



INFORMATION MAPPING

Information Mapping® Train the Trainer Program

An Information Mapping® Workshop

The *Information Mapping® Train the Trainer* program provides a cost-effective and convenient way to deliver Information Mapping seminars by allowing your organization to use your own in-house instructors to deliver Information Mapping seminars.

Information Mapping will work with your instructor candidates to train and certify them to deliver one or more Information Mapping seminars. Once they are trained, your instructors will deliver the seminars using materials licensed from Information Mapping

Benefits

The *Train the Trainer* and licensing program allows your organization to provide

- quality training by instructors who understand your organization and needs
- flexibility to control the schedule, site, frequency, and size of your classes, and
- a reduction in costs, up to 50%

Results

Researchers and client studies have reported the following results:

- 10%-50% decrease in reading time
- 32% increase in accuracy in retrieval
- 20-50% increase in writer productivity
- 10%-50% decrease in training time
- 20%-50% decrease in documentation costs
- 38% increase in documentation use
- 54% decrease in performance error rates
- 70% decrease in questions to supervisors
- 80% decrease in call volume, and
- 25% increase in compliance rates.

About the Information Mapping method

The Information Mapping method is a research-based approach to the analysis, organization, and presentation of information.

The method can be applied to the subject matter of any industry and it can be presented on paper, on the computer screen, verbally, or in a multimedia presentation.

Based on research in to how the human mind actually reads, processes, remembers, and retrieves information, Information Mapping is an integrated set of easy-to-learn principles, techniques and standards. It enables authors to break complex information into its most basic elements and then present those elements optimally for readers. The result is a set of precisely defined information modules that are consistent from author to author and document to document.

Process

Train the Trainer has an eight-step process for the trainer to become certified to teach Information Mapping. These steps are:

- **Candidate Selection**
A candidate is selected by your organization and approved by Information Mapping to move forward with this program.
- **Course Attendance**
The candidate participates in a seminar taught by an Information Mapping instructor.
- **Writing Exercise**
The candidate demonstrates his/her ability to apply the Information Mapping concepts by completing several 'Before and After' examples, and receiving feedback on their work.
- **Instructor Institute**
The candidate attends a private instructor institute taught by an Information Mapping instructor.
- **Pilot Delivery**
The candidate delivers a pilot seminar to your organization with the help of an Information Mapping instructor, and receives feedback and an assessment of progress.
- **Checking Understanding**
The candidate completes a Checking Your Understanding document and submits it to IMI for review and feedback.
- **Solo Delivery**
Upon successful completion of the Pilot, the candidate conducts a solo delivery under Information Mapping instructor supervision, and receives feedback.
- **Certification**
Upon successful delivery of a solo, Information Mapping certifies the candidate and provides the organization with a candidate evaluation.