

| August 2019 |

# 2Know

KM Newsletter



## ROM News

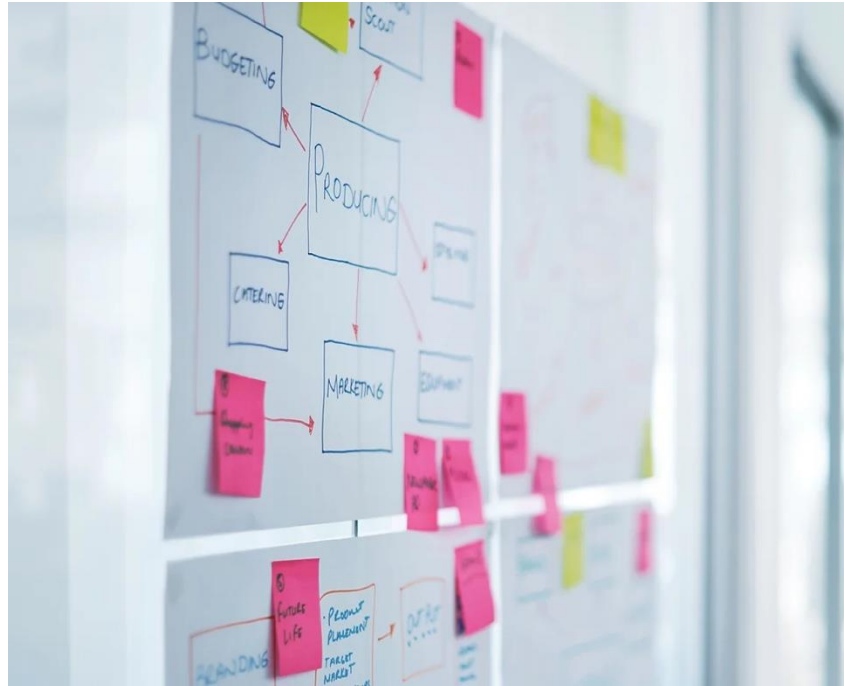


- Experts Review Digital Applications for Nuclear Knowledge Management Programmes – [Link](#)
- Coveo Blog – [Link](#)
- Introducing Knowledge Management - [Link](#)

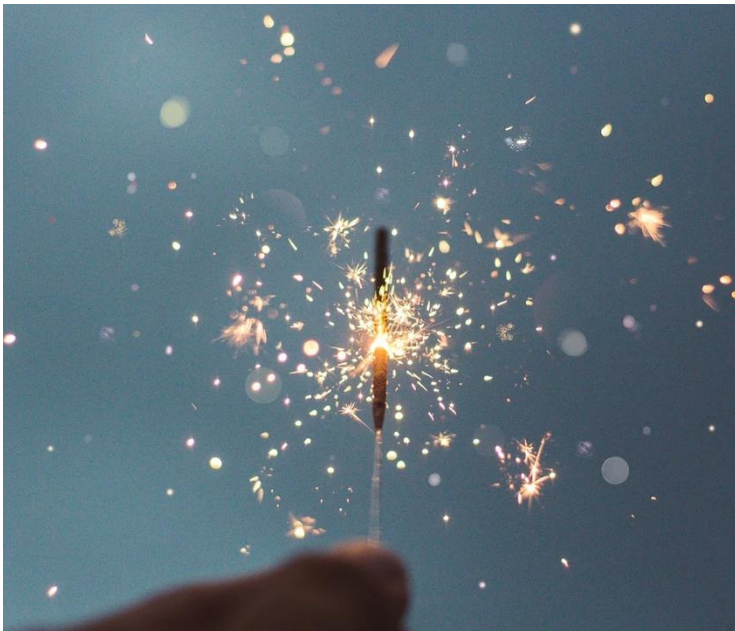
# 01

## Knowledge Management Methodologies

This article details key components for a successful Knowledge Management methodology: users, information, storage systems, and supporting processes. Understanding user needs and clear communication are crucial. Convincing users to adopt a new system can involve management involvement, preliminary publicity, and gamification. Success requires attention to detail and continuous effort, recognizing each organization's uniqueness.



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# 02

## Magic Moments for Customers

Creating magical and surprising moments for customers is key to providing a positive user experience, which can increase sales through word of mouth. These moments can be achieved through proactive planning, holiday spirit, managing customer expectations, sales promotion via social media, and creating "wow moments". Providing value and developing relationships with customers are essential in creating memorable moments and increasing customer loyalty. Companies must view their customers as people to achieve success.

# 03

## Exponential Organizations - Book review

"Exponential Organizations" by Salim Ismail (2014) explores how new organizations achieve remarkable success that is ten times better, faster, and cheaper. Ismail, from Singularity University, discusses agility, innovative management, and strategies for such growth. Key topics include scaling with technology, community engagement, algorithms, and adaptive structures. A relevant guide for navigating today's dynamic landscape."



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