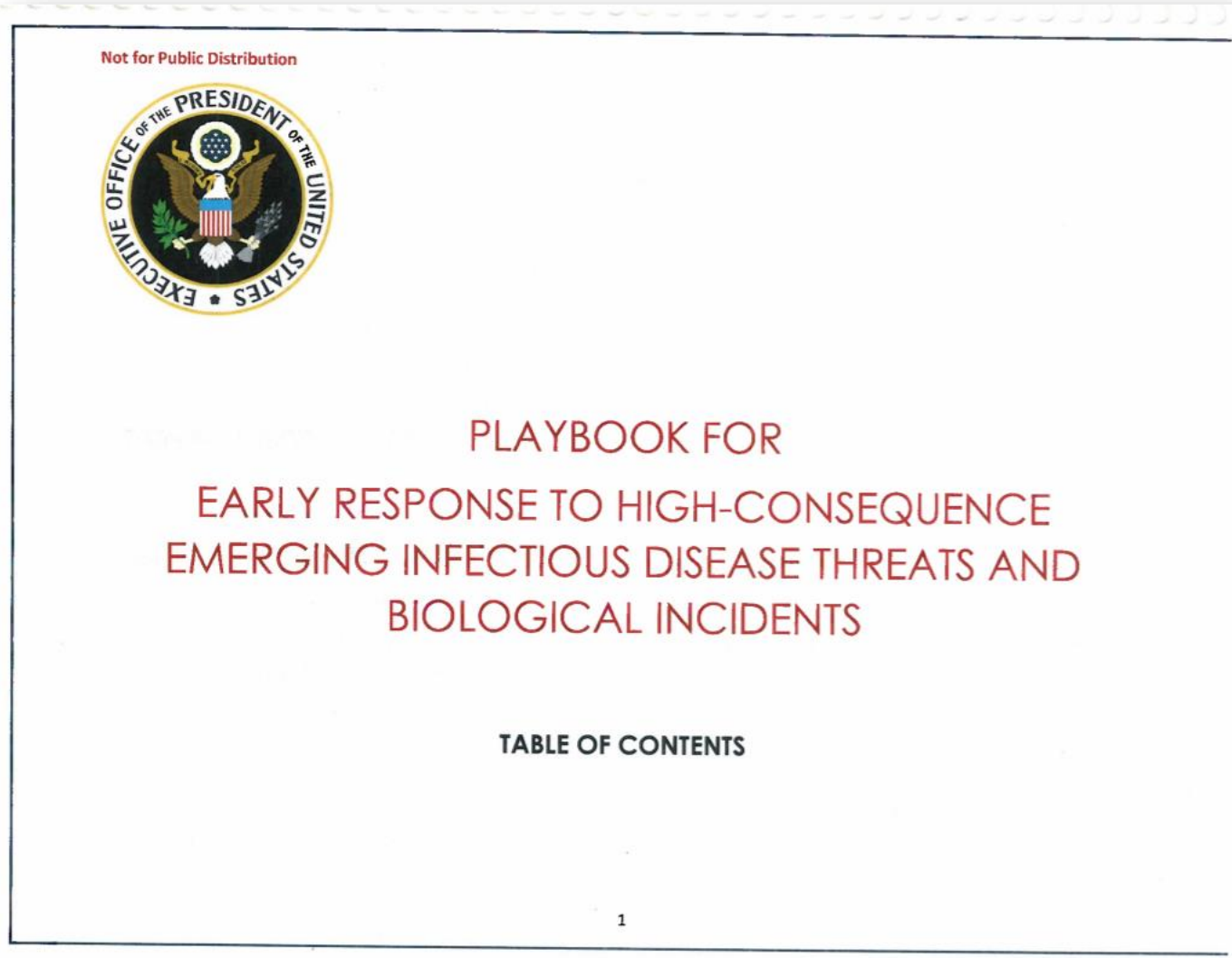
Did KM help the world respond well?



- Yes

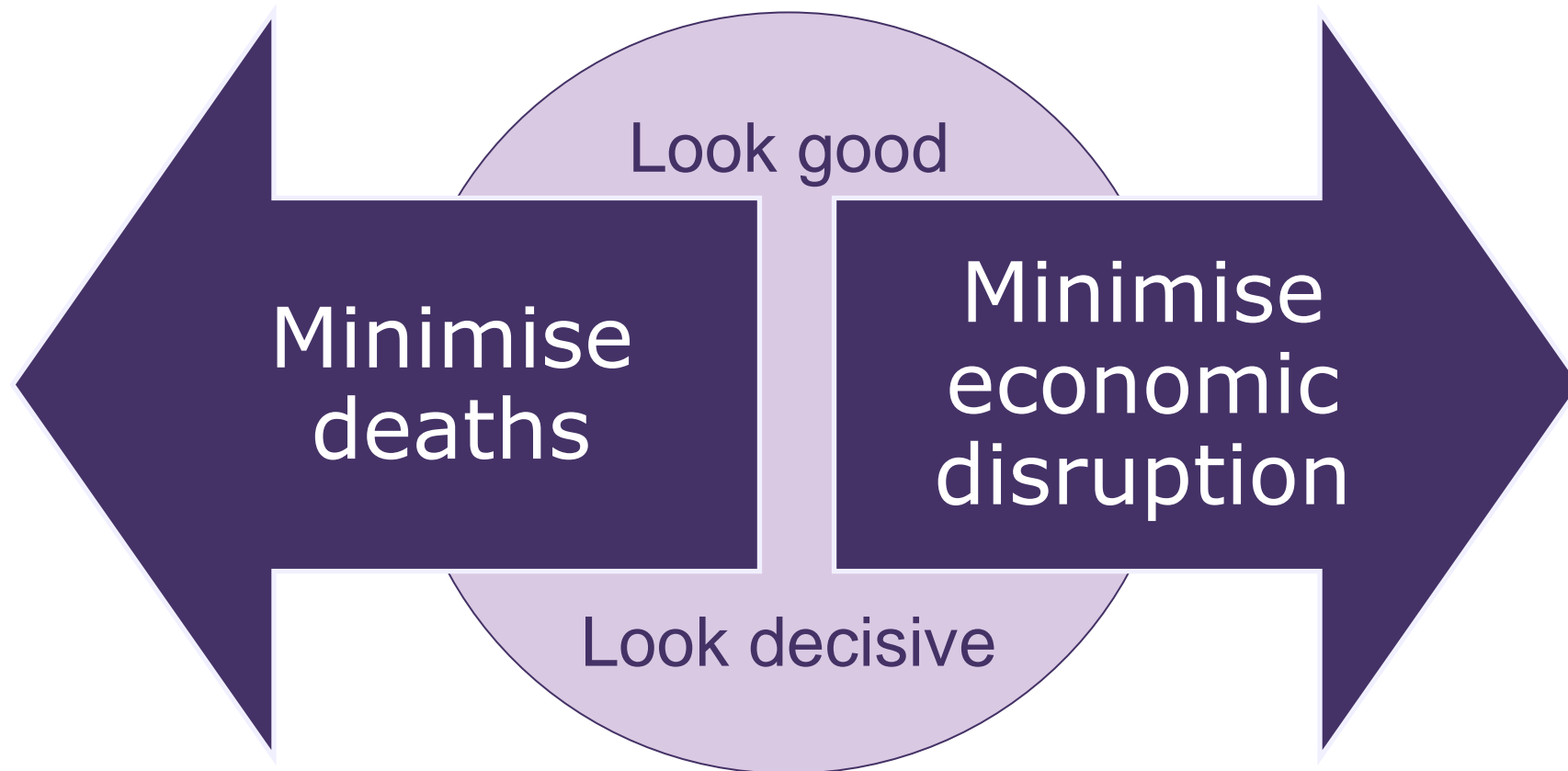
The screenshot shows the WHO website's emergency page for COVID-19. At the top left is the WHO logo and name. A blue navigation bar contains a home icon and menu items: Health Topics, Countries, Newsroom, Emergencies, Data, and About Us. The main content area is divided into four columns. The first column is a red emergency banner for 'Coronavirus disease (COVID-19) pandemic' with a white button 'All info here ->'. The second column is a list of links: 'COVID-19 quick links' (with a right arrow), 'Scam alert', 'Advice for the public', 'Advice for health workers', 'Country & Technical Guidance', 'Situation updates', and 'Research and Development', each with a red plus icon. The third column features a world map with blue dots and a title 'Coronavirus disease (COVID-19) Situation dashboard', followed by a paragraph: 'This interactive dashboard/map provides the latest global numbers and numbers by country of COVID-19 cases on a daily basis.' The fourth column shows a bar chart and a title 'Timeline: WHO's COVID-19 response', followed by a paragraph: 'Explore the interactive timeline showcasing how the organization has taken action on information, science, leadership, advice, response and resourcing.'

Country scale (knowing-doing gap)

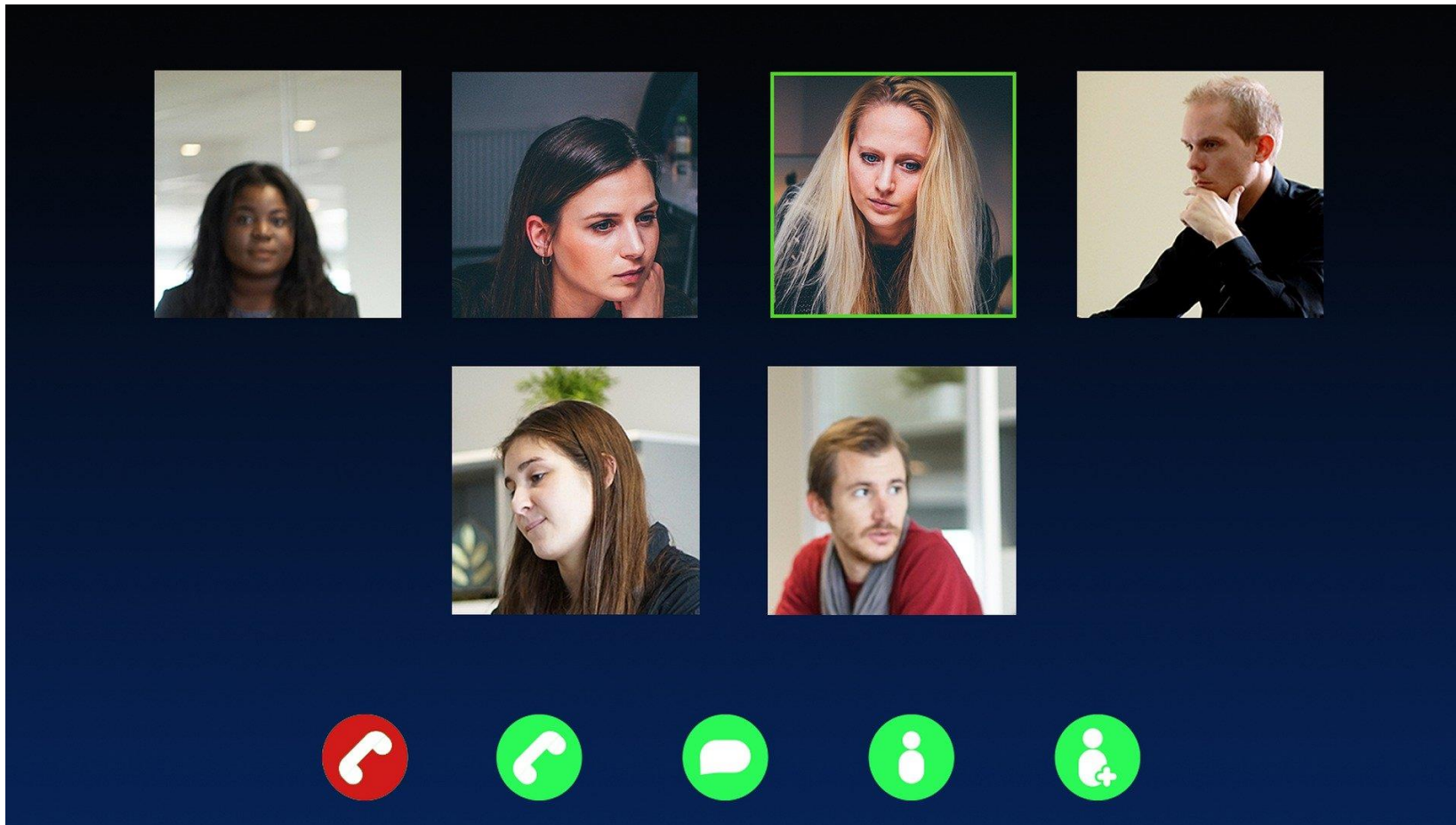


- “The goal of the playbook is to assist in coordinating a complex US Government response to a high consequence emerging disease threat anywhere in the world” Obama playbook
- “Clearly, the Obama administration did not leave any kind of game plan for something like this,” Trump Senate leader, Mitch McConnell.

What makes a good response? Which practice is best?



Has KM helped during lockdown?



Digital working –
YES

KM – not
necessarily

But it exposes the
NEED for KM

Change the conversation

- Talk not only about progress, but also about knowledge
- Not only “What did we do” but “What did we learn”
- Not only “What do we need to do” but “What do we need to learn”
- Not just “project deliverables” but “knowledge deliverables”
- Not only within our teams, but across teams, and within communities
- Set up the roles to manage the knowledge

How will KM play out post-Covid?

- Covid provides KM an opportunity to become part of the New Normal.
- It is up to KMers to seize this opportunity, and take a strategic role



Individual scale

- Availability bias/Recency bias
- Confirmation bias
- Bandwaggoning effect
- Choice-supportive bias
- Zero risk bias