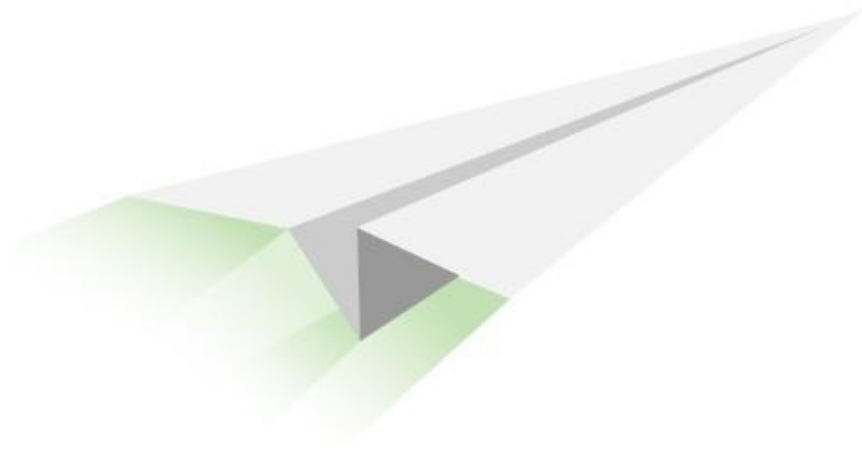


| July 2013 |

# 2Know

KM Newsletter



**ROM News**



# 01

## The Modern Campfire: the use of stories as a Knowledge Management tool in organizations

Storytelling is a powerful tool for sharing knowledge and building trust within organizations, fostering creativity and emotional connections among workers.



[To full article](#)



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# 02

## UX during the stages prior to the real product

User Experience (UX) is crucial in shaping how a person interacts with a system, product, or service. Presenting detailed visual solutions early on enhances understanding and satisfaction.

## 03

### How do you initiate Knowledge Management in an organization? Where do you start?

Knowledge Management, though not widely adopted, is crucial for organizations. Prioritization, multiple approaches, and leadership are key to successful implementation. Begin managing knowledge for organizational success.



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[To full article](#)

## 04

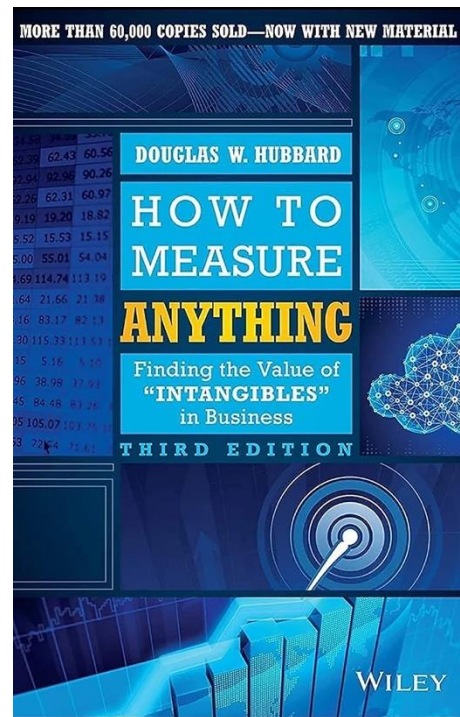
### Should you purchase the Knowledge Management standard?

During consultations with a client, the focus shifted to broader organizational needs. Implementing the KM standard provided guidance and a long-term plan for Knowledge Management.

# 05

## How to Measure Anything - Book Review

"How to Measure Anything" by Douglas Hubbard challenges the belief that certain subjects are immeasurable. Emphasizing effective decision-making through measurement, the book covers diverse topics, preparation, and measurement methods. It advocates calibrated measurements and offers practical insights. Explore further on [www.howtomeasureanything.com](http://www.howtomeasureanything.com).



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