

# INFORMATION MAPPING



# 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**



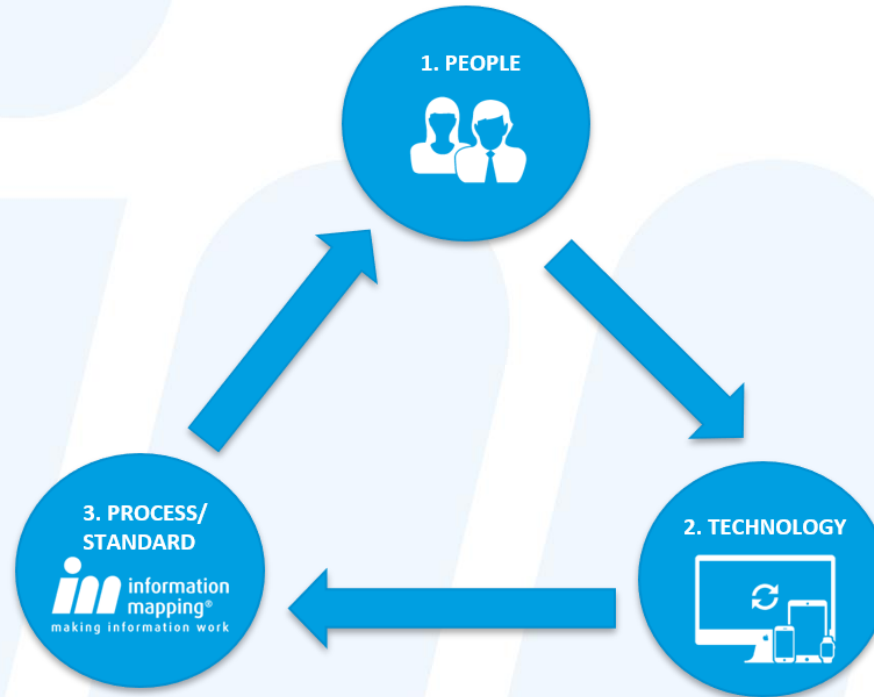
**> 70%** of corporate  
documents are written by  
**non-writers**

# INFORMATION CHALLENGES: WALL OF WORDS

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 exchangeable
- Non reusable

# BEST PRACTICE: 3 PILLARS OF DOCUMENT CREATION





# THE METHOD

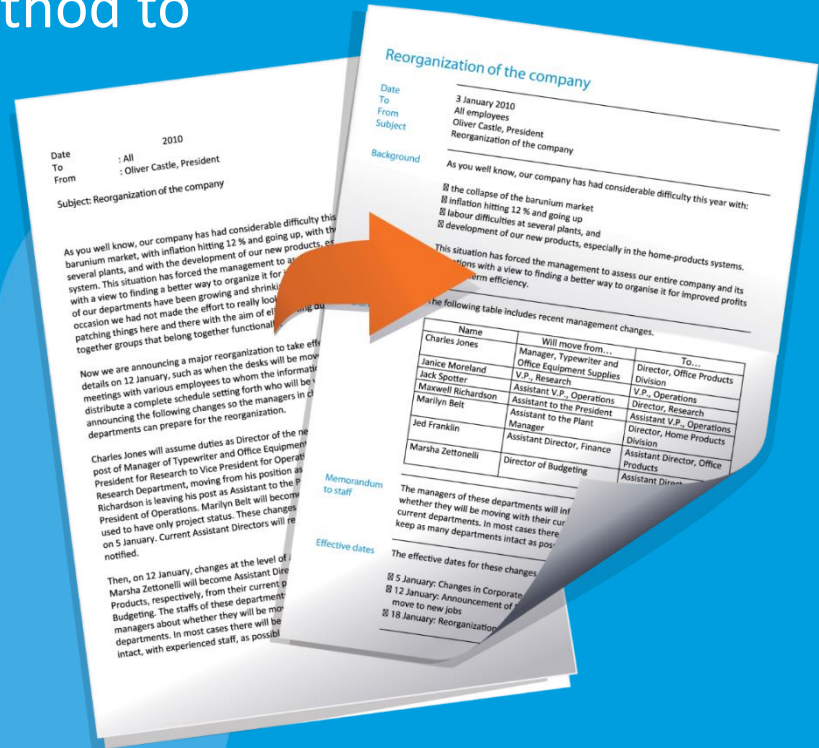
making information work

# INFORMATION MAPPING

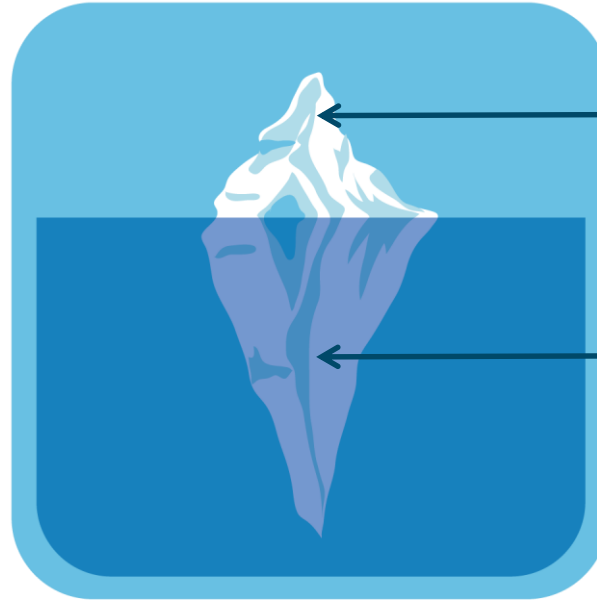
An international, research-based method to

- analyze
- organize
- present

clear and user-focused information.



# THE TIP OF THE ICEBERG



**PRESENTATION**

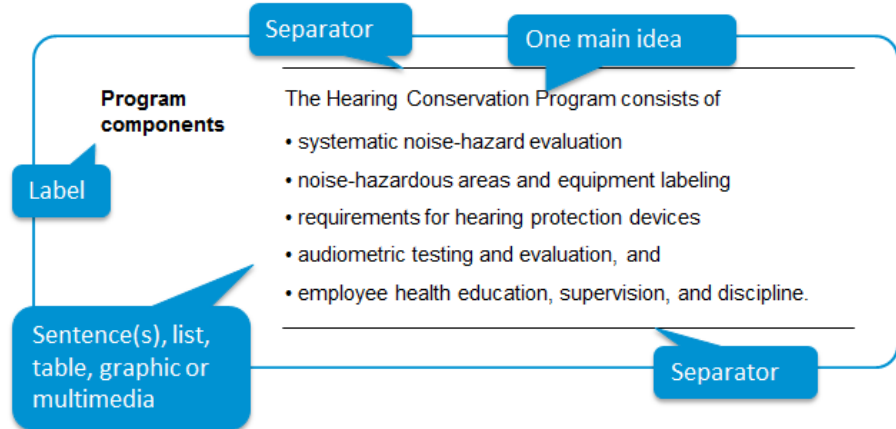
**ANALYSIS &  
ORGANIZATION**

# 3 COMPONENTS OF THE METHODOLOGY

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

## BLOCK

A manageable chunk of related information.





# 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**



**CONSISTENCY**



**RELEVANCE**



**INTEGRATED GRAPHICS**



**LABELING**



**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



CONCEPT



PROCESS



STRUCTURE



PRINCIPLE



FACT

# INFORMATION MAPPING PRINCIPLES



# INFORMATION MAPPING TYPES





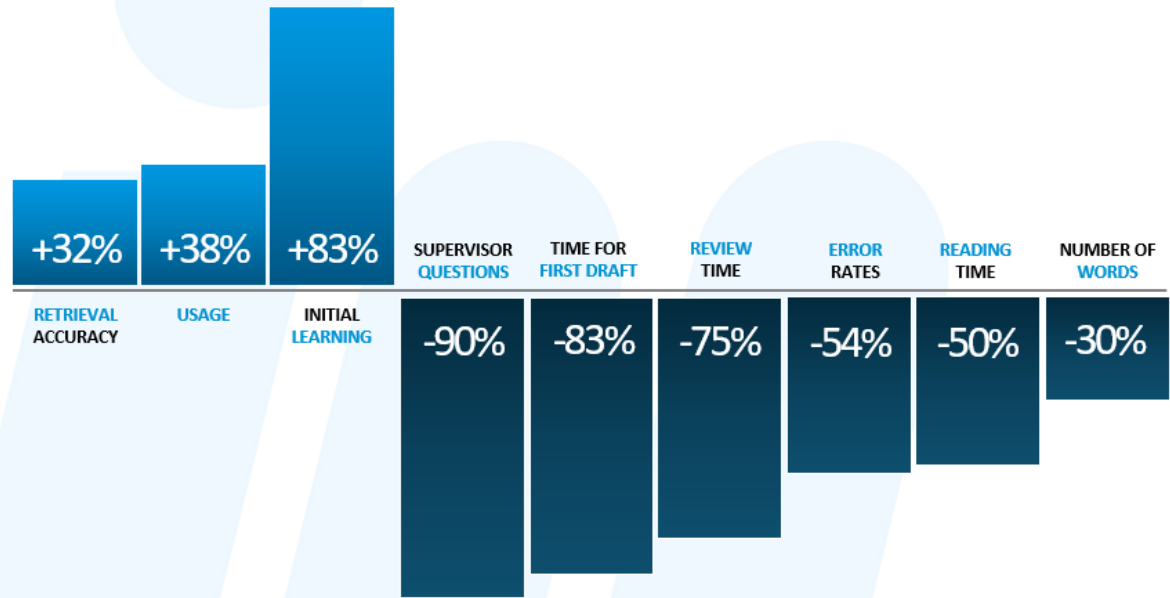
# BENEFITS

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# BENEFITS FOR READERS AND WRITERS

Information Mapping<sup>®</sup> 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



# HOW TO START

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# THE INFORMATION MAPPING SOLUTION

Software

Training

Services

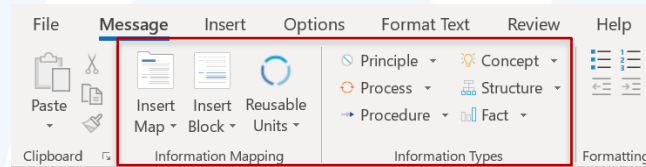
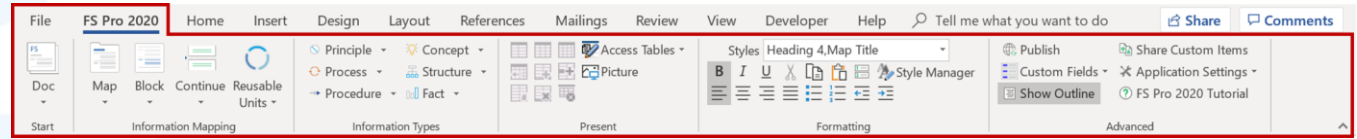




# SOFTWARE

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# FS PRO FOR:





# TRAINING

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# TRAINING

## Classroom training



## Online 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.

### 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.



# SERVICES

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# NEED HELP WITH YOUR PROJECT?

Content audit

Knowledge extraction

Content architecture

Deployment Roadmap

Content Support

Content development





# REFERENCES



# SOME OF OUR INTERNATIONAL CUSTOMERS



abbvie



ADB SAFEGATE

American Airlines



AMGEN



Cipla



NOKIA



proximus





# DEMO

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# THANK YOU FOR ATTENDING

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