



Business Communications

Making Business Communications Work

Clients

Ameritech
 AT&T
 Baxter International
 Bell South
 Cisco Systems
 Fleet Financial
 Genentech
 Landata
 Marriott
 McKesson Corporation
 The Money Store
 Pacific Bell
 Sprint
 U.S. Army
 U.S. Department of
 Agriculture
 U.S. Department of State
 Unisys Corporation
 Wells Fargo Bank

Overcoming Communication Challenges

Do you find the number of e-mail and voice mail messages you receive overwhelming? Is it difficult to know which messages take priority and what you are supposed to do to respond to them? Is it hard to find the time to read all the reports, policies, proposals, and memos that come across your desk?

A rapidly changing work environment has made every organization's success dependent on clear, accessible business communications that get critical information to the right people quickly. e-mail and voice mail messages, memos and reports, sales proposals and presentations can all be overwhelming and ineffective if they are too dense, irrelevant, or hard to understand. With the vast amount of information that crosses our desks each day, poor communication can lead to serious inefficiencies, mistakes, missed opportunities, and information overload.

Solutions

Information Mapping can provide solutions by creating clear and easy to read business communications that are efficient and effective. Our approach will help you

- reduce writing time
- enhance communications
- increase comprehension
- improve productivity, and
- facilitate effective decision-making.



INFORMATION MAPPING

Information Mapping Worldwide Offices:

Australia • Austria • Belgium • Canada • Denmark • Dutch Antilles • Finland • France • Germany
 Hong Kong • Indonesia • Ireland • 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

Services

Consulting Services

Our consultants can assist you by designing and developing effective business communications.

- **Information Strategy Consulting**
We can help you identify and evaluate performance gaps within your organization and design comprehensive programs to achieve results you need.
- **Information Audits**
We can provide an in-depth review and analysis of how a specific process, document, Web site, or training program supports your goals and objectives. Types of Audits we can perform include
 - Knowledge System Audits
 - Communication Audits
 - Content Audits
 - Documentation Audits
 - Training Audits, and
 - Web site Audits.
- **Implementation Support**
We provide mentoring services to provide support as you develop your new communication skills.

Learning Programs

Our learning and e-learning programs will help your organization analyze audience requirements and present content so it is easily accessible for users.

- ***Mapping Business Communications™***
Learn techniques for improving your business communications to save you time and improve customer and vendor relations.
- ***Writing Winning Proposals™***
Get results by creating proposals clients find easy to understand and read.
- ***Developing Usable Content and Documentation™***
Teaches participants how to plan, design, and develop content and documentation that is user-focused, task-oriented, accessible, and easy to revise.

About Us

Information Mapping, Inc. is a professional services firm with over 30 years' experience helping leading organizations worldwide leverage knowledge to improve performance. We help organizations develop effective Web content, custom training and performance support solutions, procedures and documentation, and business communications. Our headquarters are in Waltham, Massachusetts with regional offices across the United States. We are represented in over 30 countries and offer our solutions in many languages.

Our Unique Content Method

Information Mapping's solutions are rooted in the Information Mapping method, which is a scientific way to analyze, organize, and present electronic and printed content based on modern principles of knowledge and knowledge management. We continue to apply the principles of the method and have helped many clients create standardized, high-quality, and structured content to meet their performance challenges.



Corporate Communications Standards

A multi-national pharmaceutical company had initiated a top-down corporate effort to standardize their businesses communications and procedures worldwide. They believed that clear, effective communications were vital to their operating efficiencies and compliance with FDA regulations.

Information Mapping assisted with this effort by creating a custom learning program that was required training for anyone writing managerial information, procedures, or documentation. The program used familiar company terminology and examples to teach a standardized approach that all participants could use to ensure the effectiveness of their business communications.

The learning program has now been run regularly for several years worldwide, and it has been an important and popular component of the company's communication program. Over 225 employees now use the same consistent, effective approach to write critical business communications.