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information design • content management



Information Development in a Flat World

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Global Organizations



- Information development organizations today face an increasingly challenging work environment
 - Multiple team located in-country and globally
 - Writers who are not native speakers of English
 - Isolated individuals
 - Remote managers
 - Mergers and acquisitions adding new team members
 - Outsourcing and contracting



Global Customers



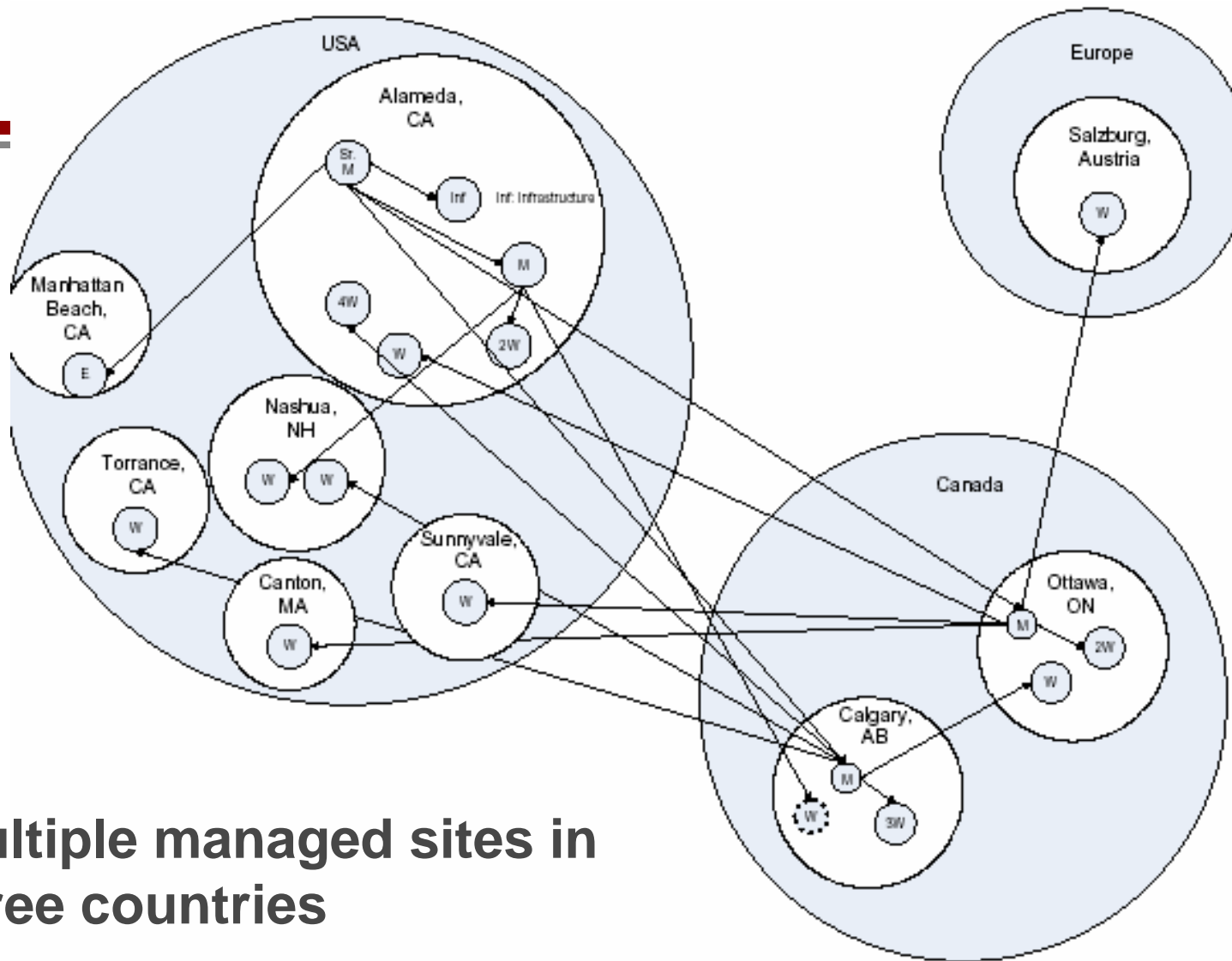
- Information development organizations develop information for global customers
 - More languages added to the localization portfolio
 - More customers with diverse information requirements increasing the need for customized and personalized content
 - Shorter time-to-market windows for content in multiple languages
 - Co-branding of information products by partners and through mergers and acquisitions



Global Collaboration

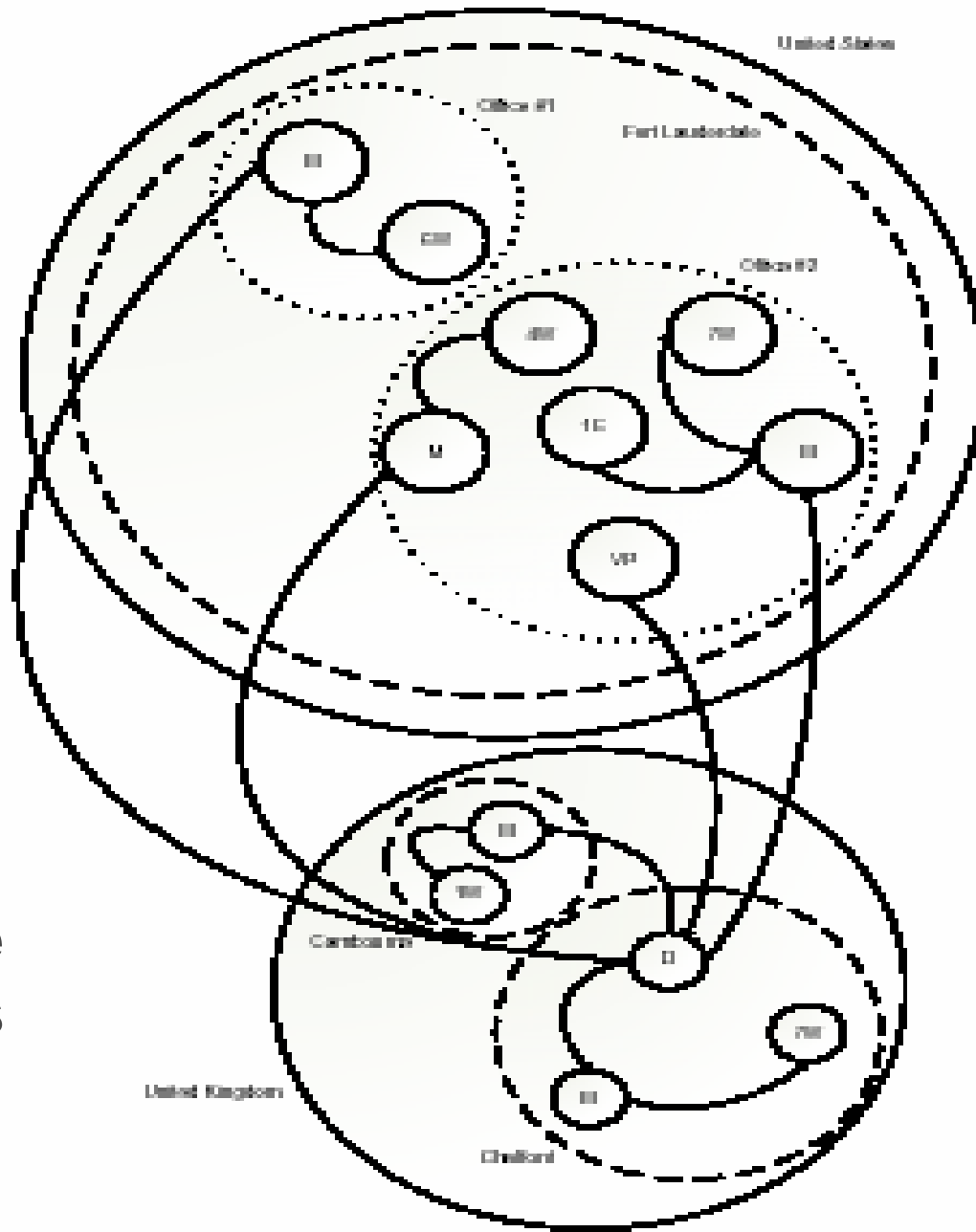


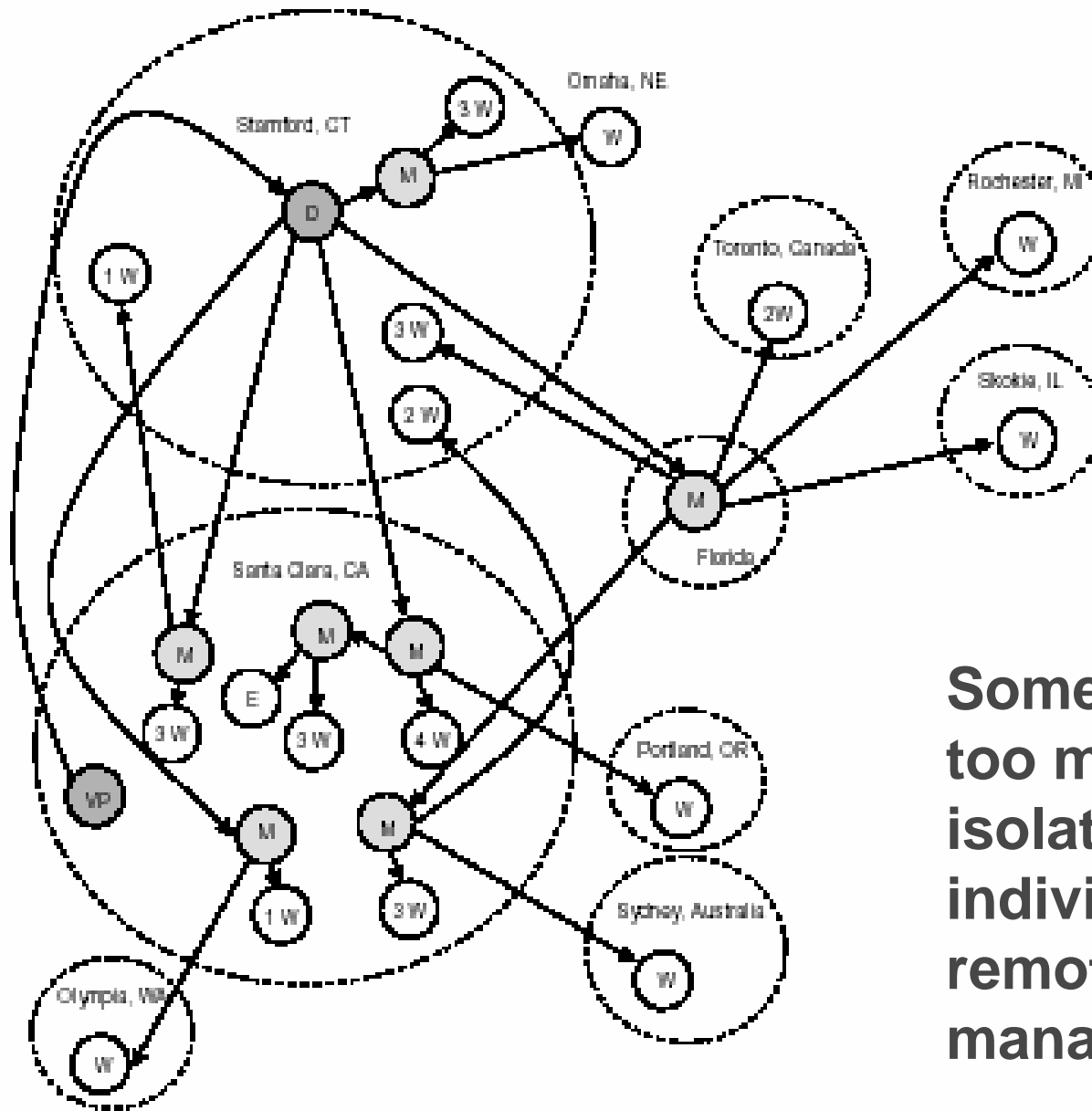
- Information development organizations must work with global colleagues in other departments and outside their organizations
 - Worldwide support services
 - Training and instructional design
 - Marketing and sales
 - Partners and suppliers



Multiple managed sites in three countries

Centralized organization with satellite departments





**Some local but
too many
isolated
individuals with
remote
managers**

Pressure to Reduce Costs



- Almost every information development organization today is under consider pressure to reduce costs and time and increase efficiency
 - Development life cycle
 - Translation
 - Time-to-market
 - Volume of content
 - Delivery methods (electronic vs paper)

Changing Skill Set

- Information architecture
- Information design
- Content management
- Technology development
- Localization coordination
- Customer studies

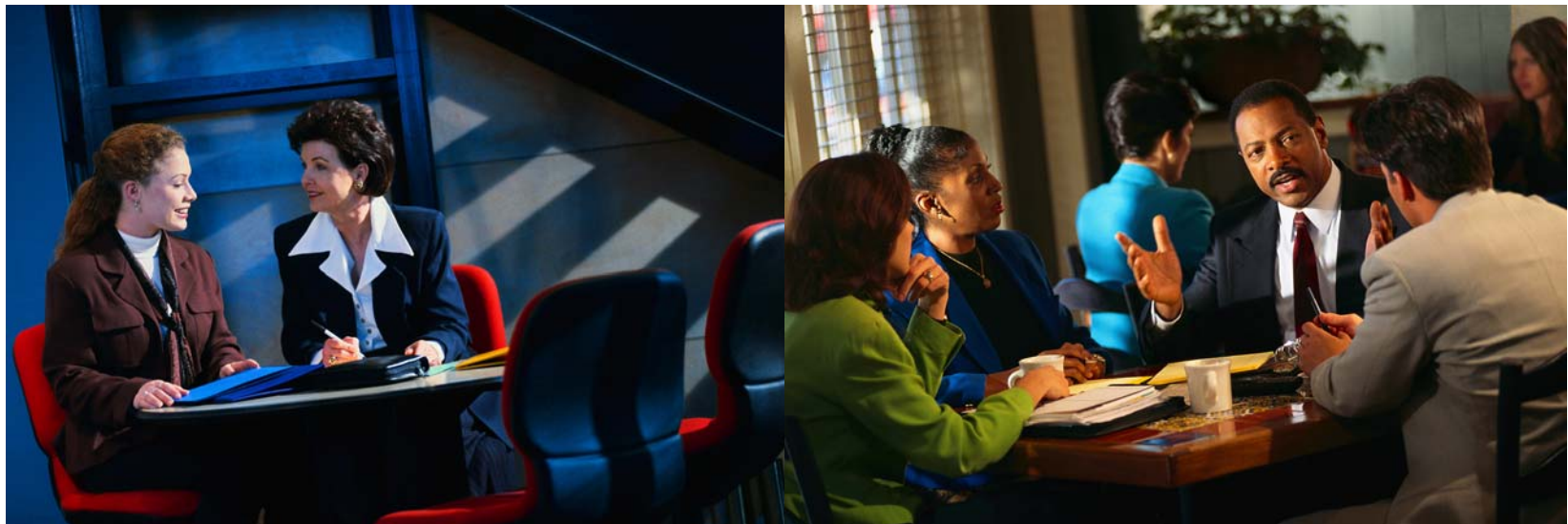


Basic Hygiene

- Writing (style, grammar, punctuation, spelling)
- Editing
- Information-development life cycle
- Web and computer basics (HTML, XML)
- Oral communication skills
- Attention to detail
- Sense of professionalism

Changing Personality Type

- Business-oriented, innovative, resourceful, enterprising, career-oriented



New International Standards

- XML and semantic markup
- OASIS DITA – Darwin Information Typing Architecture
- OASIS DocBook
- LISA OSCAR -- XLIFF, TMX, xml:tm (and other localization standards)
- ISO
- IEEE
- W3C

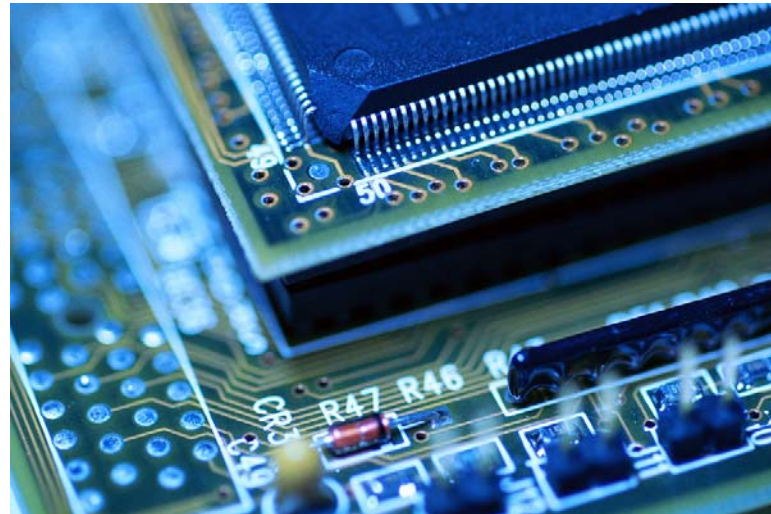


Disciplined Work Practices

- Agile development methods with increased collaboration among team members
- Structured writing
- Topic-based authoring
- Content normalization to facilitate reuse
- Minimalism
- Controlled language
- Conformance to specifications
- Conformance to time and budget
- Content accuracy and relevance to the user

Technical Proficiency

- A focus on writing alone is insufficient
- A deeper understanding of a technical discipline is key to maintaining credibility



Manufacturing Discipline

- Information development is no longer about individual creativity in writing
- Information development is fast becoming a manufacturing discipline requiring measurement to ensure value created is commensurate with investment
- Information development exists in a competitive global environment



The Future Information Developer

- Innovation in design
- Discipline in development
- Expert in technology
- Collaborative team member
- In-depth global customer understanding
- Highly resourceful and assertive
- Superior communication abilities
- Political and business savvy



Contact Information



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- Books (Managing, Standards, Task Analysis, Content Management, DITA)
- 4Q release
 - *Information Development: Managing your Documentation Projects, Portfolio, and People* (John Wiley & Sons)
- Conferences, webinars, workshops