



INFORMATION MAPPING

## Information That Works!<sup>™</sup> + Content Development Workshop<sup>™</sup>

Blended Learning Program

Save a day! Here's your chance to master the Information Mapping<sup>®</sup> method while cutting classroom training time. In this blended learning program, you'll get the same comprehensive training offered in our three-day flagship workshop, *Developing Procedures, Policies, and Documentation<sup>™</sup>*, with **one less day in the classroom**. First, you learn the basics in our self-paced e-learning program, *Information That Works!* Then follow it with our two-day *Content Development Workshop* where you'll learn to apply your newfound knowledge to user guides, training manuals, and other complex documents.

### What You Will Learn

You will learn to

- get started writing immediately
- complete your writing projects more efficiently
- use a systematic approach—and common terms and concepts—that make team writing easy
- organize information so your readers can quickly find what they need, and
- write in a modular format that makes it easy to update and reuse information.

### How Your Organization Will Benefit

This blended learning program helps your organization

- increase productivity
- reduce errors and risk
- improve customer satisfaction
- cut down training time, and
- reduce questions to supervisors and customer support through clear and easy-to-find information.

### Who Should Attend

Take this blended learning program if you work on writing projects such as

- user guides
- training manuals
- compliance procedures
- customer service guides
- system documentation, or
- operating procedures.

This program has benefited technical writers, course developers, instructional designers, and other professionals who develop complex documents.

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### What You Will Receive

This blended learning program gives you

- three-month access to *Information That Works!*, a self-paced, 3 to 6 hour e-learning program introducing Information Mapping basics
- two days of follow-up classroom learning in our *Content Development Workshop*, a private workshop that allows you to choose your own date and location, and customize the learning
- small class size (maximum of 15) to ensure individual attention
- interactive, hands-on exercises
- a comprehensive reference manual and quick reference card to guide you back at work, and
- *Formatting Solutions<sup>®</sup> Pro*, a software tool to help you quickly apply new skills on the job.

### For Information That Works! Graduates

If your team has already completed the self-paced *Information That Works!* program through the *Information Mapping Starter Kit<sup>™</sup>*, then this blended learning program is the ideal next step to help them apply the Method<sup>™</sup> to their complex documents.

For more information

- call 800-INFOMAP (463-6627) ext. 3350, or
- send an e-mail to [contactus@infomap.com](mailto:contactus@infomap.com).

### About the Information Mapping<sup>®</sup> Method

Join the thousands of individuals and leading organizations who have transformed the way they write and work using Information Mapping, a research-based method for creating structured documents and communications that are clear, accessible, and focused on the user.