ClickStart

# The DNA of a Technical Communicator

Scott DeLoach

Our products

Our customers

Ourselves

# Our Products

Cloud

AR/VR

Voice search

Micro content

# Our Customers

**“Participants described a variety of positive experiences working with technical communicators. The most common response focused on the ways that technical communicators added value.”**

Saul Carliner and Yuan Chen

*Qualitative Research in Technical Communication*
**James Conklin & George Hayhoe**

**“Adding Value as a Professional Technical Communicator”**
**Ginny Redish**

**“A Process for Evaluating Technical Communication Products and Services”**
**Saul Carliner**

**“A Key Tool for Demonstrating the Value of Technical Communication”**
**Saul Carliner**

**“Measuring the Value Added by Technical Documentation: A Review of Research and Practice”**
**Jay Mead**

**“The Value Added by Technical Communicators”**
**Mark Edelman**

**“Measuring the Value of Technical Communication in Economic Terms”**
**George Slaughter**

**“Defining quality in technical communication: A holistic approach”**
**Karl Smart**

**“User value and usability in technical communication: A value-proposition design model”**
**Keshab R. Acharya**

**“Articulating value amid persistent misconceptions about technical and professional communication in the workplace”**
**E. J. Petersen**

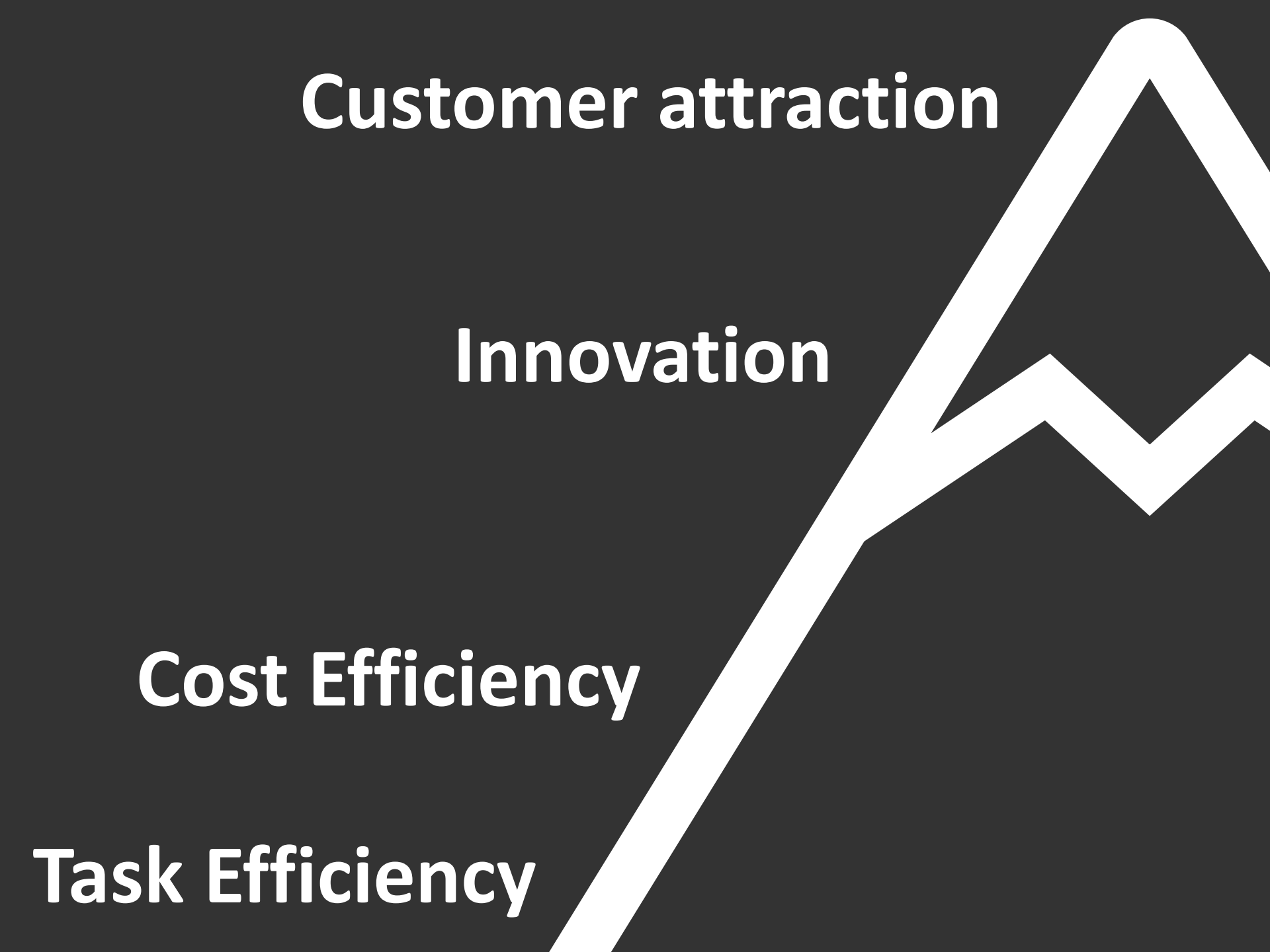
“Unfortunately, they’ve been so understaffed for so long that people no longer see their value; consequently, they will never get the resources they need.”

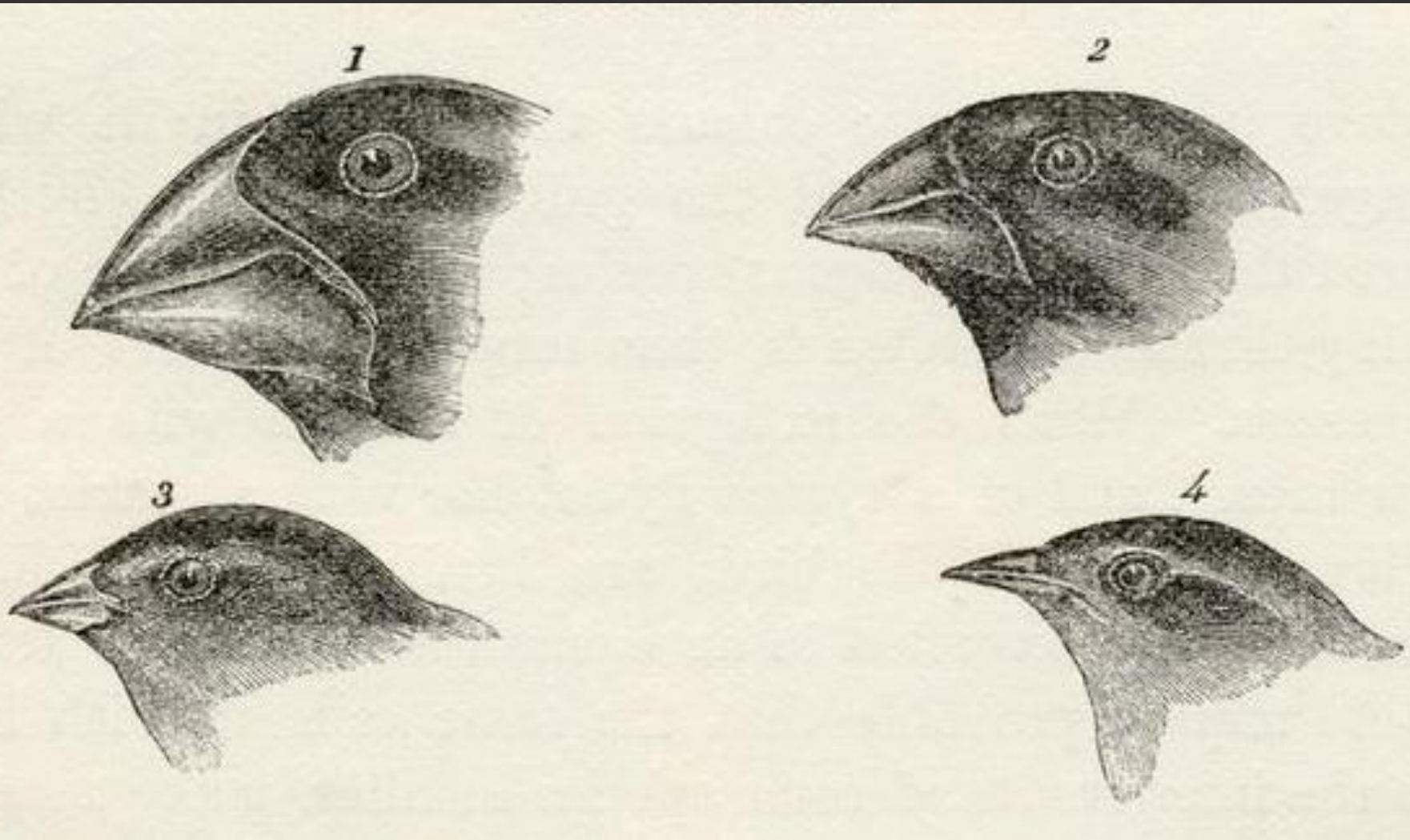
Technical Communication customer
(Carliner & Chen survey)

# Ourselves

“Technical communicators tend to be introverted and shy—traits that aren’t necessarily helpful when trying to demonstrate the value of one’s work.”

George Slaughter


Customer attraction
Innovation
Cost Efficiency
Task Efficiency


1
2
3
4

"PHOSTINT"
TRADE MARK - REG. U. S. PAT. OFF.
MADE ONLY BY DETROIT PUBLISHING CO.

POST CARD

PLACE STAMP HERE

UNITED STATES AND CANADA ONE CENT.

FOREIGN, TWO CENTS

```
exampleWithNumber: x
"A method that illustrates every part of
Smalltalk method syntax except primitives. It
has unary, binary and keyword messages,
declares arguments and temporaries (but not
block temporaries), accesses a global variable
(but not an instance variable), uses literals
(array, character, symbol, string, integer, float),
uses the pseudo-variables true, false, nil, self
and super, and has sequence, assignment,
return and cascade. It has both zero-argument
and one-argument blocks. It doesn't do
anything useful, though."

    | y |
    true & false not & (nil isNil) ifFalse: [self halt].
    y := self size + super size.
    #($a #a 'a' 1 1.0)
        do: [:each | Transcript
            show: (each class name);
            show: (each printString);
            show: ' '].
    ^ x < y
```

## Complete Syntax on a Post Card

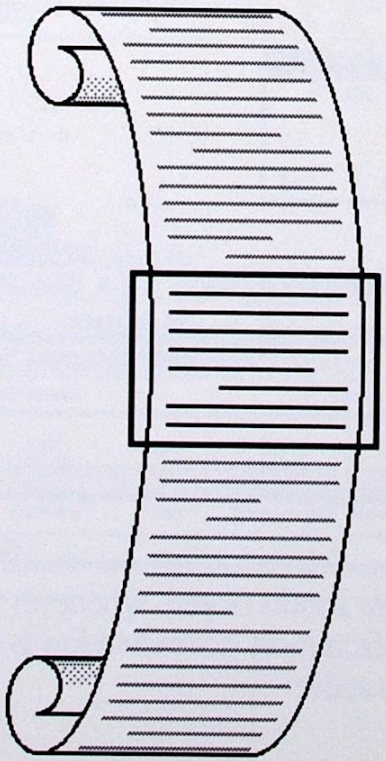
for Lovers of Programming everywhere

THIS SPACE MAY BE USED FOR MESSAGE.

THIS SPACE FOR THE ADDRESS.

## 7 Using Scroll Bars to See More

Most of the time, a window on the desktop can't show you the entire directory or document all at once, even when you've made the window very large. There's often more information than can fit in the window at one time.



# INSTRUCTIONS

- INSERT COIN.
- SELECT 1 OR 2 PLAYERS.
- AVOIDS
- ○ ○ ○ ○ ○ ○ DOTS SCORE 10 POINTS.
- 4 ⯃ FLASHING ENERGIZERS SCORE 50 POINTS.
- AFTER ENERGIZING CAN ATTACK
- BEWARE OF FLASHING MONSTERS WHICH ARE ABOUT TO CHANGE BACK TO THE DANGEROUS COLORS.

# IEC/IEEE 82079-1:2019

**Preparations of instructions for use**

# ISO/IEC Guide 37:2012

**Instructions for use of products by consumer**

# ANSI/NEMA Z535.6-2011

**Product Safety Information In Product Manuals, Instructions, And Other Collateral Materials**

# CPSIA

**Consumer Product Safety Improvement Act**

# LEARN

“I’ve seen how you can’t learn anything when you’re trying to look like the smartest person in the room.”

Barbara Kingsolver

“As long as I'm learning something,
I figure I'm OK—
it's a decent day.”

Hunter S. Thompson

“Try to learn something about everything and everything about something.”

Thomas Huxley

# MOTIVATE

“Believe that with your feeling and your work you are taking part in the greatest; the more strongly you cultivate this belief, the more will reality and the world go forth from it.”

Rainer Maria Rilke

“Why do anything unless it is going to be great?”

Peter Block

“She refused to be bored chiefly because she wasn't boring.”

Zelda Fitzgerald

# LISTEN

“I like to listen.
I have learned a great deal
from listening carefully.
Most people never listen.”

Ernest Hemingway

“Most people do not listen with the intent to understand; they listen with the intent to reply.”

Stephen R. Covey

“An appreciative listener is always stimulating.”

Agatha Christie

# ORGANIZE

“For every minute spent in organizing, an hour is earned.”

Benjamin Franklin

“Organizing is what you do before you do something, so that when you do it, it is not all mixed up.”

A. A. Milne

“There was nothing medieval people liked better, or did better, than sorting out and tidying up. Of all our modern inventions I suspect that they would most have admired the card index.”

C. S. Lewis

# BOND

“

I've learned that you shouldn't go through life with a catcher's mitt on both hands; you need to be able to throw something back.

”

Maya Angelou

ClickStart

# THANKS!

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