madcap software | LIVE WEBINAR

Write More, Chase Less: Project Management for Technical Writers

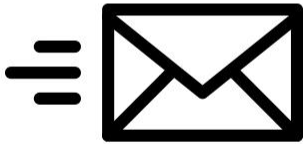
Presented By:

Leigh Hartzman

madcap software

LIVE WEBINAR

Before We Get Started...



The webinar will be recorded and emailed to all registrants

Use the Question Panel in GoToWebinar to ask questions throughout the webinar

Nice to meet you!

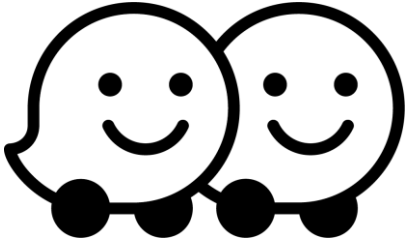
Leigh Hartzman

Content strategist for Waze at Google.

Responsible for planning, creating and managing all of the documentation for the company's customer service operation.

Technical writing for Waze

Waze



Waze Carpool

Waze Ads

Google

Here’s what we’re talking about

01

Challenges

we face in a our day-to-day work creating documentation

02

3 key ingredients

to successful project management for technical writers

03

Getting your manager on board

What’s in it for them?

04

Questions & sharing

Let’s discuss!

YOU know there is way more to technical writing than just the writing...

But nobody else does.

So much of what you do is invisible

- Interviewing SMEs and extracting the right information you need from them, especially if they are not documentation minded
- Deconstructing the abstractions you are given so that others can understand them
- Tracking down details about the target audience you are writing for
- Defining a list of documentation deliverables
- Mapping all impacted areas of your existing documentation repository
- Juggling timelines
- And the list goes on...

Photo by Steinar Engeland on Unsplash

As a result, we are:

- Expected to deliver in unrealistic timelines, many times we end up working late nights because of it
- Blamed for delays when it’s not our fault
- Pressured to widen the scope of work
- Forced to amend final documents at the last minute

Photo by Victoria Heath on Unsplash

It doesn’t have to be this way

You can:

Make your invisible work visible

Protect your time

Get recognition for your hard work

What is a project in technical writing?

“A specific set of operations designed to accomplish a singular goal. A project is temporary, and must have a defined scope and resources.”

- Project Management Institute (PMI)

“A specific set of operations designed to accomplish a singular goal. A project is temporary, and must have a defined scope and resources.”

- Project Management Institute (PMI)

“A specific set of operations designed to accomplish a singular goal. A project is temporary, and must have a defined scope and resources.”

- Project Management Institute (PMI)

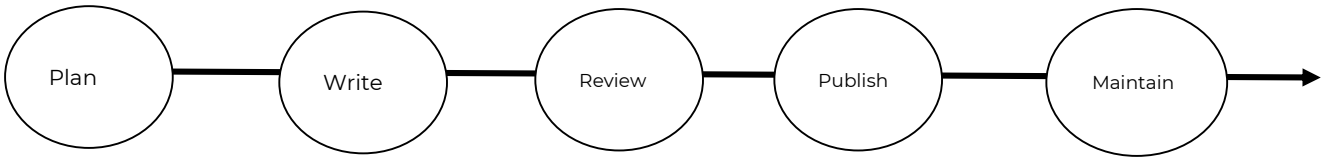
“A specific set of operations designed to accomplish a singular goal. A project is temporary, and must have a defined scope and resources.”

- Project Management Institute (PMI)

“A specific set of operations designed to accomplish a singular goal. A project is temporary, and must have a defined scope and resources.”

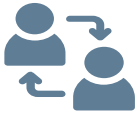
- Project Management Institute (PMI)

Basic documentation creation process



3 key ingredients in project management

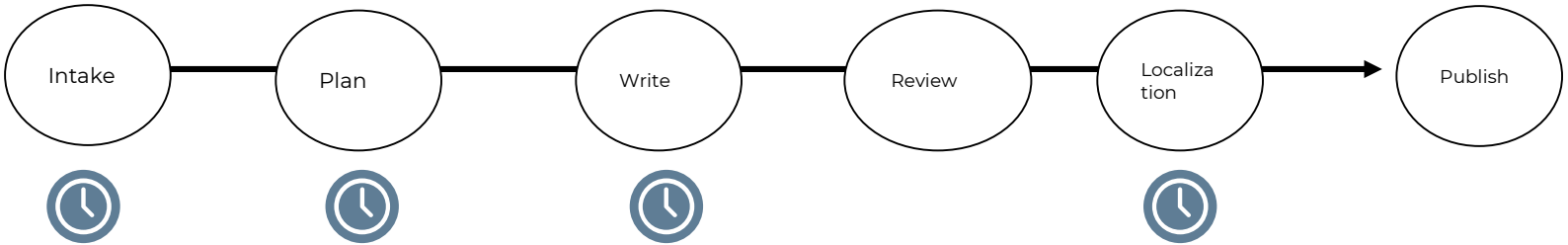
Visibility



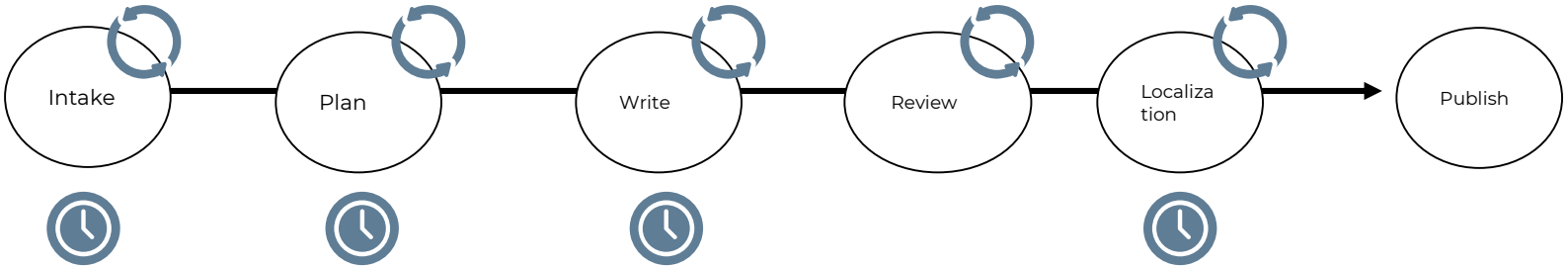
Accountability

Service levels

Service levels



Visibility



What you need to make it happen

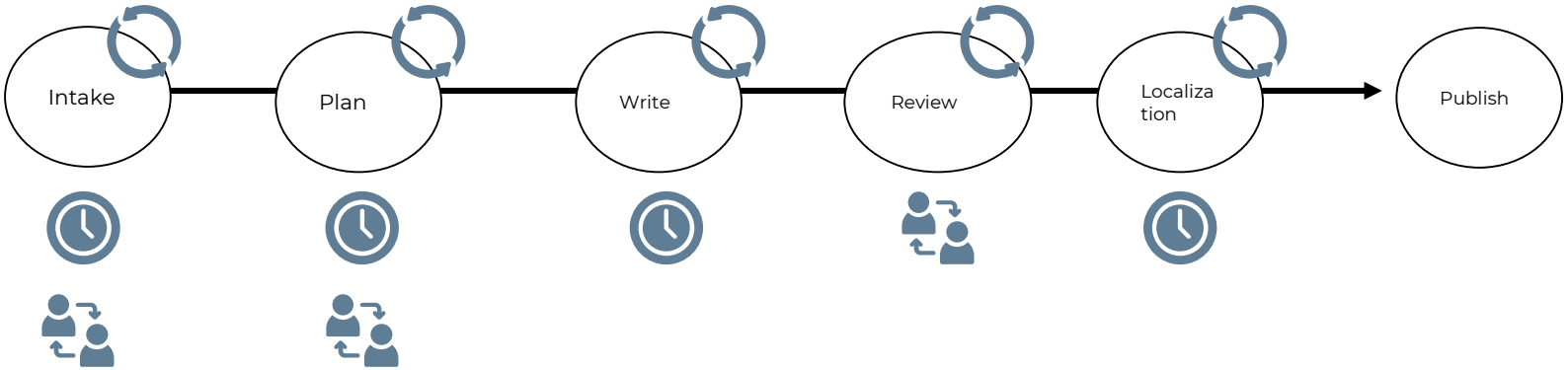
Task manager custom fields

Stage: Opened

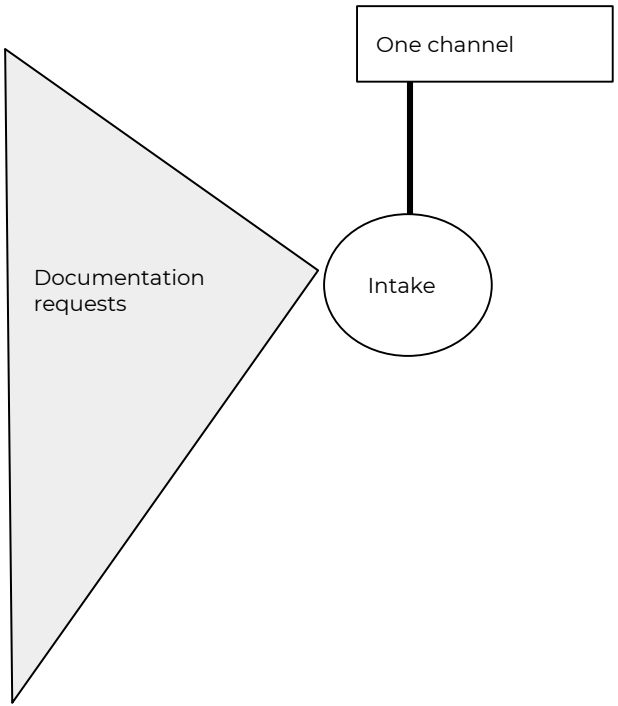
- Planning
- Need more info
- Drafting
- In review
- Localization
- Ready for publish
- Published

SLA: 5 biz days

Accountability



Intake



Visibility

Stage:
- Opened
- Planning
- Need more info
- Drafting
- In review
- Localization
- Ready for publish
- Published

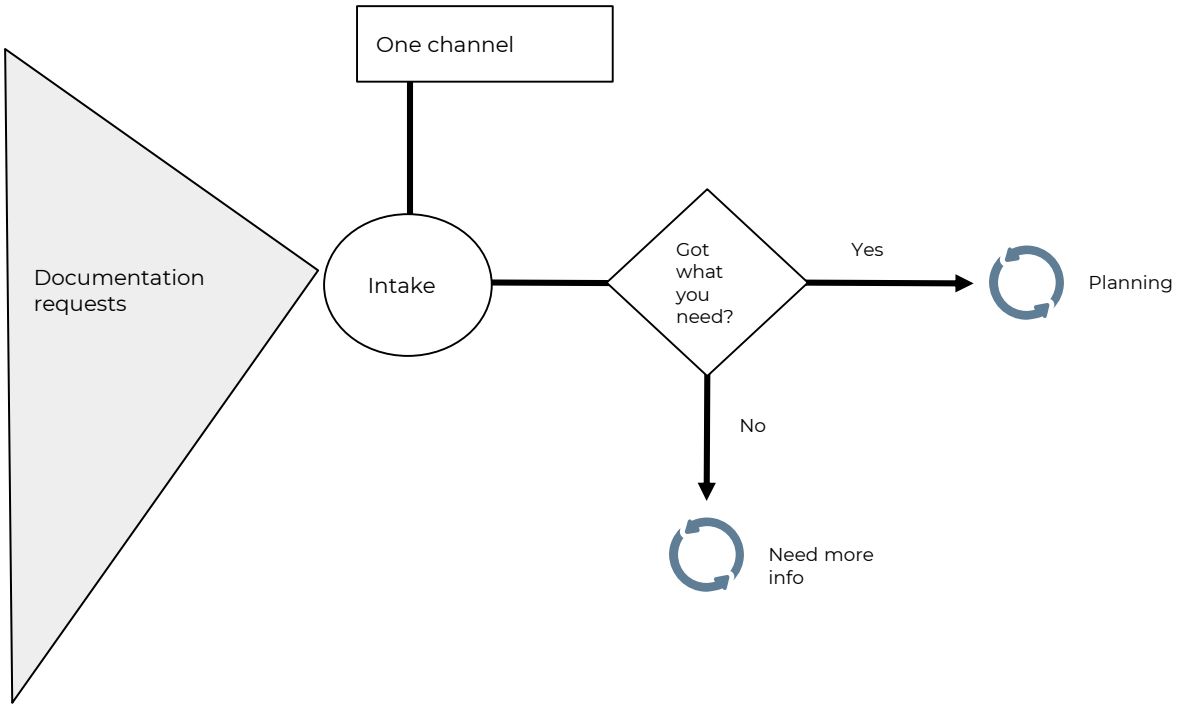
Accountability

- Stakeholders
- Contributors
- Reviewers

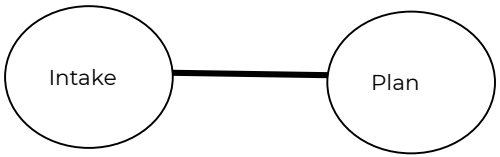
Service level

SLA: 2 biz days

Intake


One channel
Documentation requests
Intake
Got what you need?
Yes
Planning
No
Need more info

Plan



Visibility

Stage: Planning

- Need more info
- Drafting
- In review
- Localization
- Ready for publish
- Published
- Opened

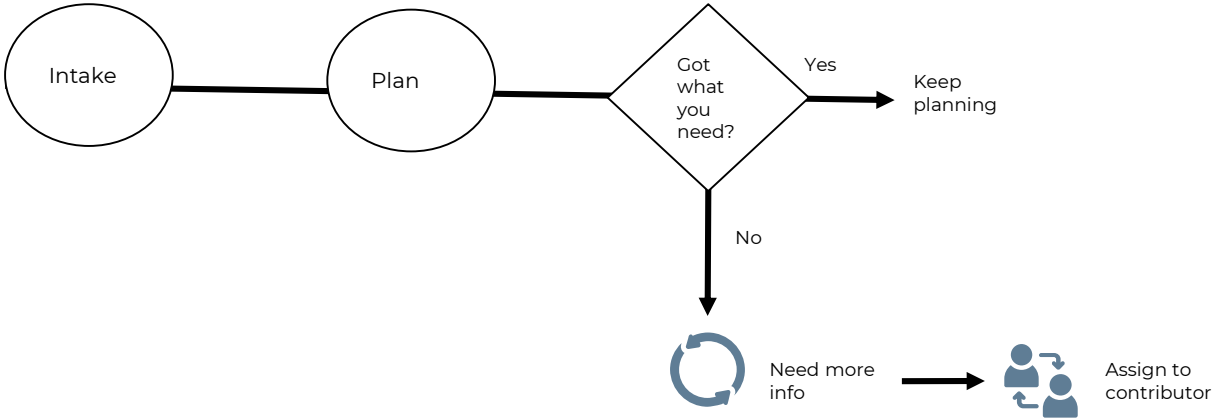
Accountability

Assignee: SME

Service level

SLA: 5 biz days

Plan


Intake
Plan
Got what you need?
Yes
Keep planning
No
Need more info
Assign to contributor

Documentation plan

- Project size
- Detailed description
- List of deliverables
- Affected documentation
- Effort in business days needed
- Key Performance Indicators (KPIs)
- Additional effort: Localization, video production, printing
- SLA

Intake + Planning
=
Documentation plan

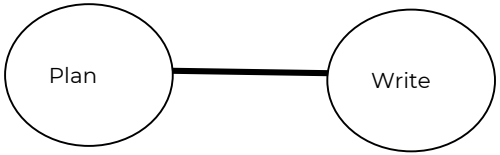
Intake + Planning

=

Documentation plan

Send for sign off

Write

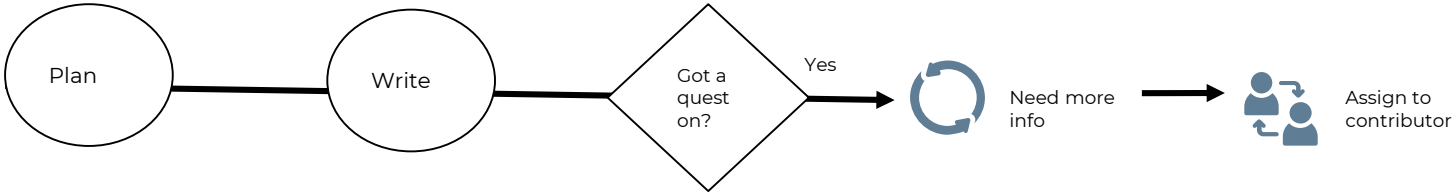


Do your thing in peace!

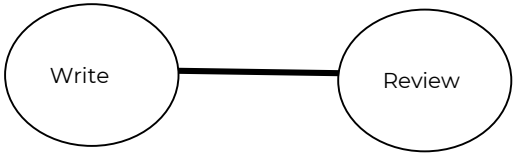
Drafting

SLA is set

Write


Plan
Write
Got a quest on?
Yes
Need more info
Assign to contributor

Review



Visibility

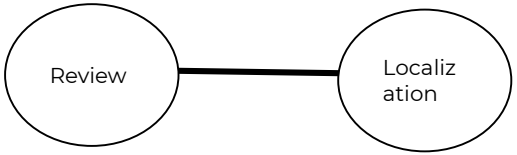
Stage: In review

- Need more info
- Drafting
- Localization
- Ready for publish
- Published
- Opened
- Planning

Accountability

Assignee: Reviewer

Localization



Visibility

Stage: Localization ▼
Planning
Need more info
Drafting
In review
Ready for publish
Published
Opened

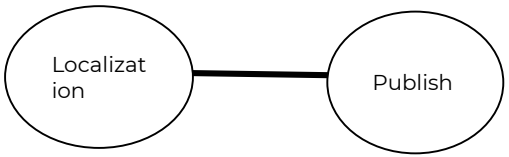
Accountability

Assignee: Localizer

Service level

SLA: 5 biz days ▼

Publish



Visibility

Stage: Published

- Localization
- Planning
- Need more info
- Drafting
- In review
- Ready for publish
- Opened

Accountability

Assignee: You

Service level

Deadline met

Power up your project management

- Better collaboration
- Control over your time
- Recognition

Getting your manager on board

What's in it for them?

- Transparency to their manager
- Cross-team collaboration
- Visibility

Photo by krakenimages on Unsplash

Now Through December 17, Purchase MadCap Flare and Get MadCap Central for Just $99 Per Month (Save 20%)

Your purchase includes:

- → Platinum-level Technical Support
- → Customer Success Team Access
- → Free Live Introductory Training

Learn More →

madcap software

LIVE WEBINAR

Questions?

madcap software

LIVE WEBINAR

Thank You

Follow Leigh Hartzman on:

Linkedin

Medium