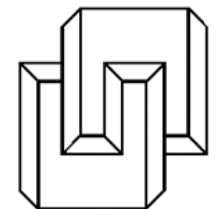


Policies & Procedures Communication versus Technical Communication – What's the Relation?



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URGO

About Raymond Urgo (Mr. P&P)

- Age 7: Wrote neighborhood club rules, played telephone company
- Age 27: Methods & Procedures Analyst, New York Telephone Company
- Age 40: Founded Urgo & Associates, management consultancy in P&P
- Professional career mission: To define and promote P&P Communication as a discipline and a way to transform organizations



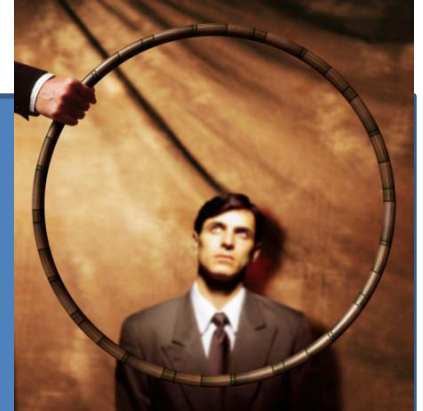
Poll of Audience

Which of the following best describes what you do or seek to be doing?

- a) Technical Communication (researcher, manager, writer, editor, educator, instructional designer).
- b) Policies & Procedures Communication (analyst, manager, writer, editor, educator, instructional designer, organization developer).
- c) Both (a) and (b).
- d) None of the above; don't know; or not applicable.

What You Can Expect in Today's Webinar

- Definitions and examples of TC and P&PC
- Comparison of outputs for TC and P&PC
- Example of how TC and P&PC can work together
- Experience of transferring skill set between TC and P&PC
- Research study on advertising for P&P talents
- Your questions and comments



Free P&P resources AND a Special Offer!

What's the Relation between P&P Comm and Technical Comm? – Short Answer

They are

- similar when it comes to *communicating* certain outputs,
- different when it comes to *subject matter* and certain outputs, and
- sometimes complementary to each other's purpose.



Both should seek to create easily accessible and understandable information for a specific audience that enables positive outcomes.

Definition of Technical Communication

Refers to the body of knowledge (field and/or profession) about how content is obtained, designed, conveyed, and used as it relates to the practical, industrial, or mechanical arts or the applied sciences.



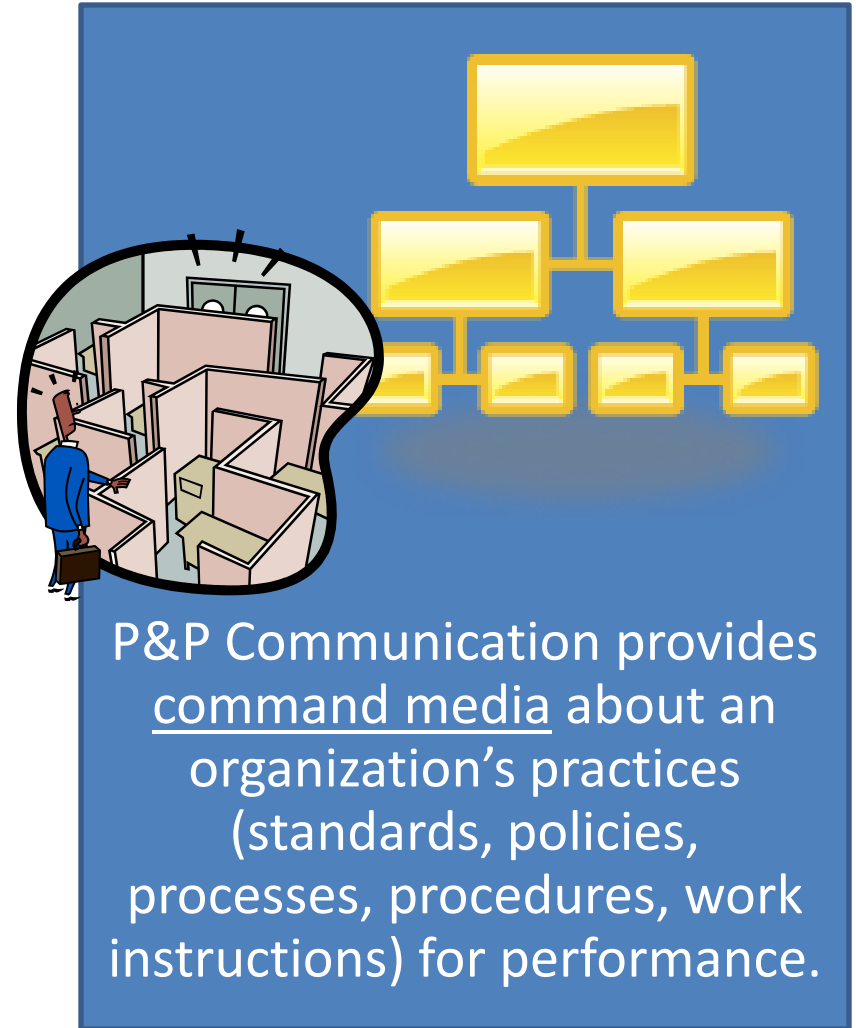
Technical Communication provides information about practical, industrial, or mechanical arts or the applied sciences.

Examples of Technical Communication

- Manual or online help for operating an accounting *software application*.
- Troubleshooting instructions for a *telephone line hookup*.
- Product literature on how a *medical device* works.
- Scientific report or article on results from a *laboratory experiment*.
- Proposal for engineering a *missile-defense system*.
- Web pages for a company selling products via *e-commerce*.

Definition for P&P Communication

Refers to the body of knowledge (or discipline) about how content is designed, conveyed, and used as it relates to the principles and methods that enable people affiliated with an organization to perform in a predictable, repeatable, and consistent way.



Examples of P&P Communication

Policies

- Non-discrimination commitment in employment
- Guarantees on products and customer service

Processes

- Workflow of a purchase order among departments
- How accounts payable handles bills for payment

Procedures or instructions

- How sales clerk sorts daily sales orders
- How to create a work order

Comparison of Typical Media Outputs for Technical Comm and P&P Comm

Manuals	Forms design	White papers
Online Help	Video	Articles
Web-Based Help	Audio	Magazines
Quick reference aids	Specifications	Newspapers
Signage and posters	Proposals	Newsletters
Form letters	Reports	Contracts

Items in dark blue are typical for Tech Comm and P&P Comm

Items in red are typical for Tech Comm only

Example: Tech Comm and P&P Comm Working Together (Slide 1 of 3)

Example of Tech Comm Role

Tech Writer works with the development team of an accounting software company.

She prepares manuals, online help, videos, training tutorials, and marketing info for products sold.

Topics in 123-Accounting Software Manual or Online Help

- Transacting accounts payable
- Updating vendor profiles
- Preparing check register
- Entering new GL account codes
- Preparing printouts for 1099 vendors at year end

Example: Tech Comm and P&P Comm Working Together (Slide 2 of 3)

Example of P&P Comm Role

ABC Company is implementing 123-Accounting software.

The CFO wants the P&P Analyst to prepare P&P to ensure the software and data are treated as an information resource in the context of the business.

The P&P Analyst works with the accounting groups to *formulate* and *document* agreed-to practices for the Accounting Dept's P&P manual or Web-based Help system.

Topics in Accounting Dept's P&P

- What reports to prepare, when, and who gets them
- Standards for inputting vendor addresses
- Frequency for payments
- Role authorized to prepare checks and sign them
- Procedure for issuing a stop payment with bank

Example: Tech Comm and P&P Comm Working Together (Slide 3 of 3)

Summary of example

- The Tech Writer documents how to use the software (as a technical product).
- The P&P Analyst helps the accounting groups *formulate* and *document* their needed practices with the implementation of the software in the context of the business (a product designed to meet the organization's needs.)

Note: Some organizations might combine both sets of information to be customized and tailored to the organization's needs.

Experience of Transferring Skills in P&P Comm, Technical Comm, and Config. Management

- United States Astronaut
- Supervisor of
 - Bus. Systems & Procedures
 - Technical Documentation
 - Configuration Management



Los Angeles, 1987

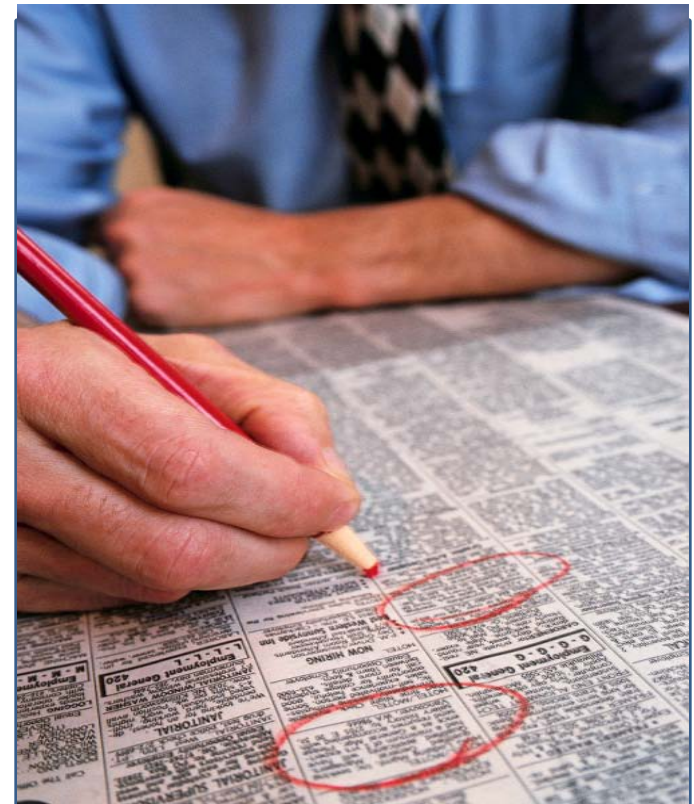
1990 Study on Advertising Practices for Policies & Procedures Talent

Purpose of the study

- To understand where and how organizations advertize for P&P talent.
- To estimate the number of job openings and positions .

Scope of the study

- Ads in the *Los Angeles Times* for P&P opportunities in Greater Los Angeles metro area (4 counties).
- Content analysis on 12+ characteristics in job ads.



The research study took 150 hours to complete.

Key Findings of 1990 Study on Advertising Practices for P&P Talent

Factual Findings

- 166 ads placed in one year.
- 33% of ads were repeated at least once.
- 81 variations in P&P related job titles.
- 7 levels of P&P employment opportunities (from entry- to director-level).
- Ads were placed in 26 categories within the classifieds.
- Common for organizations to repeat same ad 2-3 weeks later under a different category.



P&P opportunities were placed in 26 categories within the classifieds, including “technical writing”.

Key Conclusions of 1990 Study on Advertising Practices for P&P Talent

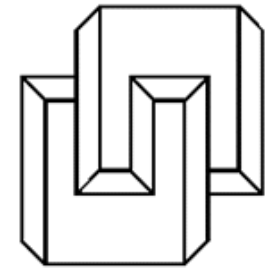
- Organizations have difficulty finding the right talent because they do not know where and how best to advertize for P&P talent.
- P&P talent *probably* has difficulty finding many of the P&P opportunities if they don't think like the organization's people placing the ads.



There are challenges in advertising and finding P&P opportunities and talents.

Urgo & Associates

Policies & Procedures Consulting Services



URGO

- Provide assessments and strategic advice on P&P programs and resources
- Lead P&P content development projects to simplify complex practices and content
- Teach and mentor in P&P Communication
- Advise P&P product and service providers in the P&P Marketplace on trends and future

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Complimentary consultation (first 3 requests by email)

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