EXHIBIT 2.5

Characteristics of Knowledge Management	Characteristics of Process Reengineering
Documenting "What Is"	Defining "What Should Be"
Collaboration	Benchmarking
Communities of practice	Best practices
Knowledge audits	Business model change
Knowledge mapping	Downsizing
Mentoring	Eliminating non–value added steps
Social network analysis	
Storytelling	
Training and development	

mally involves the participation of employees who normally would not work together in the course of their regular work.

- *Communities of practice.* Employees who share tasks, projects, interests, and goals, normally within a specific work area. For example, the programmers and artists in Medical Multimedia formed two communities of practice, defined largely by their common work function. Communities of practice are generally self-forming, dynamic entities.

- *Knowledge mapping.* A process of identifying who knows what, how the information is stored in the organization, where it's stored, and how the stores of information are interrelated.

- *Mentoring.* Experts sharing heuristics, values, and techniques with employees new to processes within the company. Mentoring, like the formation of communities of practice, can be fostered by the corporation but not dictated.

- *Social network analysis.* The process of identifying who interacts with whom and how information is communicated from one individual or group to another.