

| May 2017 |

# 2Know

KM Newsletter



## ROM News



- Harold Jarche – Blog - [Link](#)
- What is a Knowledge Management (KM) framework? - [Link](#)

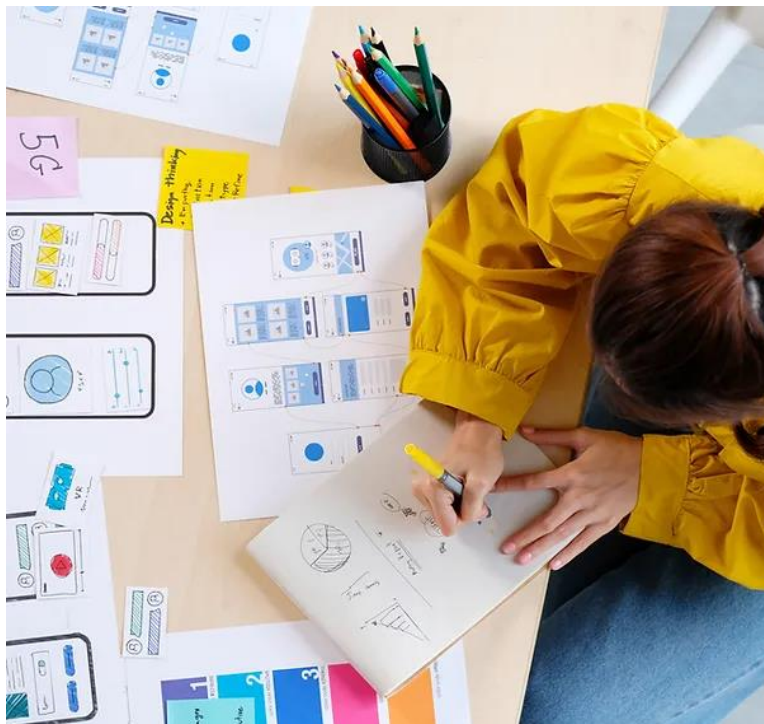
# 01

## Customer journeys

Customer service enthusiast reflects on a memorable vacation that exemplifies a complete and satisfying customer journey experience.



[To full article](#)



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# 02

## Conversational UI

Conversational UI enhances user experience by enabling natural language interaction and has potential for various applications and industries.

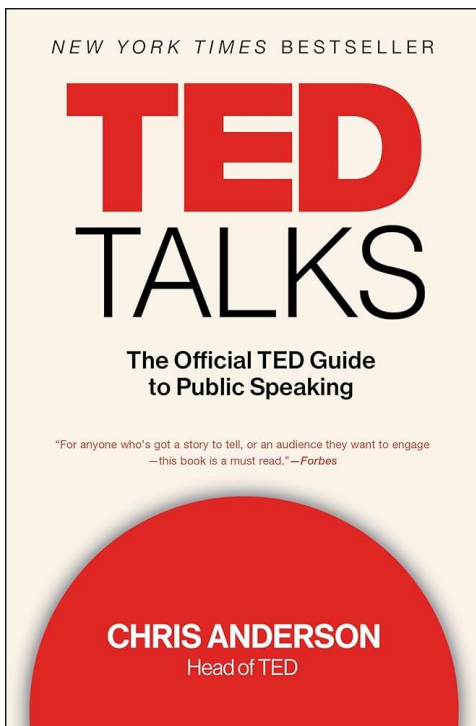
## 03

### Which KM technological system should I purchase for my organization?

When choosing a Knowledge Management system, consider organizational needs, infrastructure, culture, budget, and long-term commitment to implementation and change management.



[To full article](#)



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## 04

### TED's official guide to public speaking- Book Review

"TED's Official Guide to Public Speaking" by Chris Andersen provides valuable insights into impactful speeches. It emphasizes choosing a compelling topic, engaging the audience, and utilizing techniques like storytelling, explanation, persuasion, and exposure. The book covers visual aids, stage presence, voice modulation, and creating a memorable ending. It also addresses rehearsals, dressing, and managing stress. Overall, it offers a wealth of knowledge and practical tips for effective public speaking.