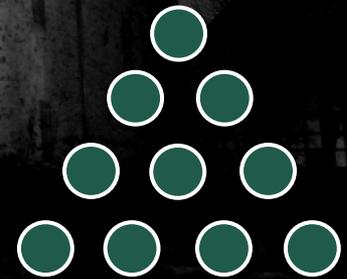


Storming the Castle

How to
Reach
Those Who
Control the
Power and
Purse
Strings



@nozurbina

urbinaconsulting.com

Select Projects



@nozurbina



10 points to help you decide if you're a match with Urbina Consulting:
urbinaconsulting.com/about-you

Me (Noz Urbina)



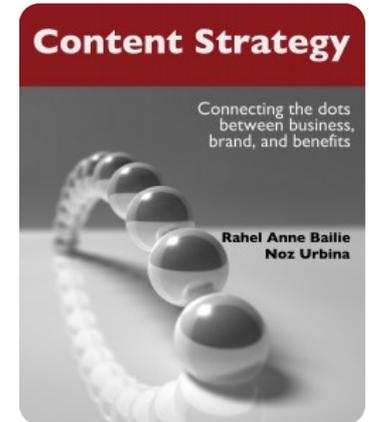
@nozurbina

Newly independent content strategist and trainer, founder of Urbina Consulting

Author

Co-author of “Content Strategy: Connecting the dots between business, brand and benefits” (In stores. Top 5 on Amazon.com)

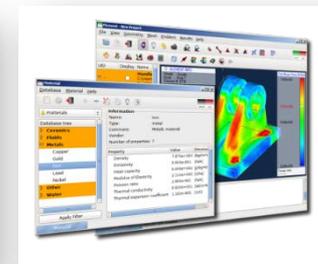
Articles, Blogs (Less Work, More Flow on urbinaconsulting.com)



Congility events chairperson

Congility 2014 18-20 Jun 2014

Translate between manager, user & tech



Congility 2014

18-20 June 2014, Gatwick, UK



2014 theme: “Driving revenue from across the enterprise”

2 conference days, 1 workshop day

- Content strategy and UX
- Structured content and IA
- Digital / Mobile delivery
- Component content management

Register with code “madcap” for 30% GBP off price of entry before April 30th

www.congility.com/2014

First-class international speakers



Jeff Eaton



Kevin Nichols



Michael Priestley



Noz Urbina



Rahel Anne Bailie



Leah Guren



Marli Mesibov



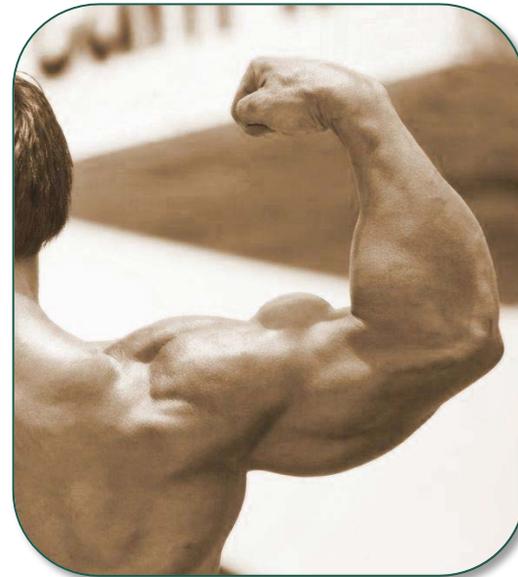
Brought to you by

MEKON
intelligent content solutions

Urbina
Consulting

You

- You have a (great) idea for how to improve something content-related



Our mission

Climb the mountain,
storm the castle

...and get back
with the treasure

@nozurbina

Our mission

1. Doing your research and choosing your team
2. Planning and equipment
3. Climbing
4. Storming the castle
5. Getting back down

What is the treasure?



What is the treasure?

If you're not clear
on what it is that
you want, and why,
you will fail

Doing your research



@nozurbina

Doing your research



@nozurbina

Doing your research

- Validate what you *think* you want
 - Audience
 - Requirements
 - ROI

“It is only one who is thoroughly acquainted with the evils of war that can thoroughly understand the profitable way of carrying it on.”
– Sun Tzu

Doing your research

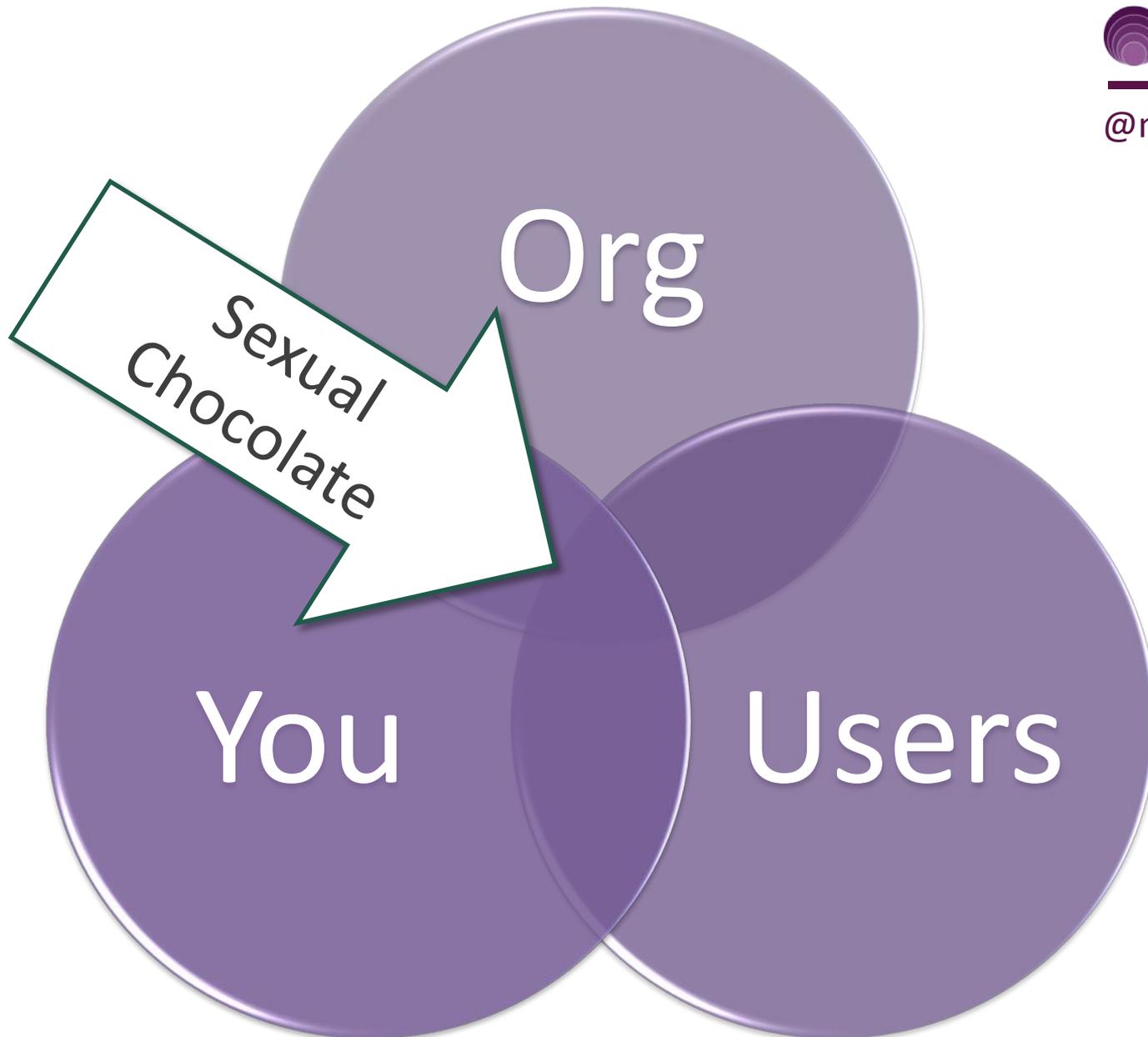
- Find out how you'll know when you have it
 - Success metrics
 - Audit

“The general... whose only thought is to protect his country and do good service... is the jewel of the kingdom.”
– Sun Tzu

Doing your research

- Find out if it's even remotely possible
 - Current corporate climate
 - Other big spends/initiatives

“Bravery without forethought, causes you to fight blindly and desperately like a mad bull.”
– Sun Tzu



Pitfalls

All ideas and
no tech

Not realising
you're pitching

Thinking
people care
about content

bit.ly/notking

Lack of
Metrics

All tech and no
human issues

Choosing your team



Gebirgsjaeger Mittenwald

Choosing your team

Technologist

Presenter

Doer

Strategist

Pitfalls

Know thyself

Dead weight

Too big / too
many cooks

Lack of key
perspectives

Availability

Too dispersed

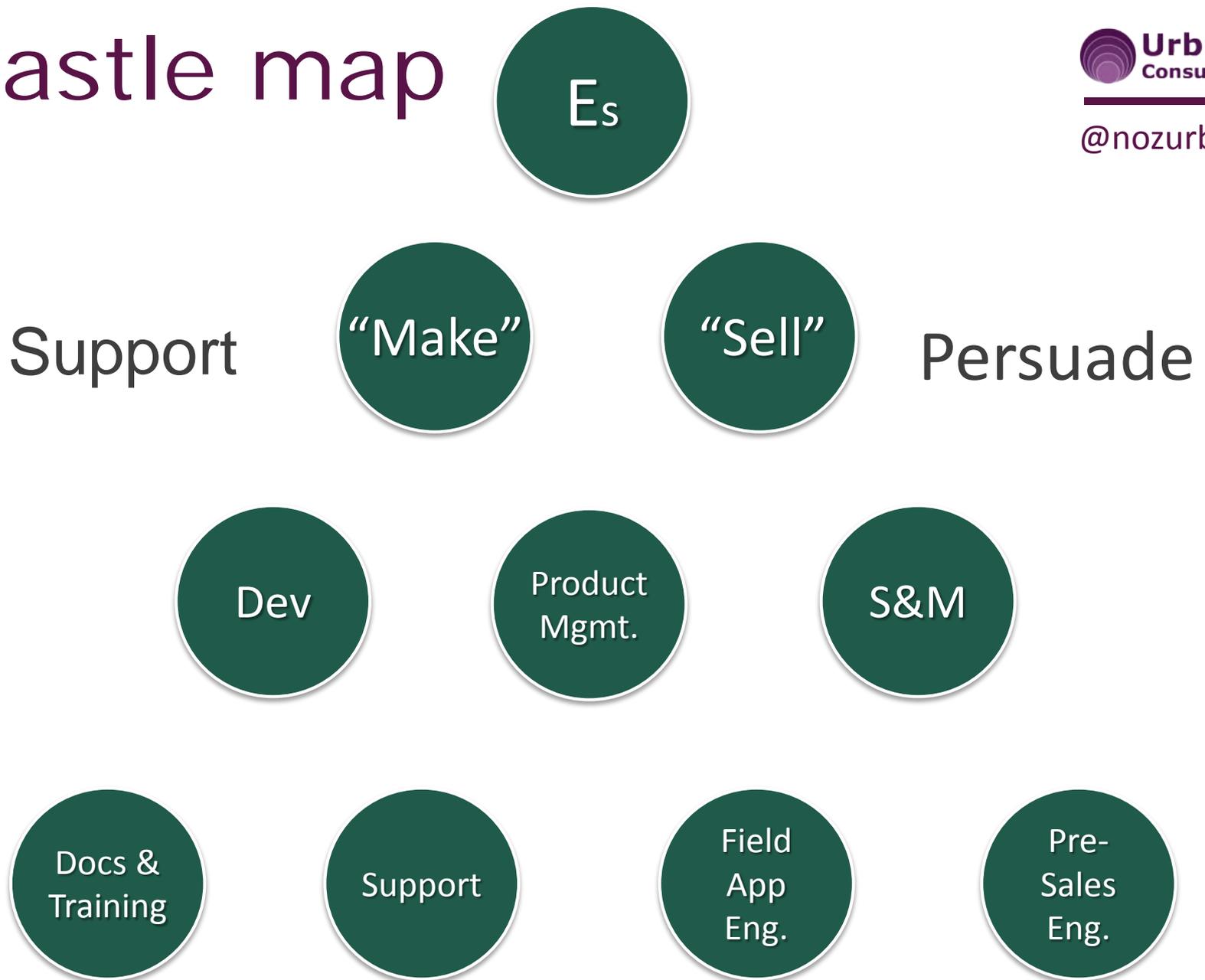
Vision

Planning and equipment



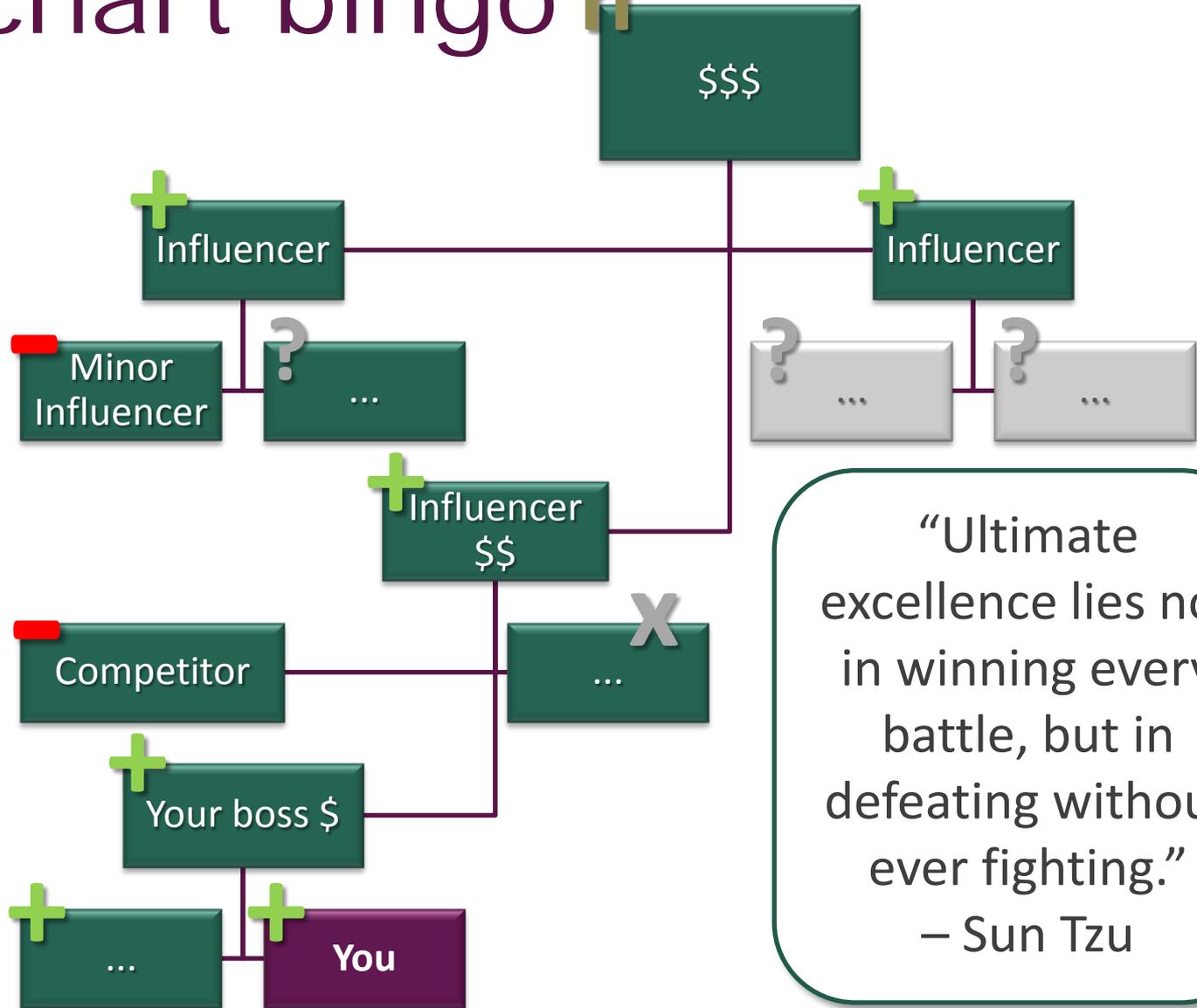
@nozurbina

Castle map



Org chart bingo n

For	+
Against	-
Neutral	n
Undecided	X
Unknown	?
Irrelevant	

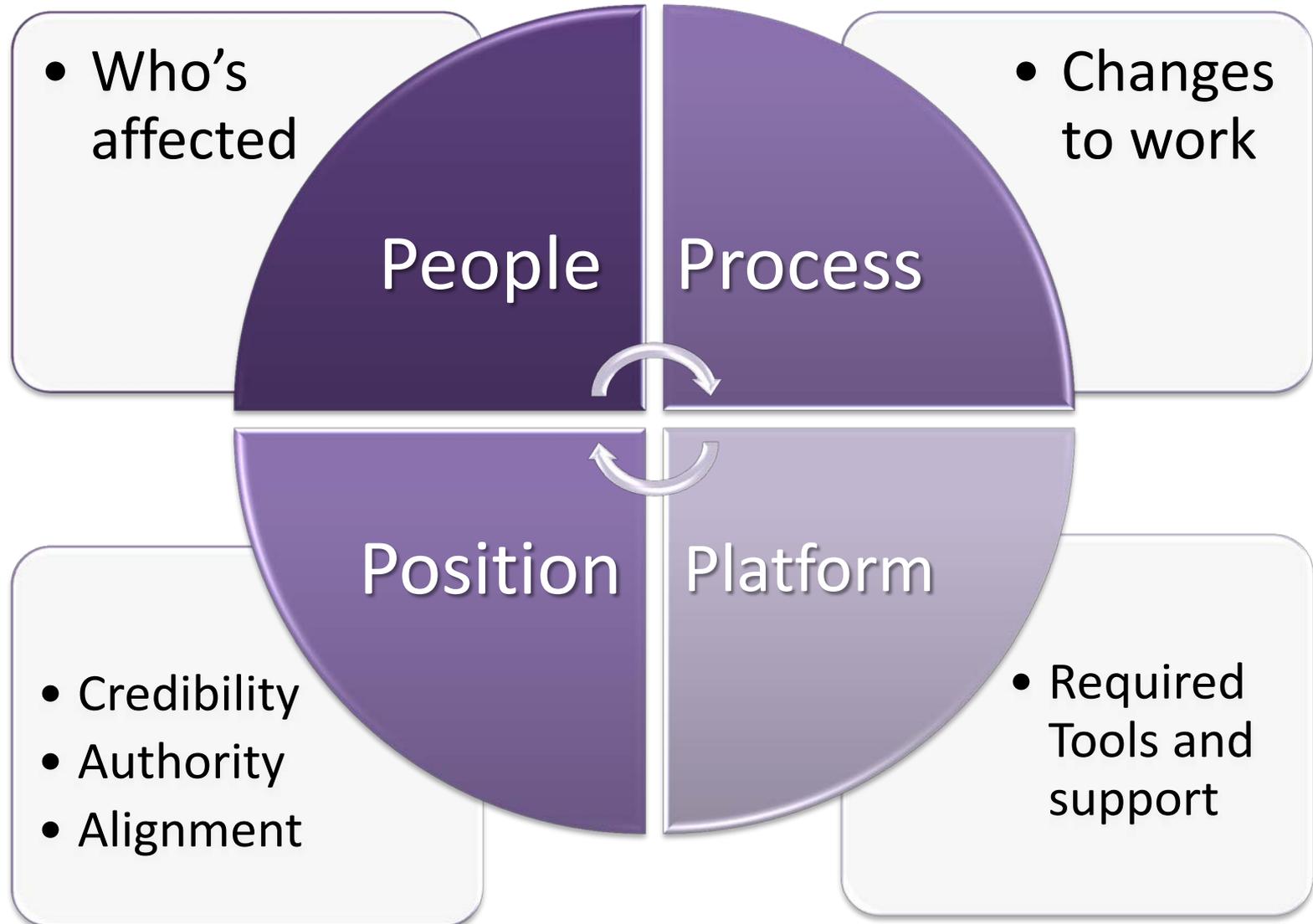


“Ultimate excellence lies not in winning every battle, but in defeating without ever fighting.”
– Sun Tzu

Audience to benefits / needs map



The 4Ps



Pitfalls

Too fast

Scope too big

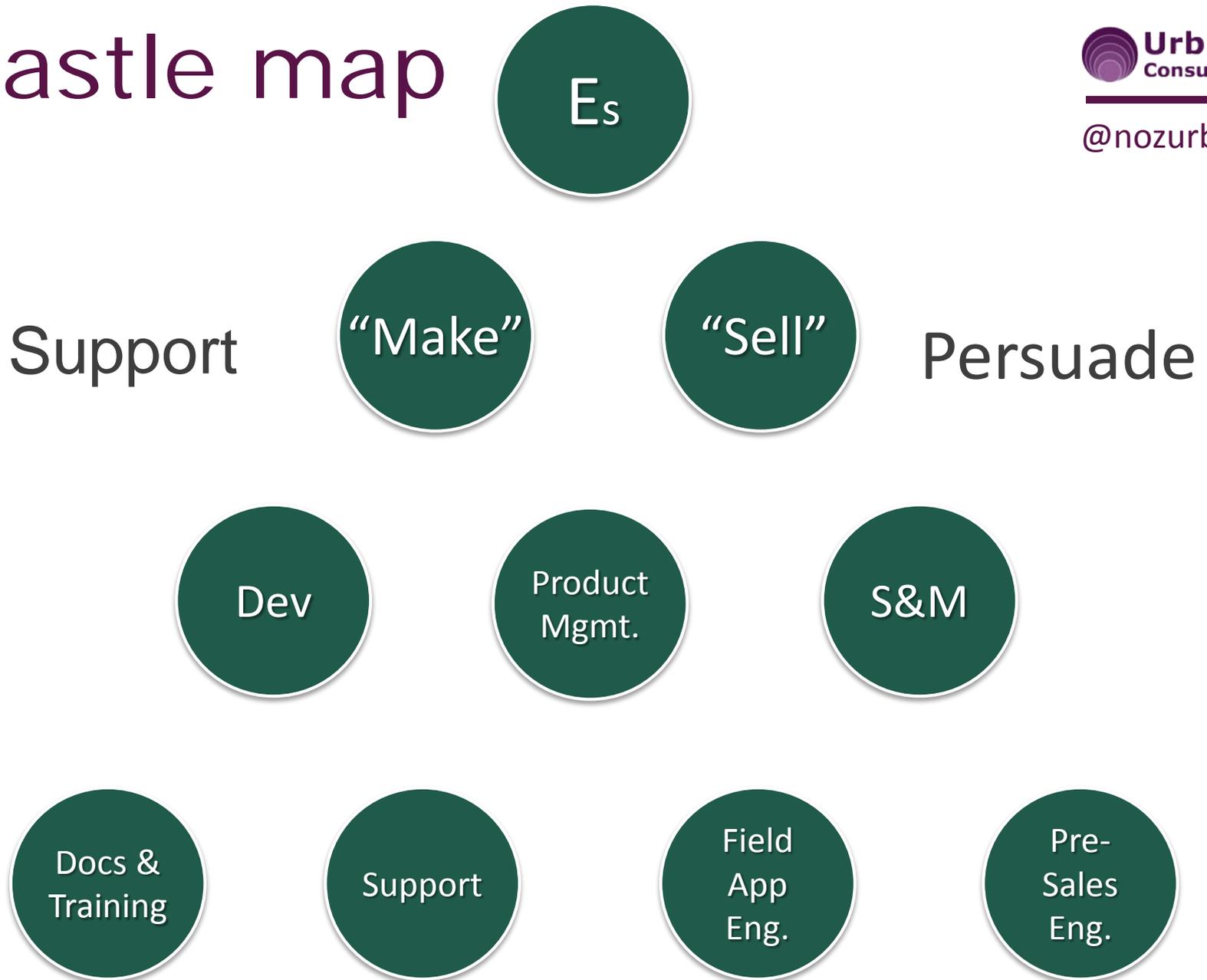
Insufficiently
aligned /
researched

Climbing

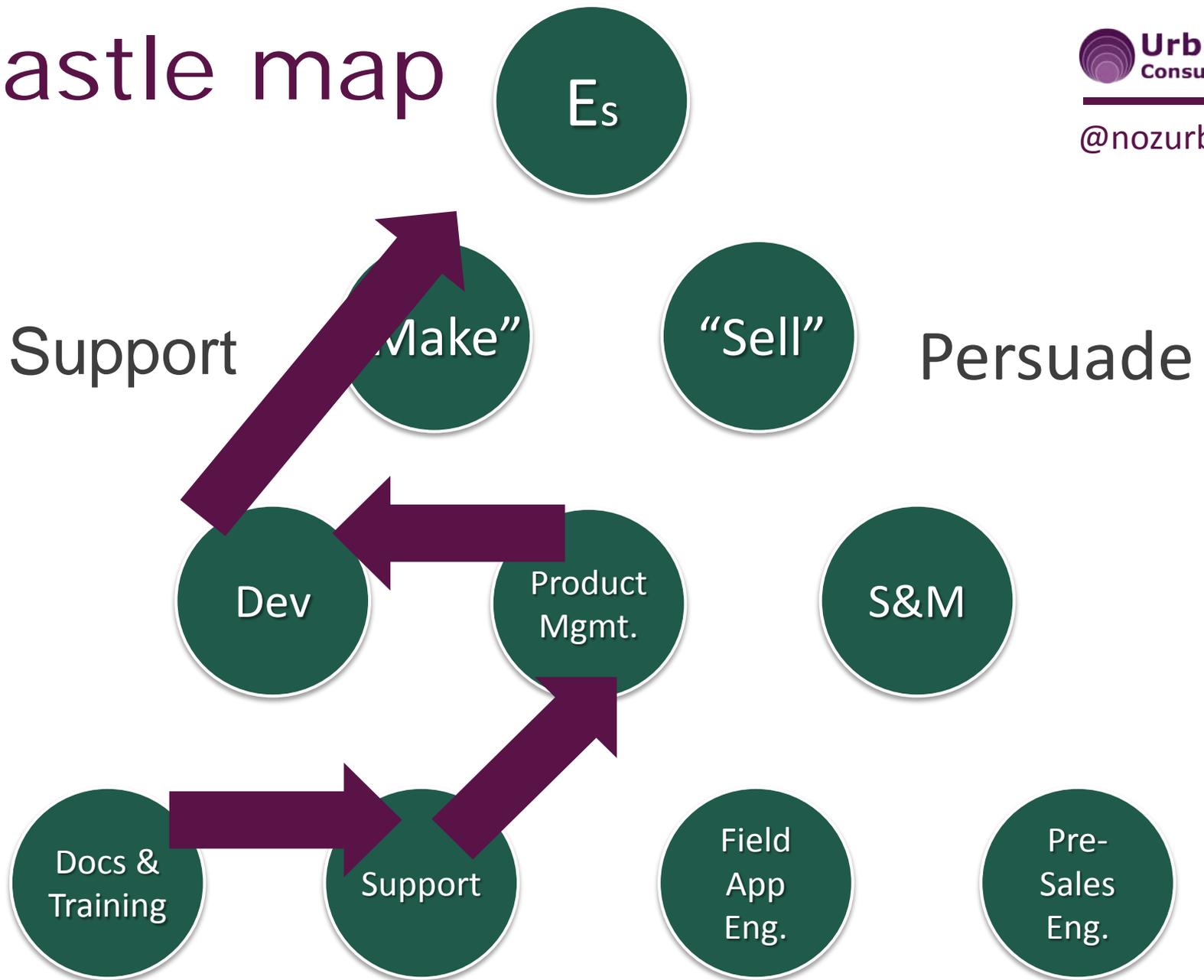


@nozurbina

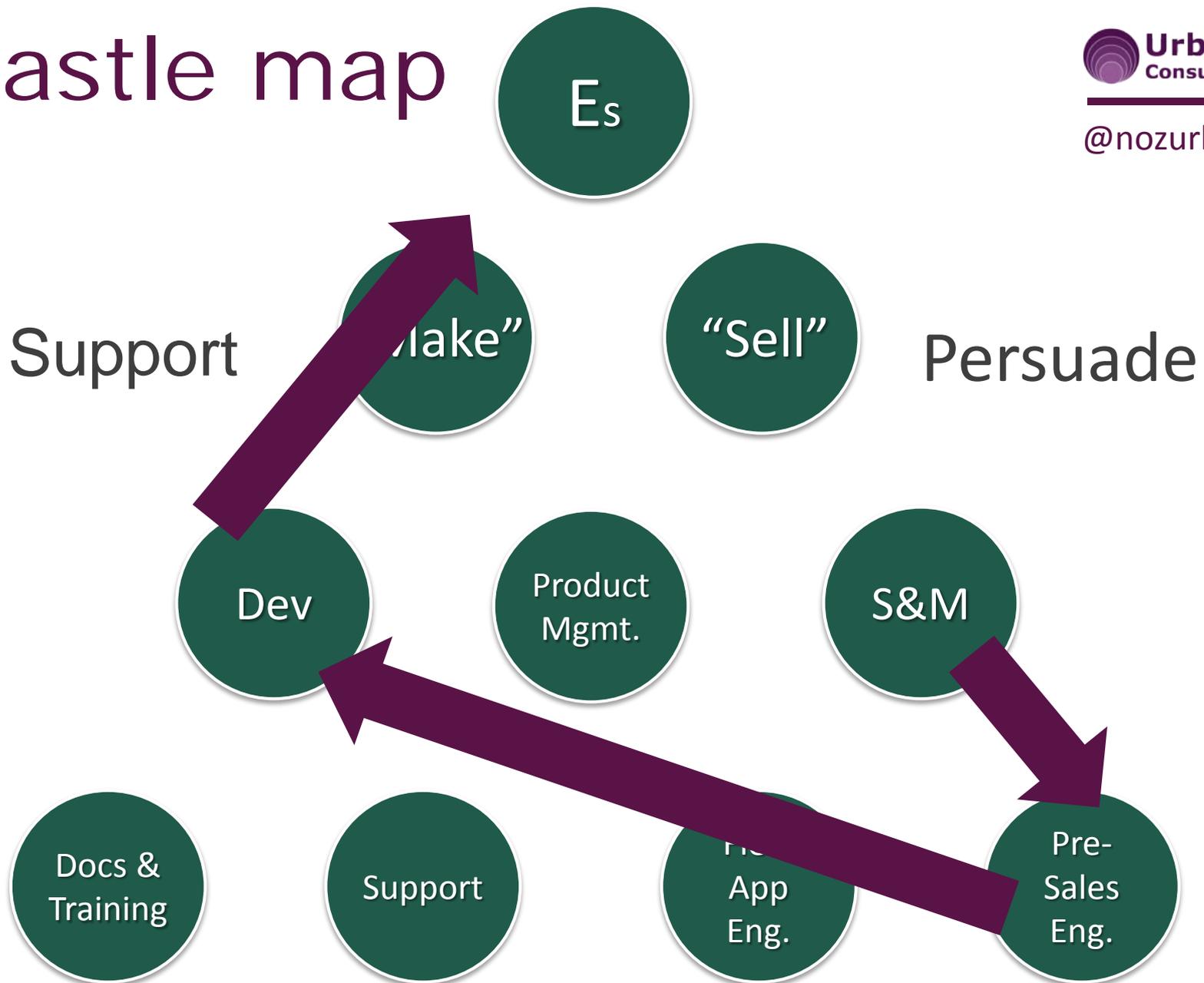
Castle map



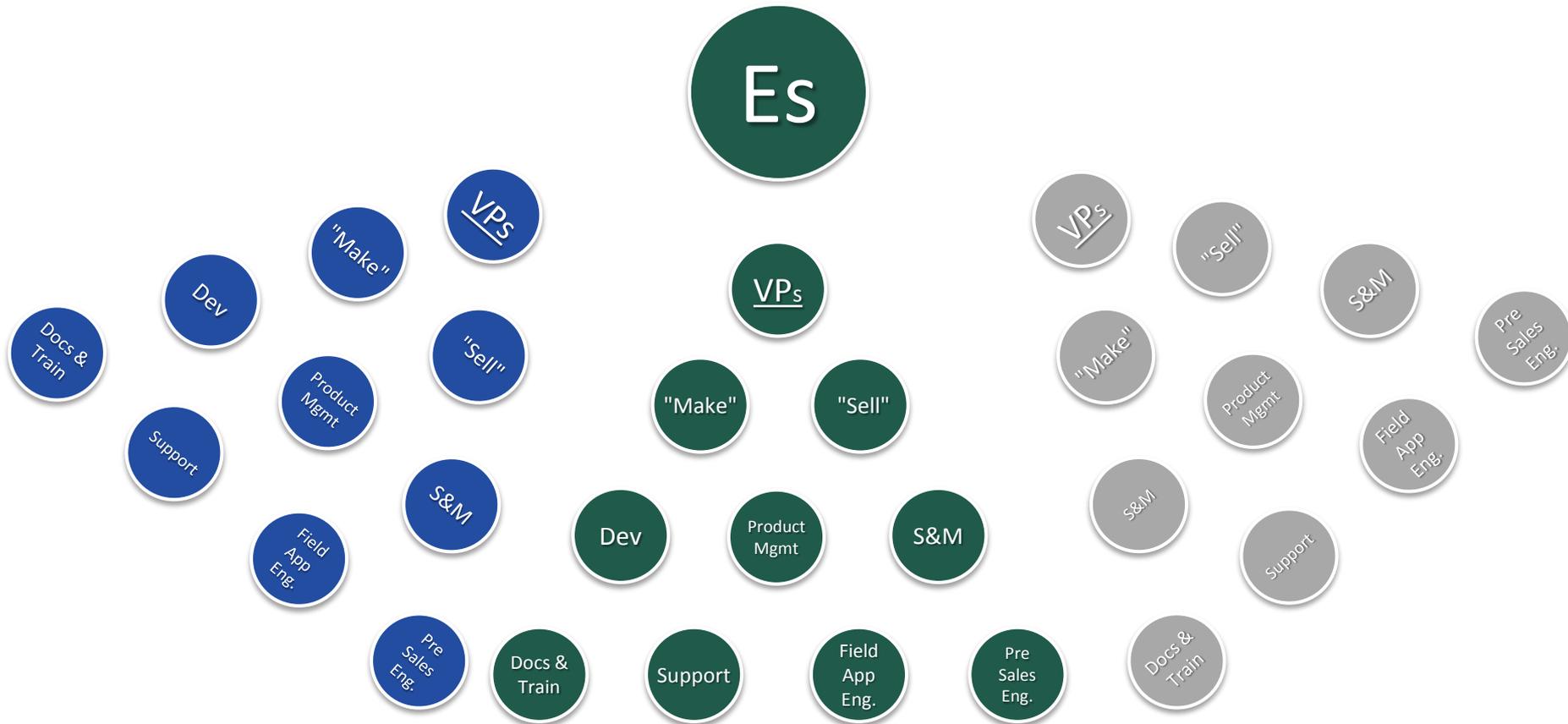
Castle map



Castle map



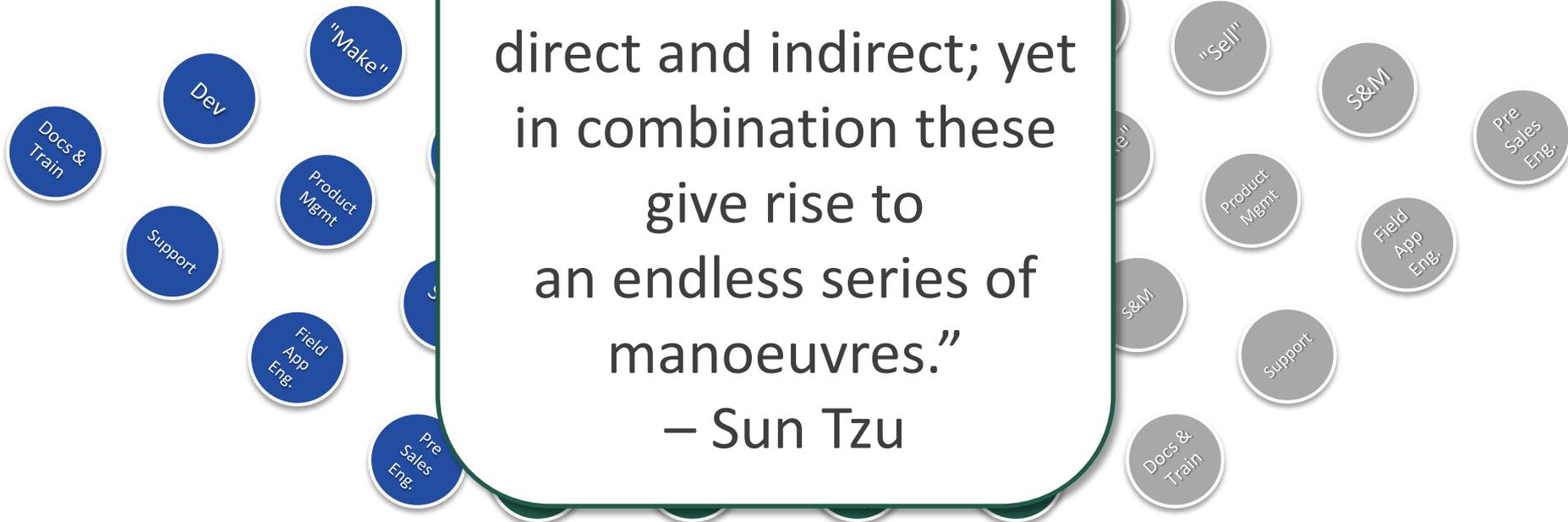
Castle map with BUs (acquired)



Castle map with BUs (acquired)

“There are only two methods of attack: direct and indirect; yet in combination these give rise to an endless series of manoeuvres.”

– Sun Tzu



Pitfalls

Getting
communication
balance right

Missing key
buy-in

Cookie cutter
pitching

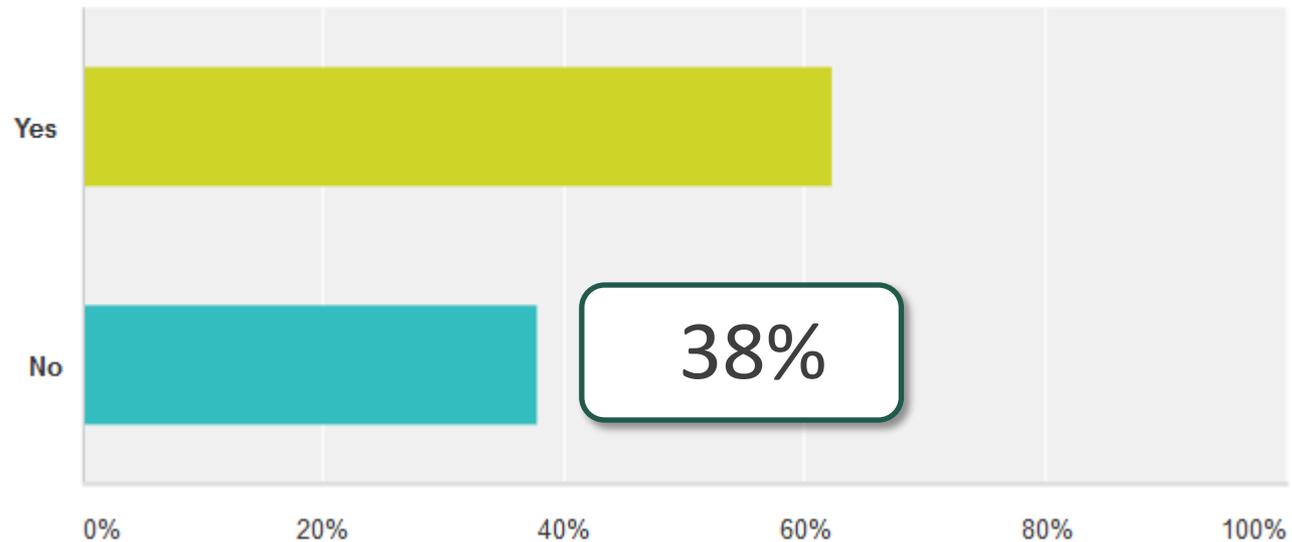
No sense of
urgency

Pitfalls

Getting

Do you feel you are aware of the organization's general go-to-market or branding strategy?

Respondido: 45 Omitido: 0



[Urgency] Decision-makers who don't make decisions or communicate... by sharing updates, requesting updates, or attending meetings to make decisions – Survey

[Realistic/Cookie] Justifying that I'll be able to continue creating content while also researching/implementing new tools and strategies. – Survey

Storming



@nozurbina

Pitfalls

Thinking content's
king

Being a controversy
whore

Playing the
magician

Thinking savings is
always motivational

Lack of standards /
references
(credibility)

Unclear.
Not concise.
Not visual.

_____’s (Content) Strategy

Corporate Strategy

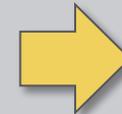
- Be most innovative provider of solutions into key markets:
 - ...
 - ...
 - ...

Content Strategy

- Treat information as a business asset
 - “Innovative”:
knowledge that’s easily shared & accessed
 - “Solution”: content integrated into product offering

Sample tool selection short list

“Killer” Requirements

DITA CCMSs	References	CMS Compatibility / Flexibility	Multi-platform	Standard Support	Roadmap
XXX					
XXX					
XXX					
XXX					

Pitch checklist

- Itemised budget and ROI over time
- 5 Year TCO
- Key milestones / Escape points
- Risk matrix and mitigation plan
- Market references
- “What if we do nothing”?
- Contextual alignment

Getting back down



@nozurbina

Pitfalls

Prepare for the
half-win

Fight for some
more time

Wash, rinse,
repeat

**BASELINE
METRICS**

THANK YOU



@nozurbina

Keep in touch:

@nozurbina / @thecsbook

Urbinaconsulting.com

thecontentstrategybook.com

Image attribution links:

<http://bitly.com/bundles/nozurbina/5>

MADWORLD

ATTEND. LEARN. ADVANCE.
HARD ROCK HOTEL | SAN DIEGO, CA

APRIL 13-15, 2014

www.MadWorldConference.com

\$100 OFF  **madskills TRAINING**

Thanks for attending today's webinar!

As a webinar attendee, receive **\$100 off any MadCap Training Course:**

Discount Code **FEB100***

For available training courses and to receive your discount, contact:

sales@MadCapSoftware.com

+1 858.320.0387 opt. 1

*Valid for any current or future training course reserved by March 5th, 2014. Certain restrictions apply.

THANK YOU! Q&A?

Congility: Today's content needs agility

2014 Conference theme: Driving customer
experience from across the enterprise

2014 Conference 19-20 June

Register on www.congility.com
with promo code "madcap"

