



arm

# Who's on First?

TCUK 2018

De Vere Stavertin Estate  
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# Who's on First?

Abbott & Costello "Who's On First". *YouTube* (recorded at the Hollywood Canteen).

**\*\*\*Video deleted due to large file size. Link below:\*\*\***

<https://www.youtube.com/watch?v=bpxkyTc9Z38>



WHY

BECAUSE

WHAT

I DON'T  
KNOW

WHO

TOMORROW

TODAY

# Agenda

**Internal vs. External Customers**

**Techniques for Working with Internal Customers**

**Researching External Customers**

**Tracking Data and Improving Documentation**

# Internal vs. External Customers

## Technical Communications

### Design Centers



### External Customer

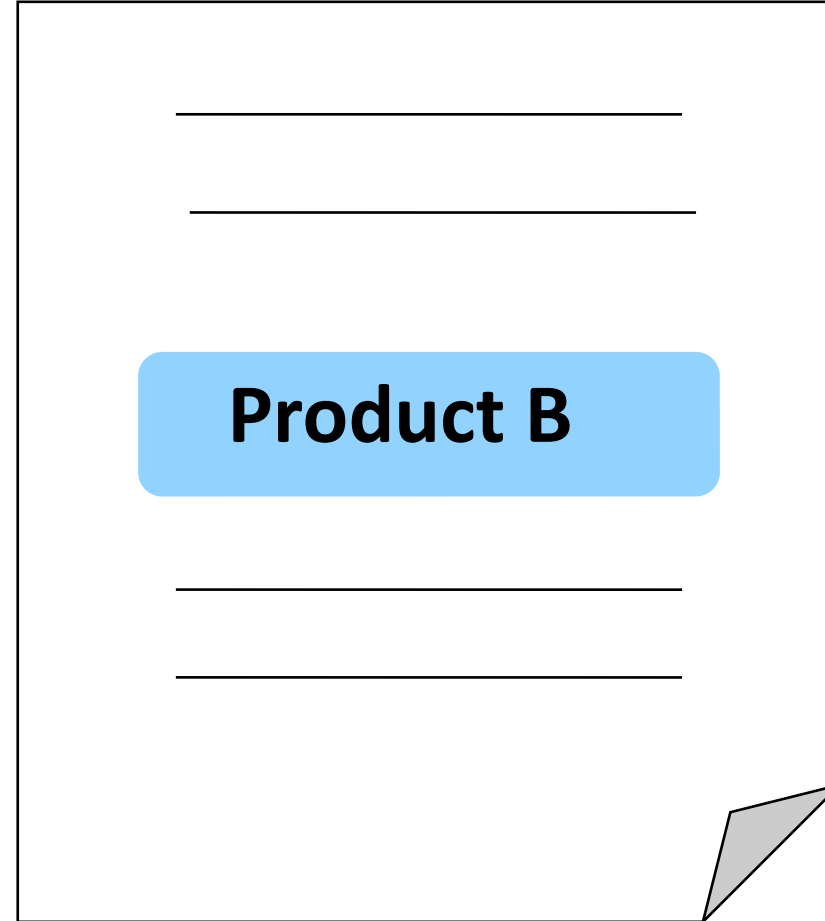
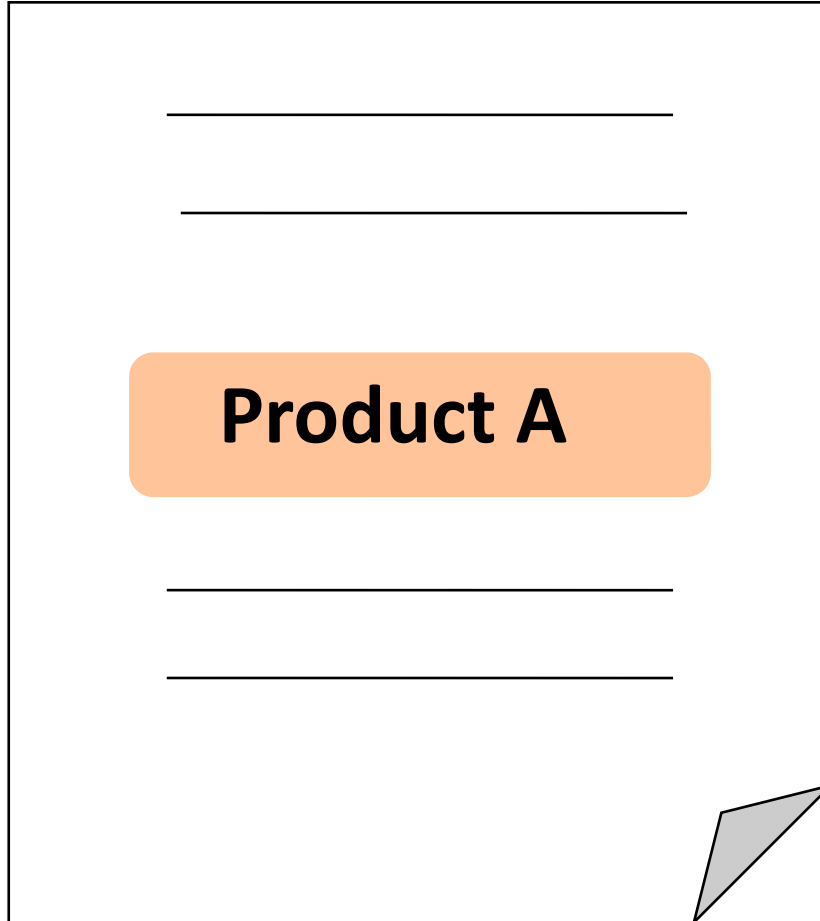


# Techniques for Working with Internal Customers

- Project kick-off presentations

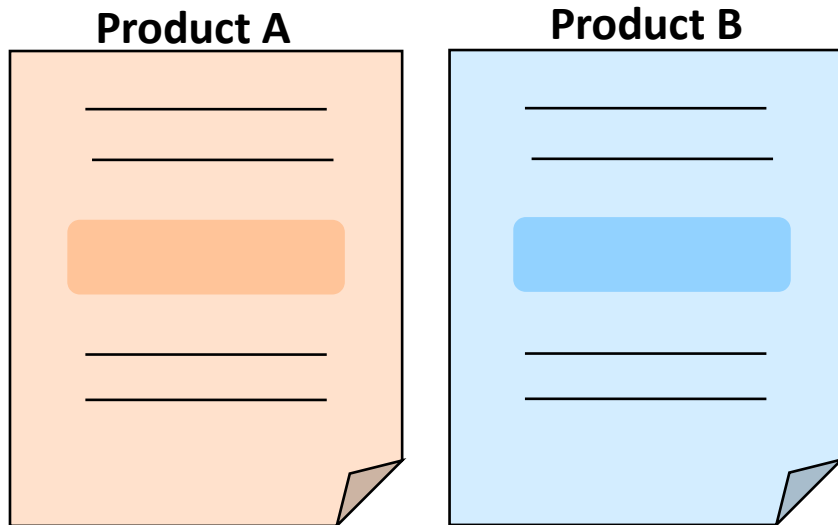


# Tech Comms Reuse Techniques

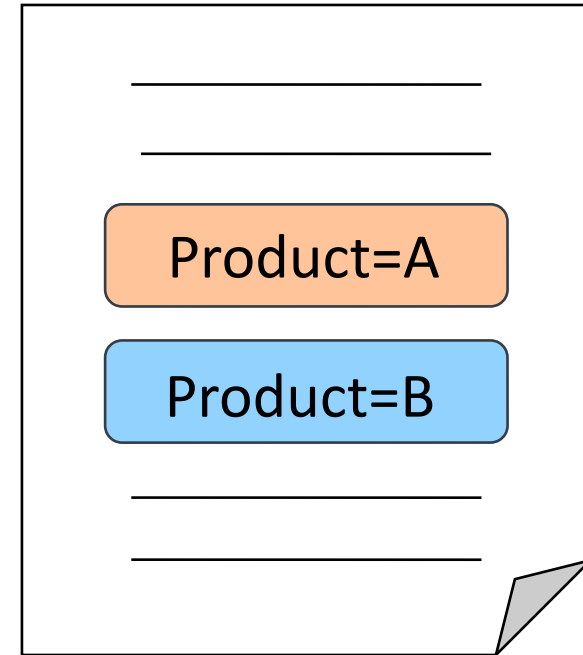


# Tech Comms Reuse Techniques

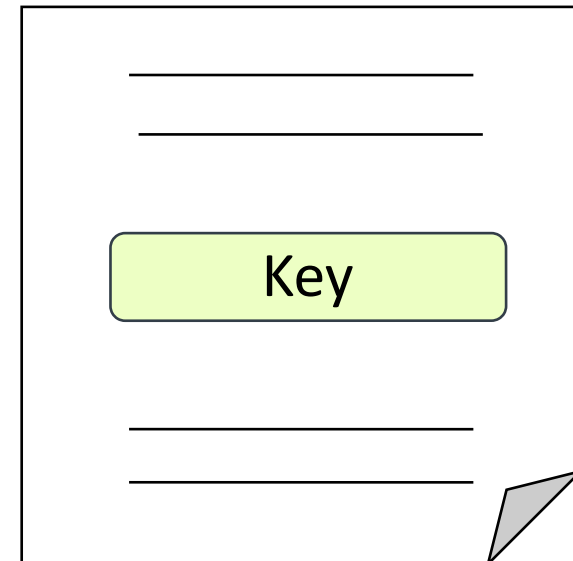
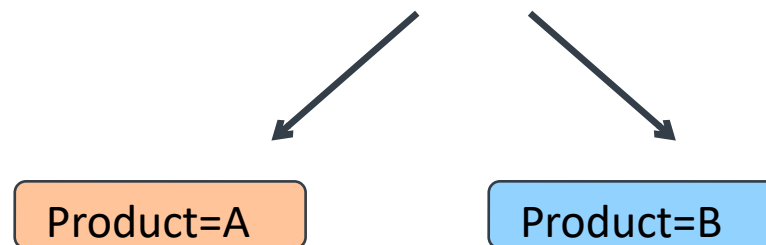
## 1. Clone



## 2. Profile



## 3. Key



# How do we do PDF reviewing?

## Adobe Reader/Pro

Editing Tools

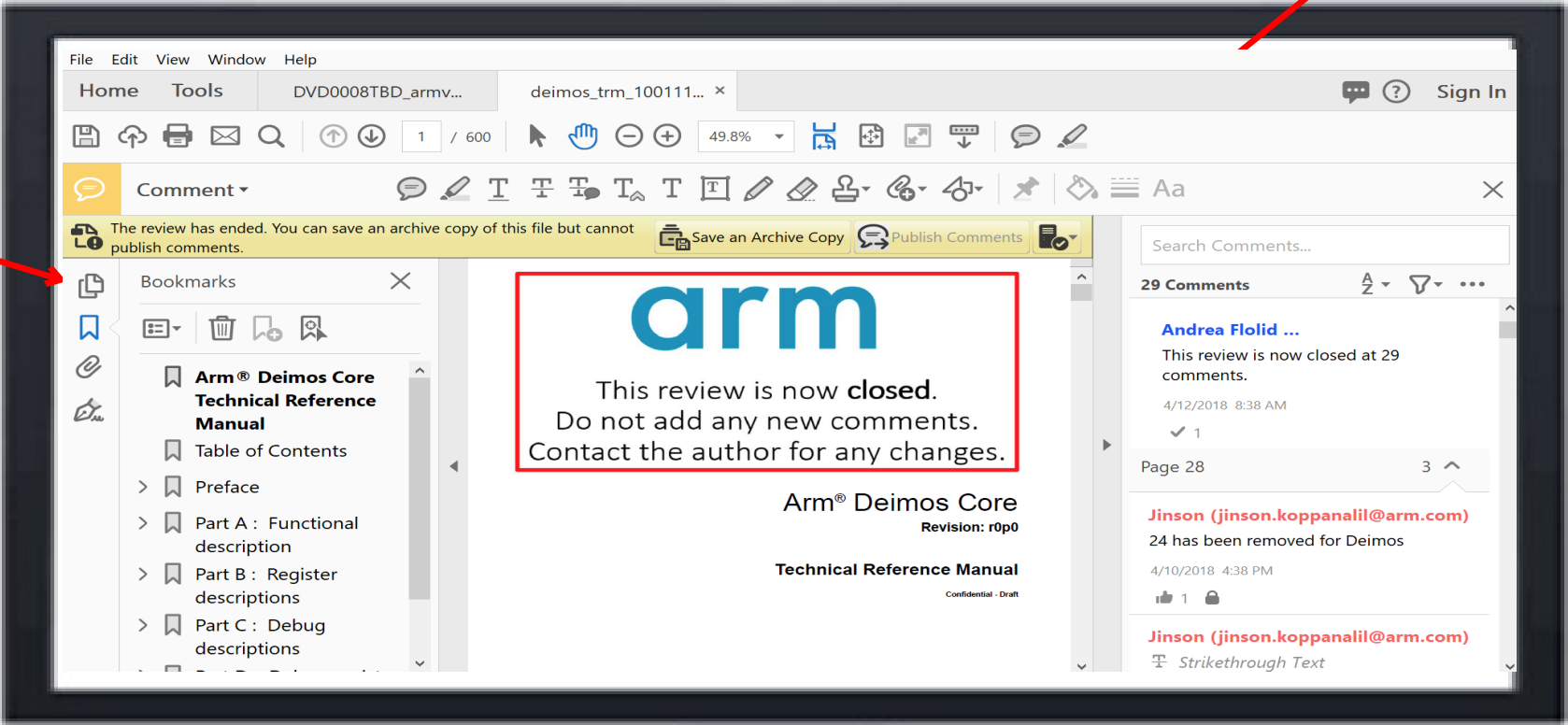


Table of Contents

Comments

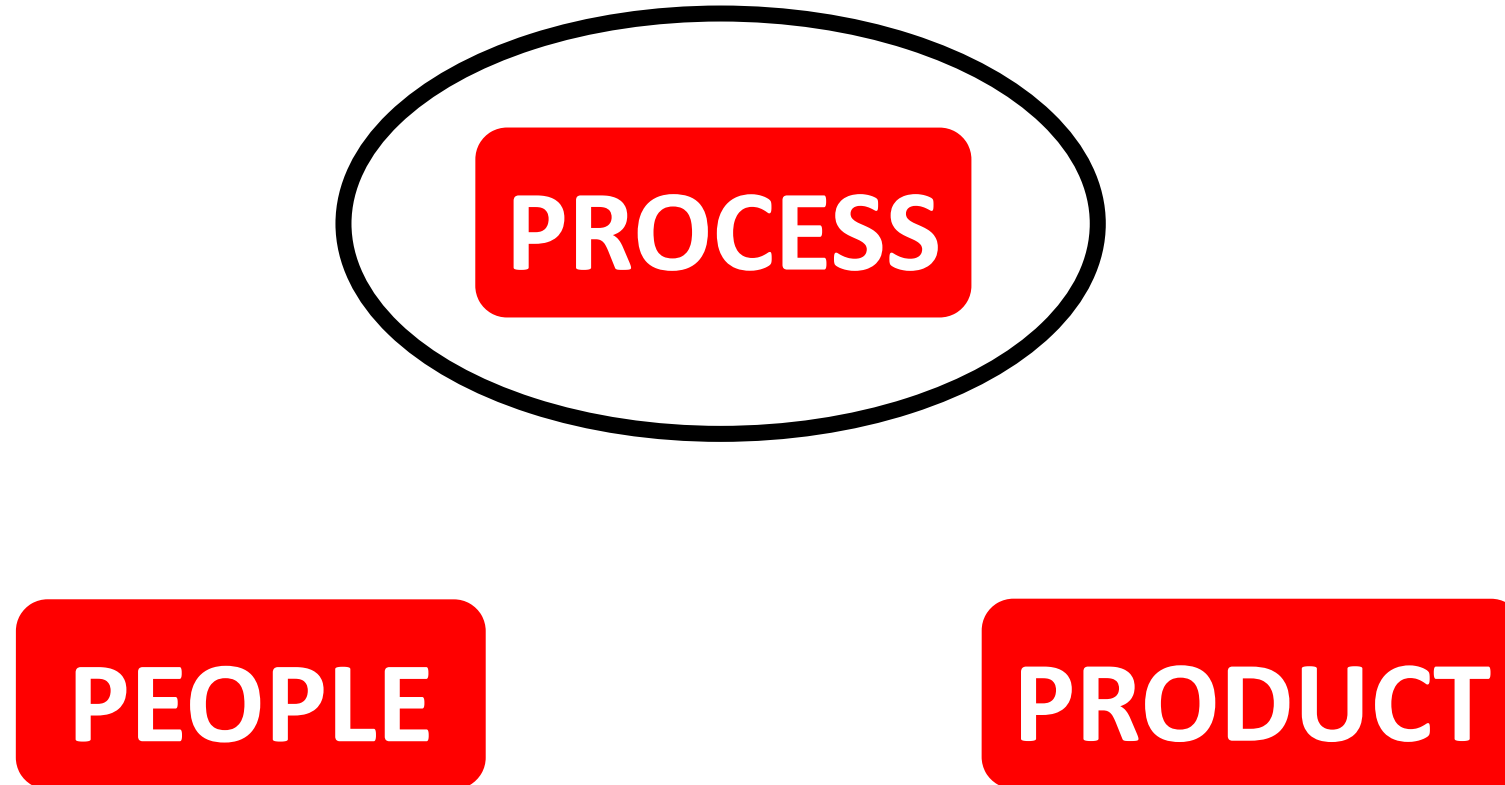


# Techniques for Working with Internal Customers

- Project kick-off presentations
- Writing workshops/classes
- Communication: Specifically summary emails
- Technical Training
- Process: Dynamic (Remember the outfield—why/because?)

# The Keys to Success

According to Marcus Lemonis, from *The Profit* on 



# Techniques for Working with Internal Customers

- Project kick-off presentations
- Writing workshops/classes
- Communication: Specifically summary emails
- Technical Training
- Process: Dynamic (Remember the outfield—why/because?)
- Forms (Office 365)

# Researching External Customers

- Empathy mapping
- Interviewing customer-facing colleagues
- Talking to customers directly (*when possible*)
- Feedback forms
- Participating in *Out of Box Testing* (OoBT)

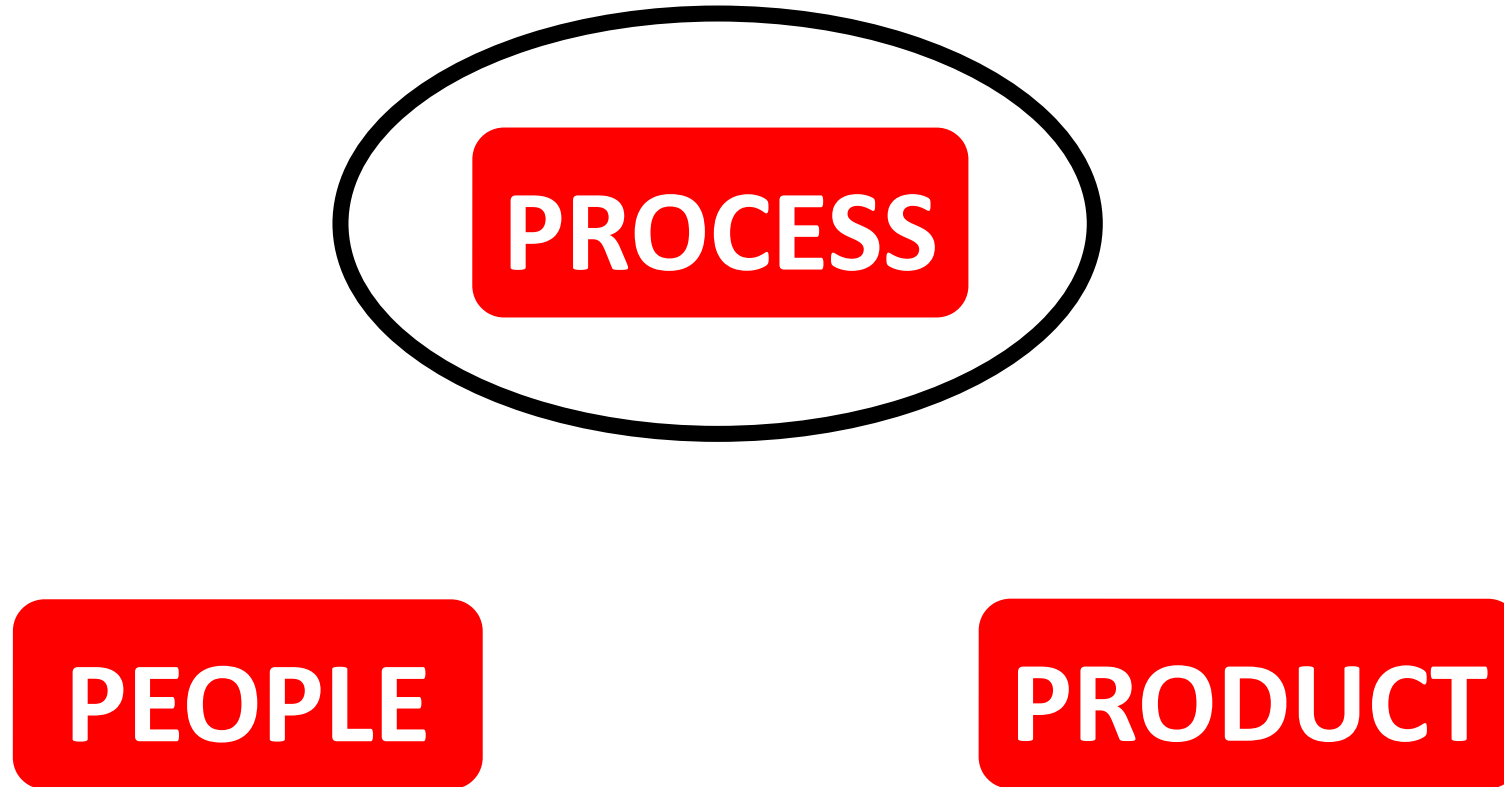
## Tracking Data and Improving Documentation

- Confluence: Store the data/collaborate
- JIRA: Assign tasks
  - Innovate: Put the change into action!
  - Consider alternate delivery platforms



# Conclusion

# Key Takeaway



**I DON'T GIVE A DARN**

**WHY**

**BECAUSE**

**I DON'T  
KNOW**

**WHAT**

**WHO**

**TOMORROW**

**TODAY**



Thank You

Danke

Merci

谢谢

ありがとう

Gracias

Kiitos

감사합니다

धन्यवाद

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