



Procedures & Documentation Making Information Work

Partial Client List

Abbott Laboratories

ACNielsen

The Dow Chemical Company

Ethicon Endo-Surgery

Ford Financial Services, Inc.

FleetBoston Financial Corporation

The Gillette Company

Internal Revenue Service

*Johnson & Johnson Family
of Companies*

KPMG

McKesson Corporation

Motorola, Inc.

Nestle USA

Owens-Corning

Pfizer, Inc.

ServiceMaster

U.S. Department of Agriculture

Overcoming the Procedures and Documentation Challenge

Are your procedures unclear, your online content difficult to navigate, or your manuals unwieldy? If so, then your documentation is costing you money. Documentation problems lead to inefficiency, noncompliance, and reduced productivity.

Solutions

By developing tools to overcome the documentation challenges organizations face, Information Mapping® optimizes the way people, information, and technology work together. We can help you correct your documentation problems by showing you how to create content standards, and develop and manage your content — printed or online — so that it is clear, accessible, and easy to use.

Services

Information Mapping provides a full range of content design and development solutions targeted to meet our customers' performance objectives.



INFORMATION MAPPING

Information Mapping Worldwide Offices:

Australia • Austria • Belgium • Canada • China • Denmark • Dutch Antilles • Finland • France • Germany
Hong Kong • Indonesia • Ireland • Italy • Japan • Latin America • Luxemburg • Malaysia • Mexico
The Netherlands • New Zealand • Norway • Philippines • Portugal • Puerto Rico • Singapore
South Africa • Spain • Sweden • Switzerland • Taiwan • Thailand • United Kingdom • United States

Consulting Services

Our consultants can assist you by designing and developing effective print or online procedures and documentation.

- **Content Design**
We design and develop content standards, structures, and models optimized to support business tasks.
- **Content Development**
We evaluate, create, and re-engineer print and online content for
 - standard operating procedures
 - policy and procedure manuals
 - reference materials, and
 - Internet, Intranet, and Extranet sites.
- **Expert Content Review**
We review your content against research-based standards and guidelines, and recommend areas for improvement.

Learning Programs

Our seminars and e-Learning programs will help your organization simplify complex information and develop effective content that improves reader understanding and productivity.

- *Developing Procedures, Policies and Documentation™*
Learn to plan, design, and develop content and documentation that is user-focused, task-oriented, accessible, and easy to revise.
- *Structuring User Documentation™*
Learn to create effective paper and online user guides that are easy to use.
- *Mapping Operating Procedures™*
Learn to create effective operating procedures that will reduce errors and improve efficiency.
- *Mapping ISO/QS 9001 or 14000™*
Learn to design and develop documents that meet all ISO/QS 9001 or 14000 requirements.
- *Information Mapping Editing Workshop™*
Proficient Information Mapping practitioners can learn to develop more sophisticated editing skills and basic mentoring abilities to assist others in their organizations to improve their Mapping skills.

Information Mapping, Inc.

Information Mapping, Inc. is a professional services firm with over 35 years experience helping leading organizations worldwide leverage knowledge and communications to improve performance. We assist in effectively identifying, capturing, managing, and sharing critical content and best practices. Our headquarters are in Massachusetts with branch offices across the United States. We are represented in 31 countries worldwide, and offer our solutions in many languages.

Our Unique Approach

Information Mapping's products and services are rooted in the Information Mapping® method, a scientific way to analyze, organize, and present electronic and printed information based on modern principles of Knowledge Management. We apply the principles and guidelines of the method to create reader-based, performance-oriented solutions to our clients' communication challenges. Our unique approach improves information usability and optimizes comprehension and performance.



Documentation Success

A large wholesale and retail mortgage company needed to improve the quality and consistency of large volumes of complex information.

Recent mergers, acquisitions, and an FDIC documentation audit had highlighted the fact that key manuals had significant inconsistencies, inaccuracies, and non-compliant material. As a result, the company was experiencing increased questions to supervisors, repetition of effort, unnecessary errors, and risk of government fines.

Information Mapping redesigned and rewrote the manuals using the Information Mapping® method. Then we trained the organization's corporate communications staff to use the method going forward.

The new manuals made critical information readily accessible and easy for users to understand. The organization successfully passed their next FDIC audit.