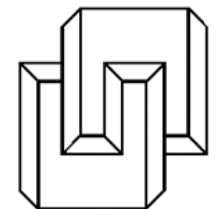


The Policies & Procedures Marketplace – Emerging Trends and Predictions



Raymond E. Urgo
Urgo & Associates

www.urgoconsulting.com



URGO

Purpose of this Webinar

To know what's happening in the P&P marketplace so that you know

- where you are
- where you want to be, and
- what you need to do to get there.



What You Can Expect in Today's Webinar

- Identify the roles, products, services, and more in the P&P marketplace
- Share my insights of trends and predictions on 5 aspects dominating the P&P marketplace
- Two polls for our audience
- Your questions and comments



A special offer at the end!

About Raymond Urgo (Mr. P&P) – Key P&P Contributions and Predictions

Contributions to P&P Discipline

- 1993 – Founded world's largest and longest existing organization of P&P specialists
- 1998 – Developed world's first web-based, continuing education course in P&P Comm.



Past predictions that came true

- 1968 – prediction on international governance
- 2004 – prediction on a P&P-related software

What Is a Marketplace?

The space or situation (actual, virtual, or metaphorical)

- of buying and selling, and/or
- where ideas, opinions, and values are presented, recognized, or exchanged.



Poll of Audience – Roles in P&P Marketplace

Which of the following best describes your role in the P&P Marketplace?

- a) Provider of services or talent for developing or managing P&P function and content; or teaching and advising on P&P
- b) Provider of P&P support products (pre-packaged P&P, software for P&P, courses in P&P, publications on P&P)
- c) Auditor or agency (accreditation or regulatory) involved with or affecting P&P
- d) Buyer, customer, or user of P&P content or P&P support products
- e) Participant in P&P-related associations, conferences, groups, forums, social media, or exchanges
- f) Other, not applicable, don't know

Topics for Trends and Predictions

- Eras of P&P Communication – Major Drivers
- P&P Documentation Practices – Two Leagues
- P&P Talent – Two Leagues
- P&P-Related Software – Two Leagues
- P&P Learning & Development Resources



Eras of P&P Communication – Major Drivers



Era	Principal Drivers for P&P Communication
1920s - 1930s	Productivity and efficiency management
1940s - 1960s	Financial controls, Accounting, and Auditing
1970s - mid-1990s	Computer technology, information systems, and proliferation of software applications
Mid-1990s - pres.	<ul style="list-style-type: none">• Performance, Learning, Knowledge Mgmt.• Governance, Risk, and Compliance (GRC)

P&P Documentation Practices – Two Leagues



Static P&P Content

- Document-based for paper
- Document-centered, subject-oriented, and not interactive
- Pre-packaged P&P content
- Authors write their own P&P led with or without P&P specialist
- Based on 17th century rhetoric, and often on habit, imitation, and ignorance.

Dynamic P&P Content

- Topic-based for multi-media
- User-centered, performance-oriented, and interactive
- Collaborative authoring led by P&P specialist
- Based on multiple research-based disciplines for effective communication

Poll of Audience – P&P Talent (Service Providers – Primary or Secondary?)

Which of the following best describes your role as a P&P Service Provider?

- a) Specializes primarily in the art of communicating and managing P&P (not in the knowledge of a subject, function, or industry)
- b) Specializes primarily in the knowledge of a subject, function, or industry (not in communicating and managing P&P)
- c) Specializes equally in the art of communicating and managing P&P, and in the knowledge of a subject, function, or industry
- d) Other, not applicable, don't know

P&P Talent – Two Leagues

(Is P&P Talent Primary, Secondary, or Non-Existent?)

P&P Is Primary Expertise P&P Knowledge & Skill



- Believes a good P&P specialist can communicate any subject
- Believes better to be naïve on subject to be objective
- May be or become a specialist in a subject matter
- May cross-pollinate value among subject specialties
- May get the re-dos of poor P&P documentation by SME

P&P Is 2nd- or Non-Existent SME Knowledge & Skill

- Believes anyone can communicate P&P if they know subject matter
- SME may
 - be too close to subject
 - give more info than needed,
 - assume others know what SME knows
- Buyer may be more comfortable with SME if in same specialty
- Buyer may be paying too much for an SME performing P&P as a non-expert

P&P-Related Software – Two Leagues

Component-Content Authoring Software



P&P Document Management Software

- Designed for creating online help in software applications
 - Emerged out of advanced needs for communicating technical information competitively to users.
 - Suited for developing, managing, and publishing components of content (including P&P) via different media
- Designed for managing P&P documents
 - Emerged out of need for demonstrating compliance
 - Suited for managing workflow of P&P document reviews and approvals, and for tracking distribution, attestation, and version control.

P&P Learning & Development Resources

Trend

- P&P discipline compared to Technical Communication
- Education in P&P or related writing
- Corporate training in P&P
- Books on P&P
- Newsletters, blogs, forums on P&P

Biggest problem and consequences

- Over focused on the wrong concerns
- Bad reputation

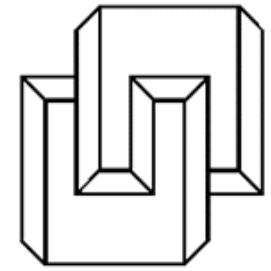
Prediction

- Ebb and flow will continue
- Always will be a need for star-performing P&P professional services



Urgo & Associates

Policies & Procedures Consulting Services



URGO

- Provide assessments and strategic advice on P&P programs, resources, and talent
- Lead P&P content development projects to simplify complex practices and content
- Advise and coach individuals on professional and career development
- Advise P&P product and service providers in the P&P Marketplace on trends and future

Urgo & Associates

P&P Resources and Special Offer



Free P&P resources at www.urgoconsulting.com

- Articles, book reviews, white papers, presentations
- Award-winning e-newsletter
The Policies & Procedures Authority



Special offer !

Complimentary consultation (first 3 requests by email)

Contact information

Raymond Urgo
Urgo & Associates

rurgo@urgoconsulting
www.urgoconsulting.com
323-851-6600