

| September 2021 |

2Know

KM Newsletter



ROM News



- We were surprised to find out yesterday that ROM Knowledgeware was recognized by Daily Finance as one of the leading consulting companies in Israel. The selected companies are all "extraordinary", according to the magazine, and were recognized for the innovation and/or growth they demonstrate: - [Link](#)
- A blog - [Link](#)
- Conferences:
 - International Conference on Political Violence Methods and Types
29-30.09.2021
Dubai
<https://waset.org/political-violence-methods-and-types-conference-in-september-2021-in-dubai>

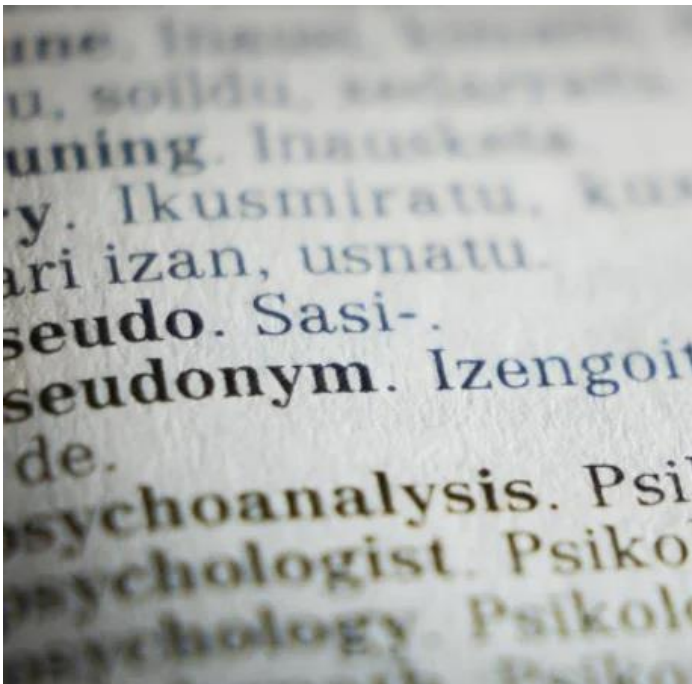
01

Using a knowledge directory as an organizational procedure system

Knowledge is a powerful tool that enables individuals and organizations to achieve their goals efficiently. Just as the human brain processes information, organizations can create, retain, and utilize knowledge through a Knowledge Management system. This system comprises two branches: the organizational procedure system, which handles detailed and accurate knowledge, and the service-oriented Knowledge Management system, which focuses on making the knowledge accessible and action-oriented. Combining these two branches requires careful consideration of various implications and a commitment to cooperation among organizational parties.



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02

ISO30401 implementation- many of us speak English, yet we prefer our mother language

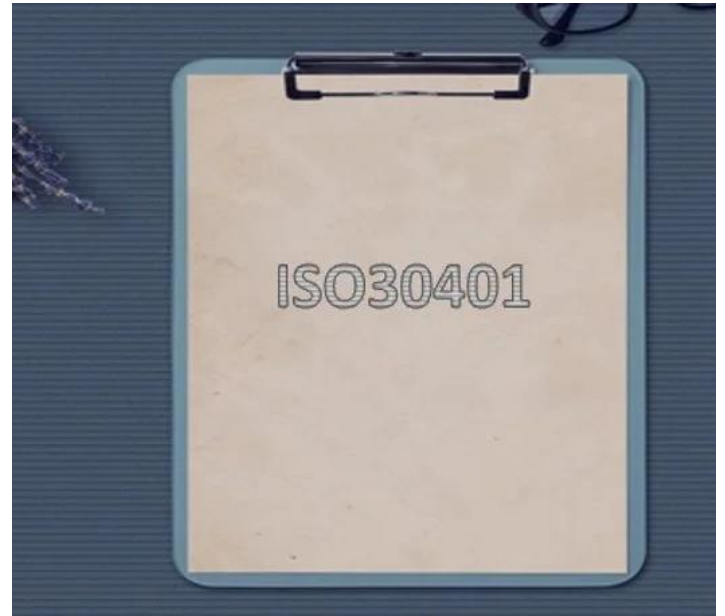
A global KM team meets to promote ISO30401 implementation but faces a language barrier. They call for translation projects in non-English-French-Russian-Hebrew languages to ensure KM prosperity worldwide.

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03

ISO30401 and KM Excellence

Understanding the importance of knowledge management and business performance, driving more implementation. Why organizations consider certification and a call to join the global team.



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[To full article](#)

04

Customer Journey planning in the digital age

Planning and executing the customer journey is crucial for effective marketing in the digital age. Personalization is essential, and mapping the customer journey allows for better understanding of customers and their interactions with the brand. The eight stages of mapping a customer journey include awareness, interest, consideration, evaluation, purchase, service, loyalty, and future purchases. Tips to improve customer journeys include improving UX, automating sales and marketing, deepening content and marketing, tracking the customer experience, and offering excellent customer service. Generating a better customer journey requires synchronizing points of contact to create an enjoyable and satisfying journey for the customer, benefiting business growth and providing a positive branding experience.

05

PWA – Progressive Web App

PWA is a technology developed by Google that offers the best of both worlds by providing a high-quality user experience and fast performance through a website that functions like a mobile app, without requiring a download or installation. PWA apps are responsive, secure, and offer offline access, push notifications, and adaptability to different devices and development environments. Many well-known organizations use PWA, including Uber, Spotify, and Starbucks.



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06

AI Projects - Here we KMers' come

62 KM professionals from around the world participated in the KM-AI course's 23rd session, sharing plans for AI projects in various fields. Collaboration was encouraged, highlighting the power of KM. Recordings are available on the KMG channel, and the potential for synergy between KM and AI was emphasized.

Last words..
On behalf of the team
THANK YOU ALL ! Great learning together
Waiting to meet again on the next course

Annie Green, Ph.D. | Art Murray, Ph.D. | Moria Levy, Ph.D. | Vincent Ribiere, Ph.D.

[To full article](#)

07

Story Thinking

"Story Thinking: Transforming Organizations for the Fourth Industrial Revolution" introduces John Lewis' model for problem-solving, change management, and leadership, offering valuable insights for organizational growth and development.



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