



TCUK 2014

How does our profession attract more talent?

Bryan Iade



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How does our profession attract
more talent?
(or can it even?)

Bryan Iade

What we'll do today

- A bit about me
- My view of the authoring world
- What can be done to attract more talent – discuss!
- This is NOT about the ISTC, what it currently does and how many members it has!

A bit about me

- I am NOT a writer!
- Started career as an Engineer
- Previously been a: Product Manager, Project Manager, Technical Manager, eCommerce Dev, Marketing Manager, Business Dev Mgr, Operations Director (now @ 3di Information Solutions Ltd)
- Managed project to re-write the RS 20k page catalogue (2005)
- Have managed 100+ Technical Communication projects...

The 10 Best Jobs for Introverts

by Nicole Fallon, Business News Daily Assistant Editor | September 18, 2013 09:05am ET

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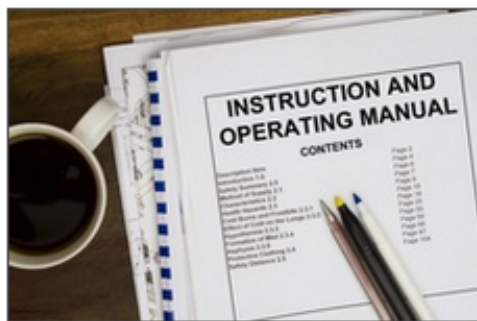
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Credit: Instruction manual [View full size image](#)
image via [Shutterstock](#)

Technical Writer

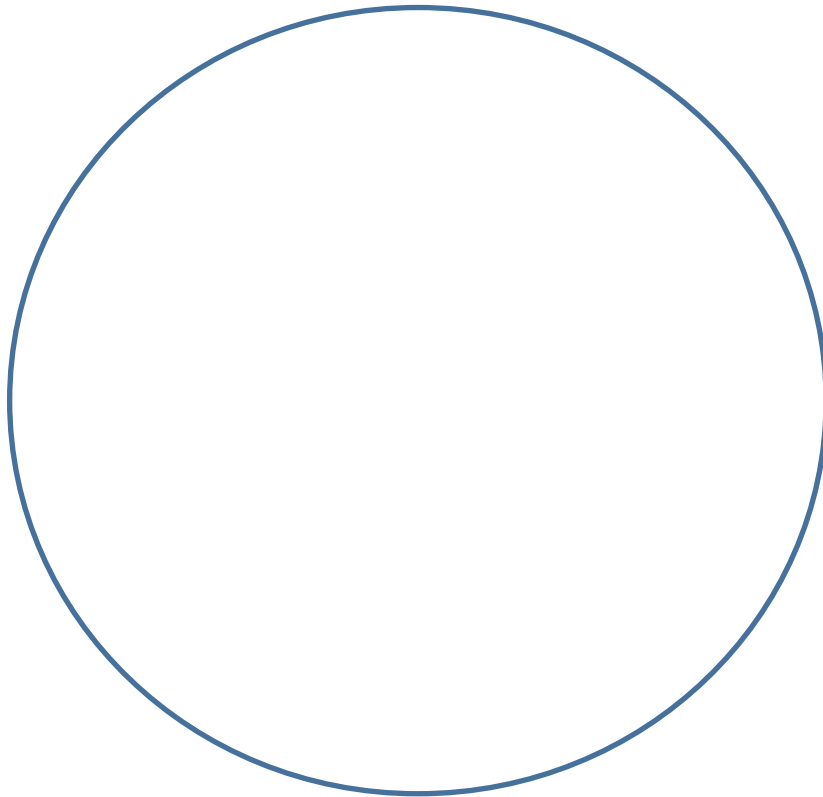
If you have a good understanding of technology and are able to distill complex information into understandable terms, consider becoming a technical writer. This job involves conducting independent research to produce instruction manuals

and supporting documents for products and software. Most work in the computer and engineering industries, but other industries need technical writers as well. [\[Learn more about this job\]](#)

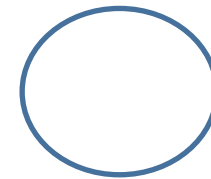
The issue?

- Generally – availability of “good enough” Technical Authors. Our experience, especially more recently, is that roles are very hard to fill across industry.
- My issue - finding both Contract and Permy Authors who are “good enough” to work on 3di projects or exceed client expectations as an employee
- Your issue?

The authoring world (UK)

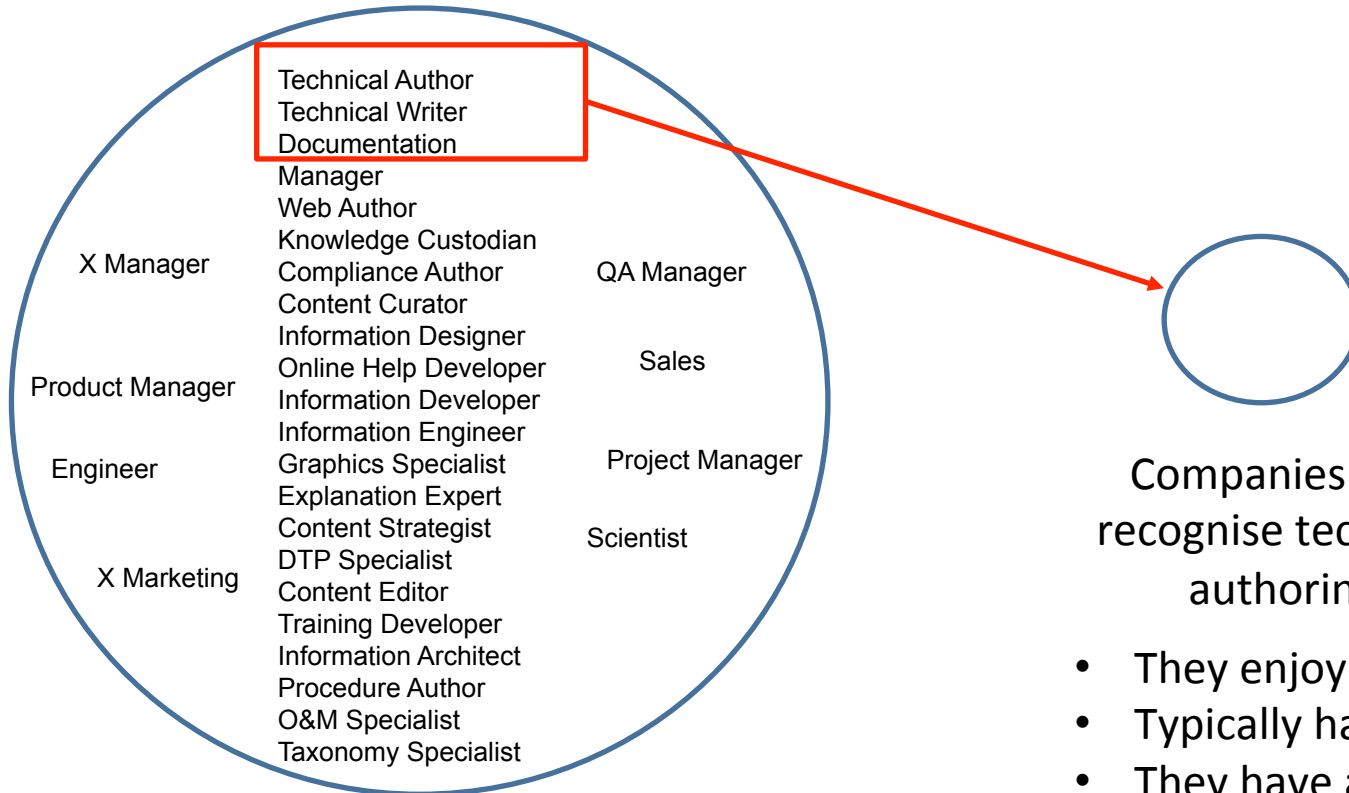


Companies that don't
recognise technical
authoring



Companies that
recognise technical
authoring
(the ISTC bubble is a
small subset)

The authoring world (UK)



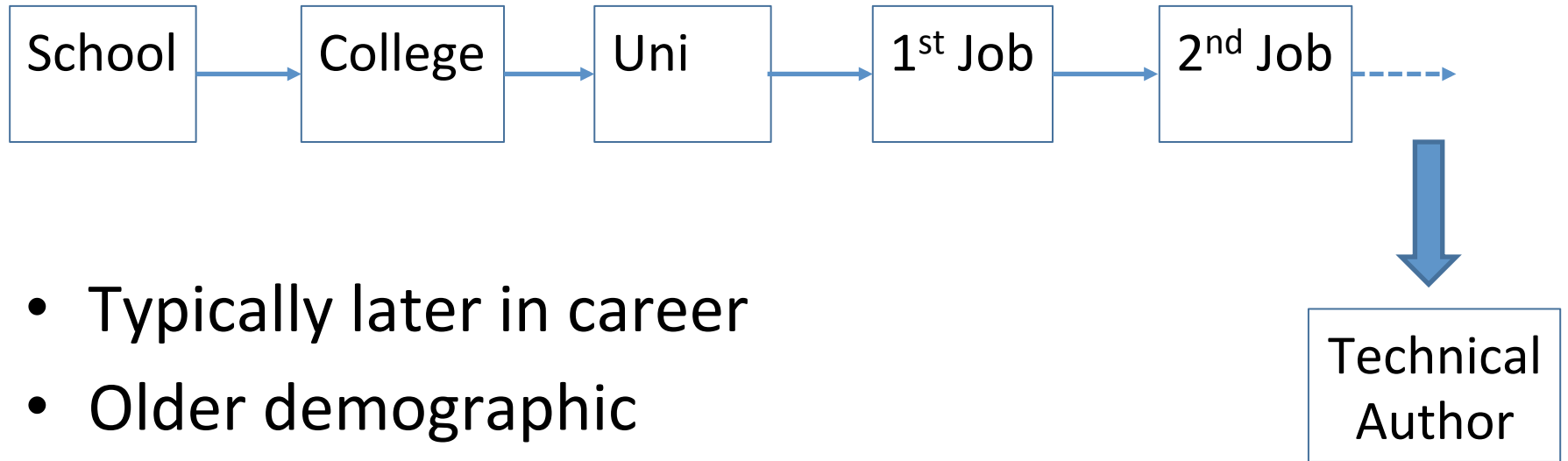
Companies that don't recognise technical authoring.

There is no role(s) or opportunity.

Companies that recognise technical authoring

- They enjoy it
- Typically have a passion
- They have an opportunity

When do people choose to be a Technical Author?



- Typically later in career
- Older demographic
- There is very little visibility of the profession until you land in a company that recognises it

What 3di have tried

- Talking (by opportunity) to Universities – there is an interest
 - To share profession information
 - To advertise directly at graduates
- Tapping into the “wider world” of associated job titles
- Presence at local area groups (Science Parks, etc.)
- Awareness of opportunity in Recovery Career Services

“Are we a knitting circle of ageing commentators on the fringes of a modern world?”

Recent post on ISTC discussion group

So?

- What can be done to attract more talent to our profession?
- Is it a dying profession that will eventually be extinct?
- Is it possible to reverse the trend?
- Is it all about the ISTC doing this?
- Have we missed the digital world opportunity?
- Why do we care?
- Does industry care enough?
- Does it matter?!

Discuss!

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www.3di-info.com



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