Mastering Successful
Policies and **Procedures**™

an official Information Mapping® course

Mastering Successful Policies and Procedures™

Overview

Introduction

Mastering Successful Policies and Procedures™ is a two day course existing of two modules:

- Information Mapping® Foundation™, and
- Mastering Successful Policies and Procedures™.

At the end of the course, you will know everything you need to know to take the Information Mapping® Professional™ Exam and be certified as an Information Mapping® Professional™ (IMP).

Who should attend?

Mastering Successful Policies and Procedures ™ is appropriate for anyone who needs to write

- policies, directives, and protocols
- procedures and work instructions
- process information, or
- compliance documentation.

Professionals in different industries like Technology, Consumer Goods, Oil and Gas, Finance, Telecommunications and many other areas have benefited from this course.

Contents

This section contains the following topics:

Module 1: Information Mapping® Foundation™

About this module
Information Mapping® Foundation™ is a one day module. It will equip you with the essential basic skills to write clear, concise content so that your readers can quickly and easily find and understand the information they need. It is the first step to writing better business documents, web content and complex reference material.

What you will learn
The Information Mapping® Foundation™ module covers

- reader and writer challenges
- the Research-Based Principles
- the units of information
- the Information Types, and
- FS Pro.

How you will benefit
Information Mapping® Foundation™ helps you and your organization to

- increase productivity
- reduce errors and risks
- improve customer satisfaction, and
- reduce questions to supervisors and customer support through clear and easy-to-find information.

Important note
The Information Mapping® Foundation™ module is a prerequisite for all of the official Information Mapping® Master modules.

Module 2: Mastering Successful Policies and Procedures™

About this module

Mastering Successful Policies and Procedures™ is a one day module focusing on techniques for writing easily understood business documents in less time. It will help you to create policies and procedures that are clear, concise, effective, and easy to revise and update.

What you will learn

The Mastering Successful Policies and Procedures™ module covers

- applying a systematic approach that makes writing easy
- getting started quickly, eliminating writer's block, and spending less time writing
- using consistent standards and formats
- organizing information so it is easy to find and use
- presenting the right level of detail for different audiences, and
- writing in a modular format that makes it easy to update and reuse information.

How you will benefit

Mastering Successful Policies and Procedures™ helps you and your organization to

- ensure that important documents follow proven best practices and standards
- increase productivity and effectiveness
- comply with regulatory requirements, and
- pass audits quickly and efficiently.

Prerequisite

Participants must have successfully completed the Information Mapping® Foundation™ module to attend this module.

Course Outline and Materials

Outline
The table below describes the course outline.

DAY 1

Stage	Description
1	Introduction • What is Information Mapping®? • Content and goals of the method • Background and history
2	The six Research-Based Principles • What are the principles? • How to use them
3	The new units of information • Blocks • Maps
4	The six Information Types • What are the information types? • How to recognize the information types
5	FS Pro: Features and functions

DAY 2

Stage	Description
1	Information Mapping® Foundation™ Review • Research-Based Principles • Blocks and Maps • Information Types
2	The Analyze Task • Purpose and response analysis • Audience analysis • Topic list
3	The Organize Task: How to organize topics into Maps and Blocks
4	The Present Task • Presentation Modes for every Information Type • Context-setting information • How to edit the document

Materials   The training materials include

- two comprehensive participant handbooks and handy quick reference cards
- interactive, hands-on exercises, and
- FS Pro, a software tool to help you quickly apply your new writing skills on the job.

The Information Mapping® Professional™ (IMP) Certification Program

About IMP An Information Mapping® Professional™ is an individual who has demonstrated mastery of the fundamental principles and concepts of the Information Mapping® method. This expertise in applying the Method benefits both the individual and those who receive his business or technical communications.

Who should apply? Anyone who has completed an Information Mapping® course is eligible to apply for the IMP Certification Program.

Note: The IMP Certification Program is included in all Information Mapping® classroom trainings.

Benefits As an Information Mapping® Professional™, you receive the following benefits:

- Information Mapping® Professional™ certificate. This formal acknowledgement of your mastery of the Information Mapping® skill set is a valuable enhancement to your professional credentials.
- Free access to two webinars per year that are specifically designed for IMP's. These sessions will help you hone your skills and stay current on the latest applications of the method.
- Invitations to provide input on the FS Pro authoring tool, including your "wish list" of new requirements. You will also be invited to join the beta program for new versions of the software.

Important note The IMP Certification Program is a certification of individual achievement. As such, it is not intended for consultants who wish to provide Information Mapping® services to their customers, and does not serve as authorization for them to do so.