INFORMATION TODAY ...

Comes in many forms:
- emails - employee files – policies & procedures – manuals - product guides

Is created by many people in many departments
- executives – managers – secretaries – engineers - ... 
- HR – Product - R&D – Quality - Compliance

Lives in many places:
- intranets - shared drives - employees’ desks - Intranet – website - mailbox

76% OF EXECUTIVES SAY:

"OUR INFORMATION IS MISSION CRITICAL, AND THE ORGANIZATION'S MOST IMPORTANT ASSET"

> 70% of corporate documents are written by non-writers
We received your completed Disclosure Statement which is required by New York Regulation 60. A copy is enclosed. However, we noticed that your company checked the box on the first page, which indicates that approximations were used since we failed to provide information in the prescribed time. Your Authorization was received in Customer Service on Nov 23. Your client signed the completed New York Regulation 60 Disclosure Statement on Nov 23, which was the same date the client signed the New York Regulation 60 Authorization. This indicates that your agent did not wait for our company to send the existing values to you. We have always provided policy information when requested well within the designated timeframe, which would have allowed sufficient time for you to respond appropriately. Please correct and return the revised Disclosure Statement. If you have any questions, I welcome your call to my direct line, 1-800-555-1234. You may also contact your financial

- Too much and too long
- Unstructured
- Hard to find
- Different writing styles
- Inconsistent layouts
- Difficult language
- Non exchangable
- Non reusable
BEST PRACTICE: 3 PILLARS OF DOCUMENT CREATION

1. PEOPLE

2. TECHNOLOGY

3. PROCESS/STANDARD
INFORMATION MAPPING
An international, research-based method to

• analyze
• organize
• present

clear and user-focused information.
THE TIP OF THE ICEBERG

PRESENTATION

ANALYSIS & ORGANIZATION
3 COMPONENTS OF THE METHODOLOGY

- Modular information units
- Research-based Principles
- Information Types

**BLOCK**

A manageable chunk of related information.

Program components:
- The Hearing Conservation Program consists of:
  - systematic noise-hazard evaluation
  - noise-hazardous areas and equipment labeling
  - requirements for hearing protection devices
  - audiometric testing and evaluation, and
  - employee health education, supervision, and discipline.

Separator

One main idea

Label

Sentence(s), list, table, graphic or multimedia

Separator
3 COMPONENTS

- Modular information units
- Research-based Principles
- Information Types

SIX RESEARCH-BASED PRINCIPLES

Organize information effectively so it is easy to access, understand, and remember

- CHUNKING
- RELEVANCE
- LABELING
- CONSISTENCY
- INTEGRATED GRAPHICS
- ACCESSIBLE DETAIL
3 COMPONENTS

• Modular information units
• Research-based Principles
• Information Types

SIX INFORMATION TYPES

Analyze the subject matter and categorize it according to its purpose for the audience

- PROCEDURE
- PROCESS
- PRINCIPLE
- CONCEPT
- STRUCTURE
- FACT
INFORMATION MAPPING PRINCIPLES
INFORMATION MAPPING TYPES
BENEFITS
Information Mapping® allows you to rapidly create reusable documents that are:

+ accurate
+ concise
+ complete
– less expensive
BENEFITS FOR YOUR ORGANIZATION

RISK mitigation
- Reduce risk by consistent documentation
- Increase safety and compliance

COST reduction
- Capture employee knowledge
- Increase operational efficiency
- Reduce support calls
- Decrease translation costs

REVENUE growth
- Reduce time to create content
- Accelerate time to market
THE INFORMATION MAPPING SOLUTION

Software

Training

Services
SOFTWARE
TRAINING

Classroom training

Private
Train a team of 10-15 people at your own premises with customized content.

Public
Enjoy open-enrollment training at our well-equipped training facilities near you.

Online training

Video course
The most convenient way to develop your writing skills without leaving your desk.

E-learning
Learn Information Mapping® at your own pace with a variety of online programs.

making information work
SERVICES
NEED HELP WITH YOUR PROJECT?

- Content audit
- Knowledge extraction
- Content architecture
- Deployment Roadmap
- Content Support
- Content development
SOME OF OUR INTERNATIONAL CUSTOMERS
THANK YOU FOR ATTENDING

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marketing@informationmapping.com

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