

| November 2017 |

2Know

KM Newsletter



ROM News

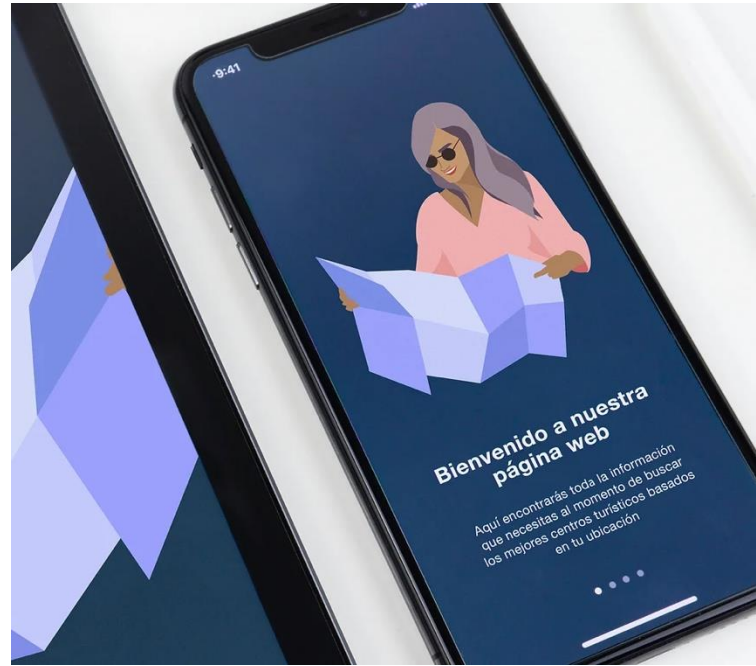


- 5 Skills You Need to Succeed at the the Newest Marketing Role - [Link](#)
- The Hollywood comedy about knowledge management you've probably seen - [Link](#)
- Knowledge Management Strategy - [Link](#)

01

Expected UI trends in 2018

New trends in UI design: scrollable pages for more content, video storytelling, typography emphasis, vibrant gradients, simple navigation, illustrations, popular tabs, voice-based interfaces, increased cooperation, and potential transformative shifts.



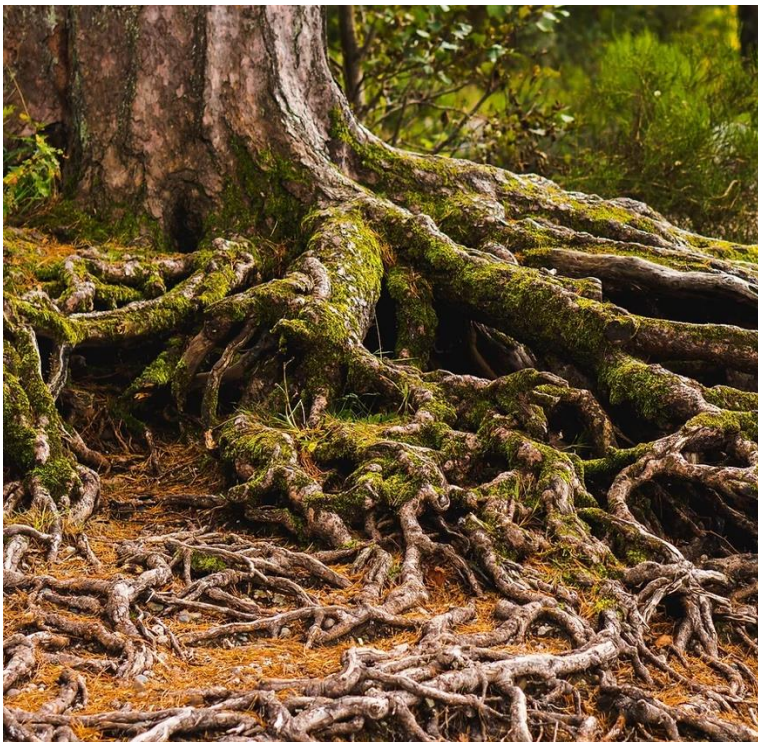
[To full article](#)

02

Identifying root causes: a review of two tools

Identifying root causes in debriefing processes is crucial. Two effective tools are the Present Tree and the 5 Whys method, adaptable to organizational needs.

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03

Templates or Documents

Effective knowledge management is vital for businesses, but the approach depends on the user's needs. Structured templates enable quick access, while detailed documents suit in-depth research. Tailor content to the target audience.



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04

The Digital Transformation Playbook - Book review

In "The Digital Transformation Playbook" (2016) by David Rogers, Web 2.0 principles are reimagined into a strategic framework. The book explores digital evolution, competition, data strategy, customer-centricity, agile innovation, and disruptive change, emphasizing strategic adaptation in the digital era.