Fabrizia Poli

PhD in Science

Research scientist for 5 years

Technical writer for 3 years (Docaret)
- Technology companies
- Documentation for engineers and technicians
- Instructions manuals
- Training material
Intra-organizational communication without barriers:

a case study of a technical communications team within a large organization

Fabrizia Poli
Introduction of the company and the TechComm team

Description of the collaborations between the TechComm and other partners

Methods to break down/prevent barriers

Conclusions
- Technology company in energy
- Over 100 engineering and technology centers
- Over 100,000 people
- Over 100 nationalities
- ~ 80 countries
Communication Functions

**Media relations**
- Social media
- Corporate website & communication (press releases, advertising ...)

**Marketing campaigns**
- Online marketing
- Trade shows
- Advertising animations
- Public website
- Brochures, posters etc.

**Corporate**

**Marketing**

**Technical**
- Operations support & Technical documentation
  - User’s manuals
  - Knowledge and information management
  - Information technology

**Technology**
- Articles on tech innovation and history
  - Semi-annually
  - Open access
~ 100 TechComm specialists
TechComm Team

Doc Manager

- Lead specialist
  - Sustaining projects
  - Existing products
  - Content re-use

- Lead specialist
  - Client-specific projects
  - Existing products
  - Content re-use
  - Tight deadlines

- Lead specialist
  - Engineering projects
  - Long development phases

Technical writers
TechComm Collaborations

Product developers

TechWriter

Client/product support

Client/End User

Manufacturing

Information Technology

Marketing
TechComm & Product Development

Content creation

Content editing

Publication

Information collected

Content review

Collaboration
- Collaborative efforts
- Main information source

Communication
- Two-ways
- Direct
- Face-to-face
- Computer-aided
TechComm & Client Support

1. **Develop**
   - Matter expert reviewer

2. **Review**
   - Manuals on client support page

3. **Approval**
   - Informed about serious problems/risks

4. **Publication**

5. **Amendment**

**Collaboration**
- Intermittent

**Communication**
- One-/Two-ways
- Direct /indirect
- Face-to-face
- Computer-aided
TechComm & Client

Develop → Review → Approval → Publication → Amendment

Field test

Feedbacks

Collaboration
Intermittent

Communication
One-/Two-ways
Direct /indirect

Computer-aided
Per year: ~70,000 users, ~10 Million views, 120,000 tickets
Barriers

- Time
- Knowledge background
- Communication skills
- Language (spoken, technical glossary)
- Distance (geographical, time zone, cultural, scopes)

How do we break these barriers? Can we prevent these barriers?
Breaking down Barriers – Writer skills

- Time
- Knowledge background
- Communication skills
- Language
- Distance
Breaking down Barriers – interpersonal skill

- Adaptable
- Curiosity
- Communication skills
- Distance
- Language
- Knowledge background
- Project plan
- Time
Breaking down Barriers - Adaptability

- Time
- Knowledge background
- Communication skills

- Language
- Distance
Breaking down Barriers - Planning

- Time
- Knowledge background
- Communication skills
- Language
- Distance

Engineering collaborative and involved

- Adaptability
- Curiosity
- Interpersonal skills
- Planning
Breaking down Barriers - Curiosity

Engineer collaborative and involved

- Time
- Knowledge background
- Communication skills
- Language
- Distance
Engineer willing to share/work

- Curiosity
- Interpersonal skills
- Adaptability
- Project plan

Is it enough?

- Time
- Knowledge background
- Communication skills
- Language
- Distance
Breaking down Barriers – Databases shearing

End user’s best practice, Share knowledge, Alerts

- Client support
- Engineer
- TechComm

- Drawings
- Specifications
- Manufacturer manual
- Testing procedures, etc

- Project Plan
- Topic Map
- Review record

- Time
- Knowledge background
- Communication skills
- Language
- Distance
Breaking down Barriers – Communication channels

- Telephone calls
- Emails
- Software calendar
- Instant messages
- Video Conferencing

Is it enough?

- Time
- Knowledge background
- Communication skills
- Language
- Distance
Breaking down Barriers – Information Management

Documentation life cycle
Development, fields, review...

Responsibilities
Author, reviewer, approver

Formal review
Feedbacks of all reviewer are recorded

Timeline
Controlled timeline

Building an effective collaboration at all levels

TechComm processes known to all parties

- Time
- Knowledge background
- Communication skills
- Language
- Distance
Summarizing Knowledge sharing

Managerial philosophy
Work to prevent barriers (well-established process, upward communication)

Company values
Knowledge sharing
Team work
Openness

ThechWriter
Personal / technical skills

Communication framework
Communication channels (e-mails, messaging, etc.)
Knowledge sharing
(Database access, community of knowledge)
My team leads Docaret & All of you for the attention
Custom Content Management System

- DITA map and topics
- Content re-use
- Single-Source
- Multi-channel publishing (Web help, multi-pdf, pdf)

Arbotext

Illustrator, Photoshop

Product/Client support online page