

Precision Content® Discovery Workshop



Unlock the knowledge in your enterprise

Knowledge is the currency of the new economy. But as the flow of information and content overwhelms organizations, traditional management practices fail, impeding the effective flow of knowledge. At Precision Content Authoring Solutions Inc. (PCAS) we understand the relationship between data, content, information, and knowledge. We understand the content life-cycle, how it works, and why it doesn't work.

To be competitive and innovate, an organization needs to think strategically about content. Knowledge is an asset that can open markets, drive opportunities, or mitigate risk. Capturing that knowledge using micro-content structures, provides maximum flexibility allowing you to keep pace with popular technologies like chatbot and voice interfaces and positions you to adapt to the next great technology.

Knowledge must be managed the way people and technology are managed – using up-to-date standards and processes that drive quality and efficiency. Precision Content's people, methods, and experience help you to optimize your content and knowledge assets, make your people more productivity, and realize your investment in technology. We help to structure and manage content so organizations can unlock the knowledge in their enterprise.

About the Precision Content® Discovery Workshop

The Precision Content® Discovery Workshop is the first step in understanding your requirements while sharing our capabilities. It is a 3-day onsite engagement used to investigate content and communication related challenges that keep you from meeting your goals or expose you to risk.

In preparation for the workshop, we work with you to

- identify participants
- set/tune the agenda
- schedule the workshop
- schedule stakeholder meetings, and
- prepare for the kickoff meeting.

In the workshop, we work with you to

- understand the current content creation and management strategies and how they are not delivering what you need
- understand the corporate goals – current and future – that rely on that content
- identify and expose the issues that put those goals at risk
- identify additional opportunities/benefits to be gained from change, and
- explore opportunities to pursue further activities needed to close quality gaps, improve productivity, and mitigate risk.

In the last phase of the workshop, we present a high-level summary of our findings.

Summary presentation

The summary presentation includes a summary of the key findings and recommendations for next steps to be further detailed in the workshop report.

Workshop report

The workshop report is compiled after the onsite visit. It details the workshop's findings and recommendations. This deliverable may include the following topics:

- current state of content management practices
- stakeholder interview notes
- technology considerations
- risk factors
- industry comparisons
- scalability considerations, and
- high-level roadmap.

Example onsite schedule

Day	Description
1	Kick off meeting: Orientation and goal setting
	Precision Content processes and methods overview
	One-on-one stakeholder interviews
2	One-on-one stakeholder interviews
3	Summary presentation preparation
	Wrap up presentation
Final report delivery expected in 10 business days.	

Workshop cost

The workshop includes two consultants time, project management, and report development. The cost is \$25,000 plus travel, accommodation, per diem expenses, and all applicable taxes.

About Precision Content Authoring Solutions Inc.

Precision Content Authoring Solutions Inc. (PCAS) is a full-service, end-to-end consultancy, technology innovator, and systems integrator offering professional services, training, and tools.

The people at PCAS are experts in microcontent, Content Strategy and DITA XML.

Precision Content is home to thought leaders and expertise in the areas of

- development and application of micro-content
- structured authoring methods
- content lifecycle management
- DITA/XML design and implementation
- information architecture
- content strategy, and
- structured content delivery.

Precision Content® writing methodology

Precision Content® is a topic-based structured authoring methodology adapted from decades of technical communication practice and academic research into how the brain works with information. Authors use it to produce clear, concise, and consistent content. Organizations use it to develop scalable and sustainable content assets.

Publishing tools

PCAS also develops and markets several DITA/XML publishing products aimed at leveraging structured content across the enterprise. Our technology partners represent several best-of-breed solutions in content management systems, structured authoring tools, and content delivery platforms.

What is Microcontent?

Microcontent is content that is

- about one primary idea, fact, or concept
- easily scannable
- labelled for clear identification and meaning, and
- *appropriately written* and formatted for use anywhere and anytime it is needed.

Contact us

Precision Content Authoring Solutions Inc

- 7111 Syntex Dr 3rd Floor Mississauga, Ontario L5N 8C3 Canada
- +1 (647)265-8500
- more-info@precisioncontent.com