

KB Comm Project Profiles

Providing Ongoing Editorial Desk Services

- Industry** Healthcare Diagnostics Manufacturer
- Problem** Sales and marketing collateral produced for different product lines varied considerably in style, structure, and voice, resulting in inconsistent and sometimes confusing presentation of the company's products, services, and brand to the marketplace.
- Solution** Established an Editorial Desk service through which all the global enterprise's sales and marketing collateral is routed prior to publication. Documents are reviewed and edited for consistency in style, structure, voice, and compliance with corporate publishing standards, as well as for grammar, spelling, and punctuation. The service is designed for high-volume throughput, with typical turnaround times from one to two business days after receipt of material.

Developing and Delivering Personalized Microsoft Office® Training

- Industry** Real Estate
- Problem** Client needed to self-produce sales and marketing collateral and web sites using Microsoft Office® applications but lacked the skills to do so.
- Solution** Authoring, editing, and formatting tasks were identified, analyzed, and prioritized. Personalized, hands-on training was developed to address the specific tasks and MS Office applications required to produce the desired materials. Training was delivered using the client's hardware and software in a one-on-one, live setting.

Reducing Manual Data Entry in Microsoft Excel® Spreadsheet

- Industry** Pharmaceutical Manufacturer
- Problem** Extensive and unstructured manual data entry was required to populate an Excel workbook, resulting in reduced productivity and inconsistent presentation of information.
- Solution** A data entry form and supporting macros were developed to provide a fast, structured, and consistent way for team members to enter data into the Excel spreadsheets of the workbook. The result was faster, more accurate data entry and consistent presentation of information in the populated spreadsheets.

Developing and Delivering Customized Microsoft Word® 2007 Training

- Industry** Pharmaceutical Manufacturer
- Problem** Staff members were struggling to author, edit, and format documents after an upgrade from MS Word 2000 to Word 2007. Existing “off-the-shelf” training did not address the unique requirements and tasks of this very specialized documentation environment.
- Solution** Document authoring, editing, and formatting tasks were identified, analyzed, and prioritized. Instructor-led, customized training was developed to address the most commonly performed and time-critical documentation tasks. The instructional strategy was to translate or map staffers’ existing knowledge and skills using Word 2000 into the Word 2007 environment.
- Training was delivered to small groups of 5-6 learners. Sessions were structured to allow plenty of time for hands-on practice, one-on-one interaction with the instructor, and learner questions.

Simplifying Quality System Documentation

- Industry** Pharmaceutical Device Manufacturer
- Problem** The policies and methods associated with the Quality Manual were difficult to understand and use, partly because too many cross-references were included.
- Solution** Policies and related documents were reviewed to identify required information, theoretical and nice-to-know information, and redundant information. A new design for policy documents and easy-to-use templates were developed. The method template included process flow with corresponding steps, responsibilities clearly identified in each step, and only the information relevant to the task at hand.
- Three components of the quality system were revamped as a result of the project: Change Control, Validation, and Sterilization. Over 70 procedures were rewritten. The amount of content in the documents was minimized by reorganizing information, eliminating redundancy, and capturing valuable information not essential to a procedure in a separate guidance document.

Streamlining Office Workflow

- Industry** Veterinary Clinic
- Problem** The four-doctor practice moved to a larger facility and doubled their staff. Essential procedures were not documented, and there was concern that office workflow would be compromised by the newer, less-experienced staff.
- Solution** A series of interviews was conducted and the staff was observed performing tasks during peak hours. Findings were documented and recommendations for improving and streamlining critical procedures were developed and communicated.

Coordinating Translation of Technical Documentation

- Industry** Device Manufacturer
- Problem** The existing User Manual needed to be translated from American English to seven languages.
- Solution** The User Manual was rewritten using controlled vocabulary to facilitate translation. Descriptions and procedures were reworked to make them clear, usable, and useful; reduce sentence and paragraph length; and implement consistent use of terminology. A Glossary of terms to be translated was created. Translation firms were identified and RFQs prepared and disseminated.

Creating User Instructions for Employment Web Site

- Industry** High-Tech Manufacturer
- Problem** HR purchased and implemented a new, web-based application for identifying job opportunities and applying for positions. The employment web site proved to be confusing and difficult to use by potential candidates.
- Solution** Developed task-based instructions for using the employment web site to identify job opportunities and apply for open positions. Deployed the instructions as pdf files accessible through a link on the web site.

Creating Role-Based Change Management Training

Industry	Pharmaceutical Device Manufacturer
Problem	The Change Management process was complex and difficult to understand and execute. Online training was developed but proved to be overwhelming and inadequate.
Solution	Designed and developed instructor-led, classroom training to be facilitated by subject matter experts at each plant location. Facilitator guides were fully scripted, so personnel with no experience delivering training could serve as facilitators. Training curricula were role-based and task-oriented, so learners were presented only with information required for the tasks they needed to perform. Training modules included numerous hands-on exercises derived from common change management scenarios, so learners were able to practice performing change management tasks in the context of actual situations they encountered in the workplace.