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**Knowledge
Management Model**



PART2

**Knowledge
Management Tools**



PART1 Knowledge Management Model

Nonaka and Takeuchi Model (SECI Model)

Choo Sense-Making KM model



SECI Model

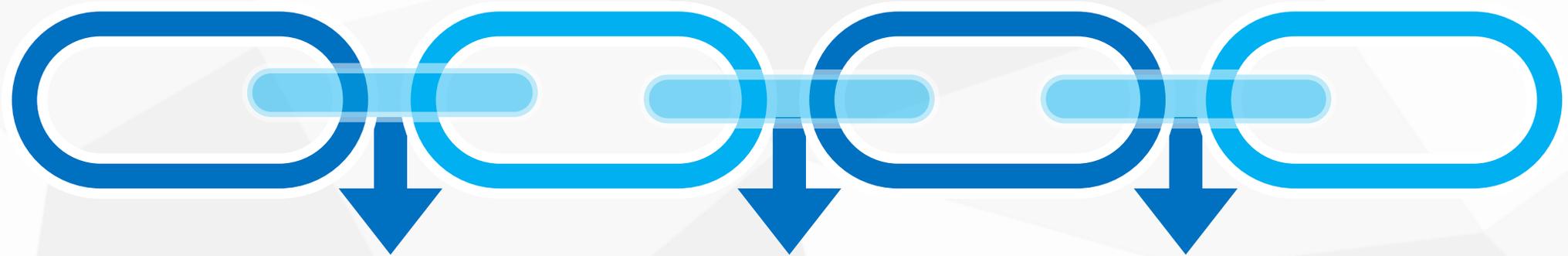
Socialisation



the induction training, on-the-job training, experience exchange and sharing meeting, Apprenticeship and tutor responsibility system



Externalisation



Bank professional trainers and managers involved in various professional fields transfer their knowledge and experience to other employees through lectures, training and sharing meetings.

Customer needs, business priorities and difficulties become the key knowledge framework of innovative bank products and business development, so as to realize the externalization of knowledge

The personnel of each marketing channel turn the product into the content that can be understood by employees and customers, so as to realize the sales of the product



Combination



Impart business knowledge to employees through morning meeting, Department report meeting and business training meeting

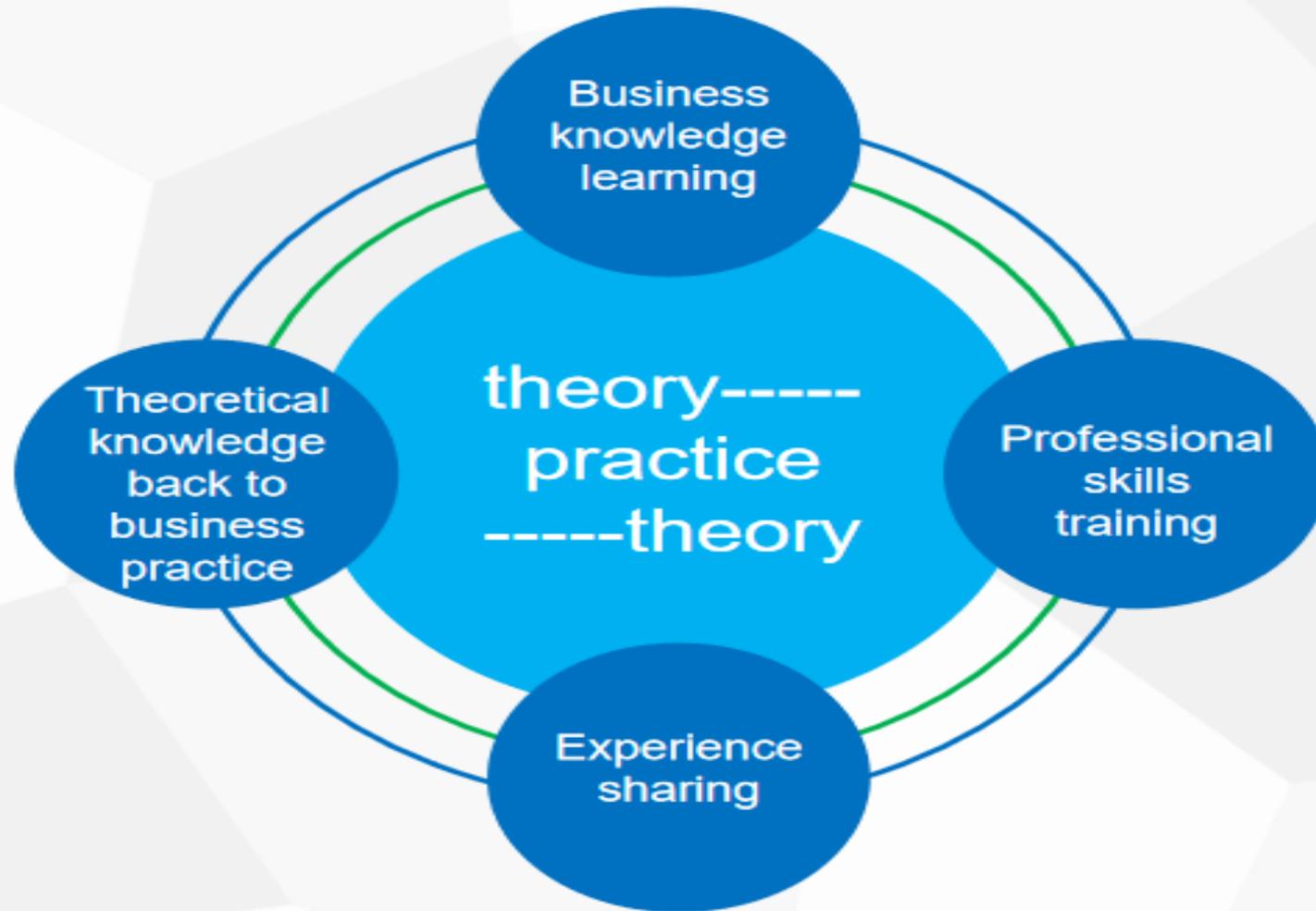
Integrate the knowledge of each business channel

Combination of customer needs and business development

The combination of market prospect and future development of the company

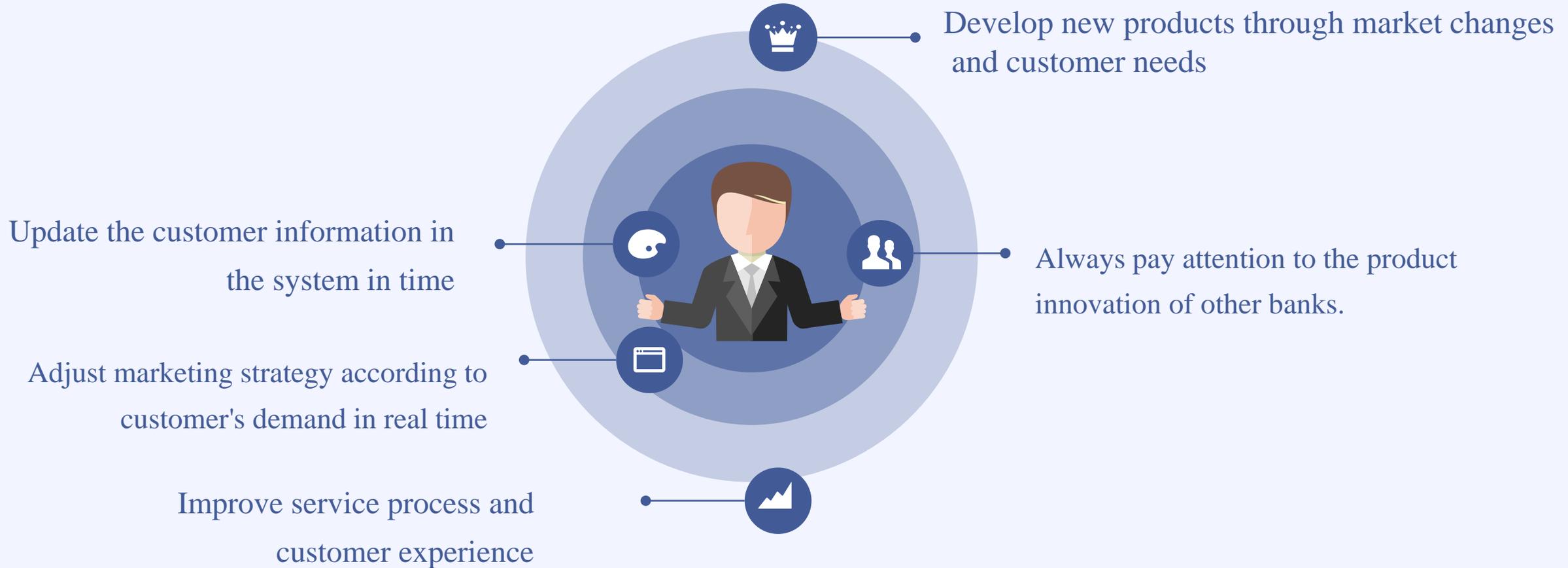


Internalisation





Choo Sense-Making KM model



Part2: Knowledge Management Tools





CoP : Community of Practice



1

Product training meeting,
marketing experience
sharing meeting

2

Summarize the problems
and methods in business
processing

3

Morning meeting and to
summarize marketing
skills



Storytelling



01

Account managers share marketing skills and experiences

02

Bank President explains marketing strategy and management method

03

Channel sales manager to train product knowledge



Knowledge Cafe



- Organize employees to share business knowledge.

- Carry out customer manager marketing experience sharing meeting

- Sub branch president organizes staff Forum

Job Rotation or Secondment

Rotation of employees from ordinary business post to marketing post;
Rotation of business director to sales director

Seconded employees to study and communicate with branches or other financial institutions





Knowledge Forum



Financial experience
sharing meeting



Invite sales channel
managers to share
product knowledge



Organize closed marketing
training regularly

A large blue and white airplane is shown in flight against a clear blue sky. The airplane is viewed from a low angle, showing its wings, three engines, and the tail section. Below the airplane, a silhouette of a city skyline is visible, including several prominent skyscrapers. The foreground features a stylized, wavy blue graphic with white lines and circles, suggesting motion or a digital interface. The text 'THANKS!!' is written in large, white, sans-serif capital letters across the center of the image. A thin white horizontal line is positioned above the text.

THANKS!!