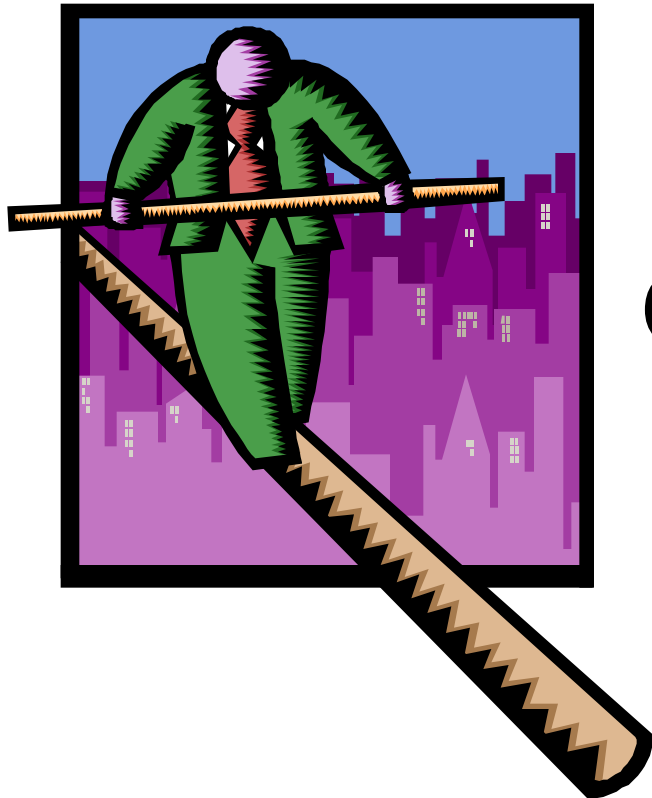


# Career Resiliency:



## Strategies for a Successful Technical Communication Career

Presented by:  
Ross Squire  
Knowledge Transfer International  
Inter<sup>com</sup> Conference  
Anaheim, CA  
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# Agenda



- Career Resiliency: What is it?
- Taking Ownership
- The Grim Reaper
- The Corporate World Today
- Knowledge Management
- What Can You Do Now?
- The Future

# Career Resiliency



- *Career*: Not a job, but a common theme that runs throughout your professional life
- *Resilience*: a) An ability to recover from or adjust easily to misfortune or change;  
b) Tending to recover from or adjust easily to misfortune or change

# Human Concerns



■ Family

■ Education

■ Money

■ Society

■ Health

■ Spirituality

■ Career

# Taking Ownership

- Find your passion
- Create customer value
- Career development is your responsibility
- Commitment to lifelong learning
- Be an agent of change
- Create customer satisfaction



# The Grim Reaper

- Personal complacency
- Indifference
- No stand or focus
- Lack of passion
- Inadequate public identity



# The Corporate World Today



- 
- Global economy
  - Downsizing, rightsizing, outsourcing
  - Produce more with less - and quicker
  - Justification of capital expenditures
  - Rapidly evolving technical landscape
  - Flexible, quick-response organizations
  - Strategic alliances

# STATISTICS



- **Technical Writing and Business Analysis expenditures increased from \$9 Billion in 1992 to \$32 Billion in 1996.**  
*Source: IDC*
- **1997 training budgets for US organizations were estimated at \$58.6 billion.** *Source: Training Magazine*
- **Intranet Training: From 1996-1997 - up 171% to \$1,800,000,000** *Source: CAP Ventures*

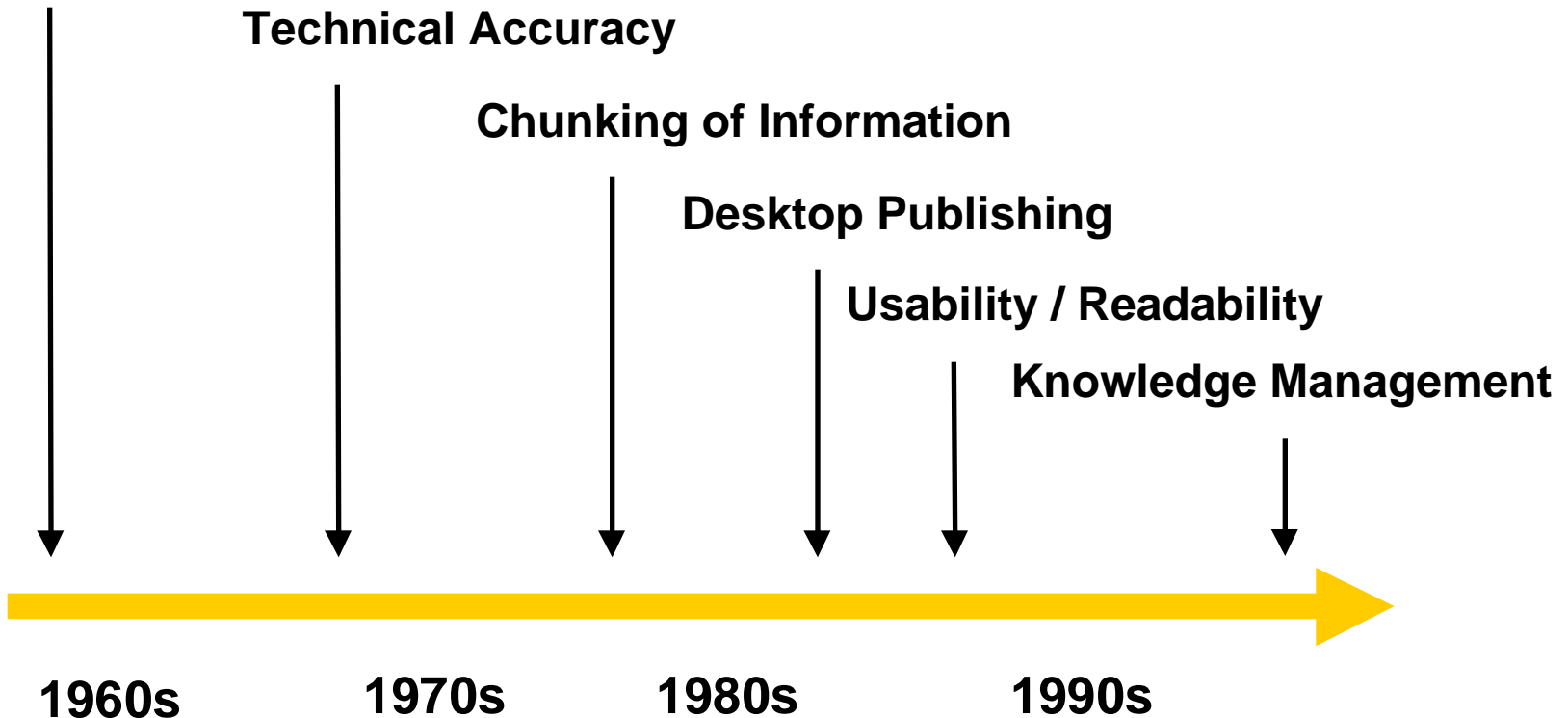
# STATISTICS



- **Nearly two out of every three companies are deploying or planning to deploy intranets (63%).** *Source: CMP Enterprise*
- **Knowledge management consulting is projected to be at \$2,400,000,000 by year 1999.** *Source: DataQuest*

# The Evolution of Technical Communication

Comprehensive Reference



# Knowledge Management



**Knowledge Management is a discipline for designing and developing training, documentation, and other learning tools to produce new capabilities of effective action**

# The Foundations of Knowledge Management

- Books and training programs are not valuable
- Knowledge = Effective Action
- Learning solutions must be targeted directly to specific business concerns, breakdowns, challenges, goals, and objectives
- Tools of measurement

# What's It All About?



- Financial Performance
- Quality
- Customer Satisfaction
- Cycle Time
- Flexibility
- Mood

# The Promise of Knowledge Management

- Strategically designed solutions
- Demonstration of your return on investment - *the challenge*
- Greater participation in corporate strategic decision making
- Increased acknowledgment and appreciation
- Career development/compensation

# The Emerging Skill Set



- The value conversation
- Core competencies
- Enabling technologies
- Business analysis
- Adult learning theory
- Instructional technology
- Measurement

# What Can You Do Now?

- Professional societies
- Conferences
- Publications
- Magazines
- Continuing education
- Networking



# The Exciting Times Ahead



- Corporate knowledge management
- Melding of training and documentation
- Electronic performance support
  - Intranet and Internet delivery
  - Interactive video and multimedia delivery

# In Conclusion



- Take ownership of your career development
- Find your passion
- Develop the plan
- Keep an ear to the ground
- Investigate new opportunities

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