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# A Ship's Log: Knowledge Management

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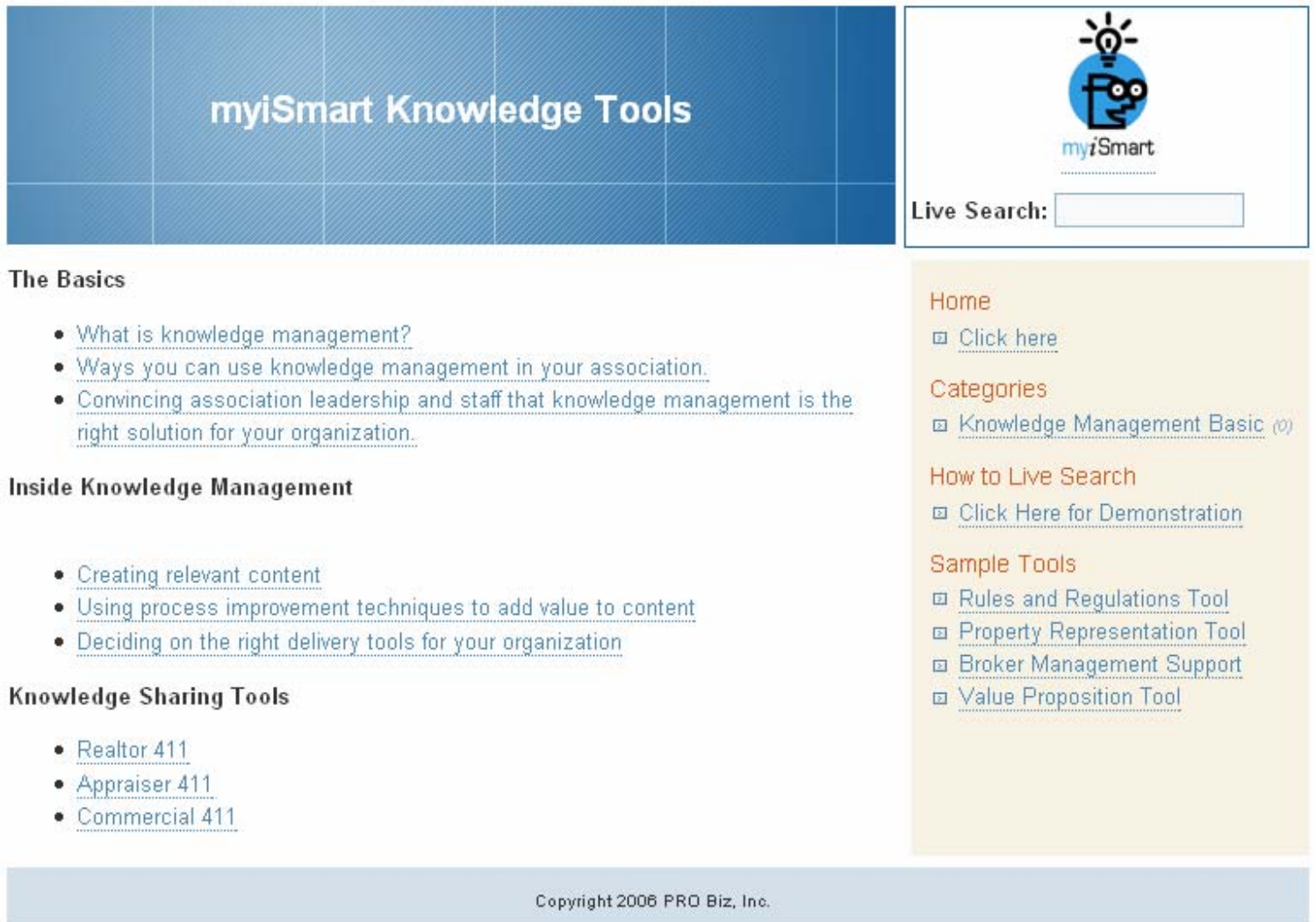
# A SHIP'S LOG: KNOWLEDGE MANAGEMENT

Cindy Farris, COO, Pinellas Suncoast Association of REALTORS®, FL

Looking for new and innovative ways to provide valuable information to your members that is easy to find and relevant to their business? Do you want to capture information about proven best practices, tips, and techniques? How would you like to make that information available to your members 24/7? Learn through practical examples how you can support your members with learning tools that deliver just the right amount of information, at just the right time.

Open a new browser and point to: [www.myismart.com](http://www.myismart.com)

Click on any link to learn more about knowledge management



The screenshot shows the myiSmart Knowledge Tools website. At the top left is a blue header with the text "myiSmart Knowledge Tools". To the right is a white box containing the myiSmart logo (a lightbulb with a person's head inside) and a "Live Search:" input field. Below the header are three main content columns. The left column has three sections: "The Basics" with three bullet points, "Inside Knowledge Management" with three bullet points, and "Knowledge Sharing Tools" with three bullet points. The middle column is empty. The right column has four sections: "Home" with a "Click here" link, "Categories" with a "Knowledge Management Basic (0)" link, "How to Live Search" with a "Click Here for Demonstration" link, and "Sample Tools" with four links: "Rules and Regulations Tool", "Property Representation Tool", "Broker Management Support", and "Value Proposition Tool". At the bottom of the page is a light blue footer with the text "Copyright 2006 PRO Biz, Inc."

## myiSmart Knowledge Tools



Live Search:

### The Basics

- [What is knowledge management?](#)
- [Ways you can use knowledge management in your association.](#)
- [Convincing association leadership and staff that knowledge management is the right solution for your organization.](#)

### Inside Knowledge Management

- [Creating relevant content](#)
- [Using process improvement techniques to add value to content](#)
- [Deciding on the right delivery tools for your organization](#)

### Knowledge Sharing Tools

- [Realtor 411](#)
- [Appraiser 411](#)
- [Commercial 411](#)

### Home

- ▣ [Click here](#)

### Categories

- ▣ [Knowledge Management Basic \(0\)](#)

### How to Live Search

- ▣ [Click Here for Demonstration](#)

### Sample Tools

- ▣ [Rules and Regulations Tool](#)
- ▣ [Property Representation Tool](#)
- ▣ [Broker Management Support](#)
- ▣ [Value Proposition Tool](#)