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Strategic Communication&Knowledge Management of Social Work

Many of the problems that occur in the World are the direct result of people failing to communicate. Communication is the exchange and flow of information and ideas. Effective communication occurs only if the receiver understands the exact information or idea. In general *communication is the chain of understanding that integrates the people*. Communication also is a DIALOG.

Distractions happen when we focus on the facts rather than the idea. Our educational institutions reinforce this with tests and questions. Semantic distractions occur when a word is used differently than you prefer. During the transmitting of the message content and context, two processes will be received by the receiver. We all use and interpret the meanings of words differently.

Even simple messages can be misunderstood. And many words have different meanings to confuse the issue even more. Anything that prevents understanding of the message is a barrier to communication. Many semantic and psychological barriers exist. Culture, background, etc. We allow our past experiences to change the meaning of the message or understand something new. People often do not see things the same way. What we see and believe at a given moment is influenced by our psychological frames of references - our beliefs, values, knowledge, experiences.

The Communication component in Social Work projects is essential and should be strategically integrated and developed. The purpose of a Strategic Communication is to integrate all the Social Work related programs, public education and advocacy efforts. By planning a long-term strategy (2) it is possible to be more proactive and strategic, rather than consistently reacting to the existing environment. The integrated strategy of Communication&Knowledge Management may help as to deploy resources more effectively and strategically by highlighting synergies and shared opportunities in various Social work research programs and work areas.

Knowledge Management is primarily about management activities performed with the intention of enhancing Knowledge Processing. (1) In it's first wave, Knowledge Management was considered a purely technological process. It's now recognized, that this view neglected the important role of *social networks* and relationships. Knowledge management is deeply social in nature and must be applied by taking human processes and social factors into account. (3). Only by constantly performing the intangible Knowledge processes it remains being alive in our minds as well as in our daily live.

Therefore, critical principles of Strategic Communication & Knowledge Management is necessary link to Social Work general and educational strategy.

1. CKM must be about the conscious management of Knowledge as an strategic Social Work asset.
2. CKM of this asset must be about both content & communication.
3. The ultimate goal of CKM must be the systematic advancement of organizational learning, so that core competencies grow stronger and more widespread throughout the World Social Work professionals community.

Strategic thinking consists from two major components: *Insight* about the present; and *Foresight* about the Future. Because the primary purpose of C&KM is to help Society to exploit the many challenges in its future, rather to prepare for a single « tomorrow » . Professionals of Social work should be able to apply the concepts of Systems and Strategic thinking to C&KM implementation efforts.

References

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