A Content Manifesto for a Digital World

GNOSTYX.COM

ENGINEERING CONTENT

Joe Gollner
@joegollner

Topics

- **Digital Transformation**
  What *exactly* is happening?

- **The Economics of Content**
  What *exactly* have we done?

- **A Content Manifesto**
  What *exactly* are we going to do?

Digital Transformation

What *exactly* is happening?

Digital Technology

Everything becomes digital & integrated

Everyone works in & interacts through the an integrated digital landscape

Disruptive products and business models emerge within this complex space
- Continuously
- Unpredictably

Division of Labor	Assembly Line	Automated Support	Smart Production
Industry 1.0	Industry 2.0	Industry 3.0	Industry 4.0

Mainframe Computers	Client-Server Systems	Cloud Computing	Emergent Systems
Technology 1.0	Technology 2.0	Technology 3.0	Technology 4.0

Connected Pages	Social Connections	Linked Knowledge	Integrated Actions
Web 1.0	Web 2.0	Web 3.0	Web 4.0

**DIGITAL disruption**

- Latent inefficiencies & deficiencies are exposed
- Digital alternatives emerge as competitors
- Legacy practices & products crumble
- *You* will be "Uber-ed" soon (if not already)

The Digital Enterprise

- **End-to-End** Digitization

- Human-Cyber-Physical Systems
  - Human-guided automation

- Completely virtualized

- Technology becomes a marketplace commodity

- Knowledge & purpose drive everything
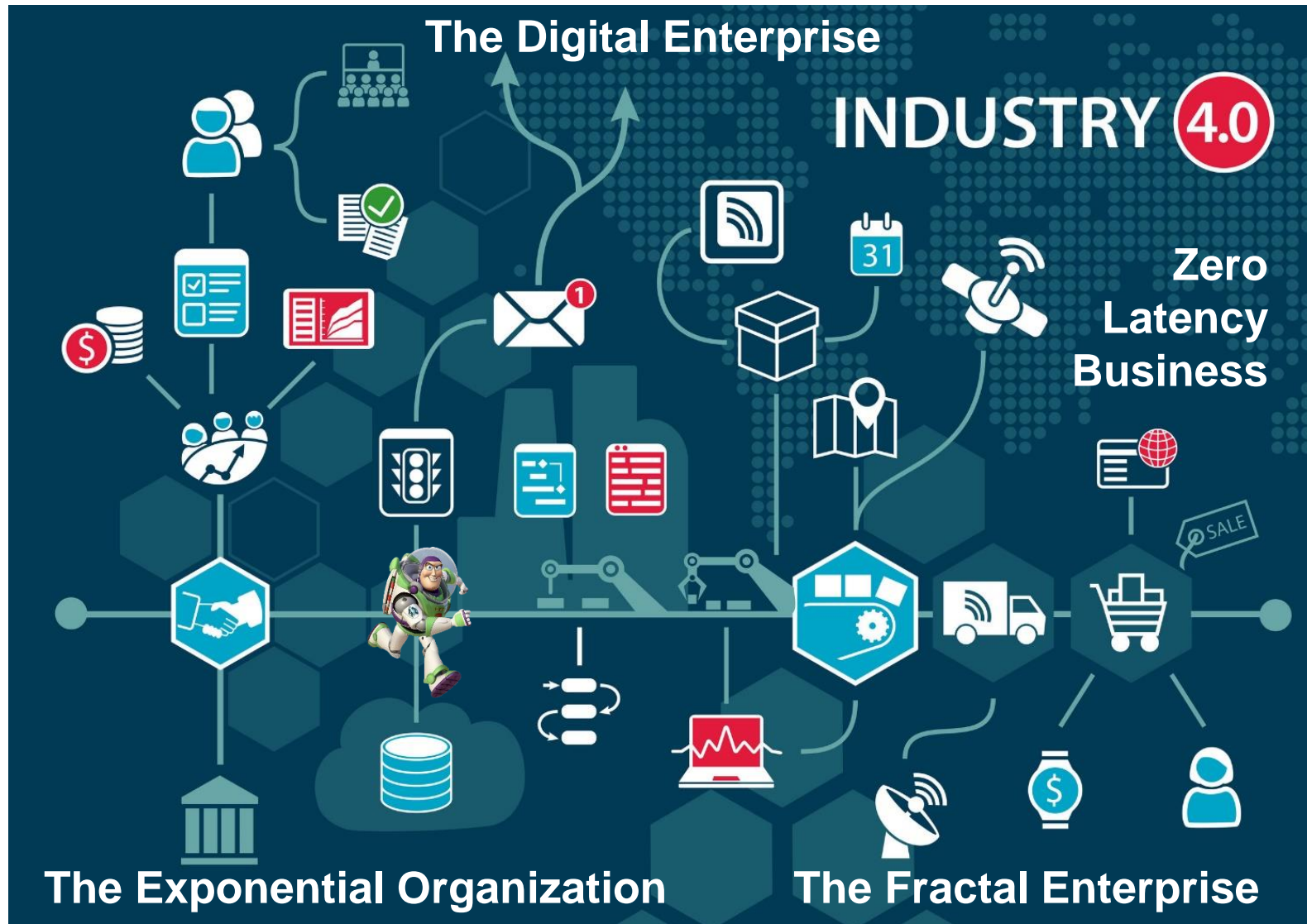
A Digital Workforce

- Distributed & Mobile

- Diverse, on-demand & multi-generational

- Bring-Your-Own-Device (BYOD)

- Using interchangeable & evolving tools

- Continuously learning & adapting
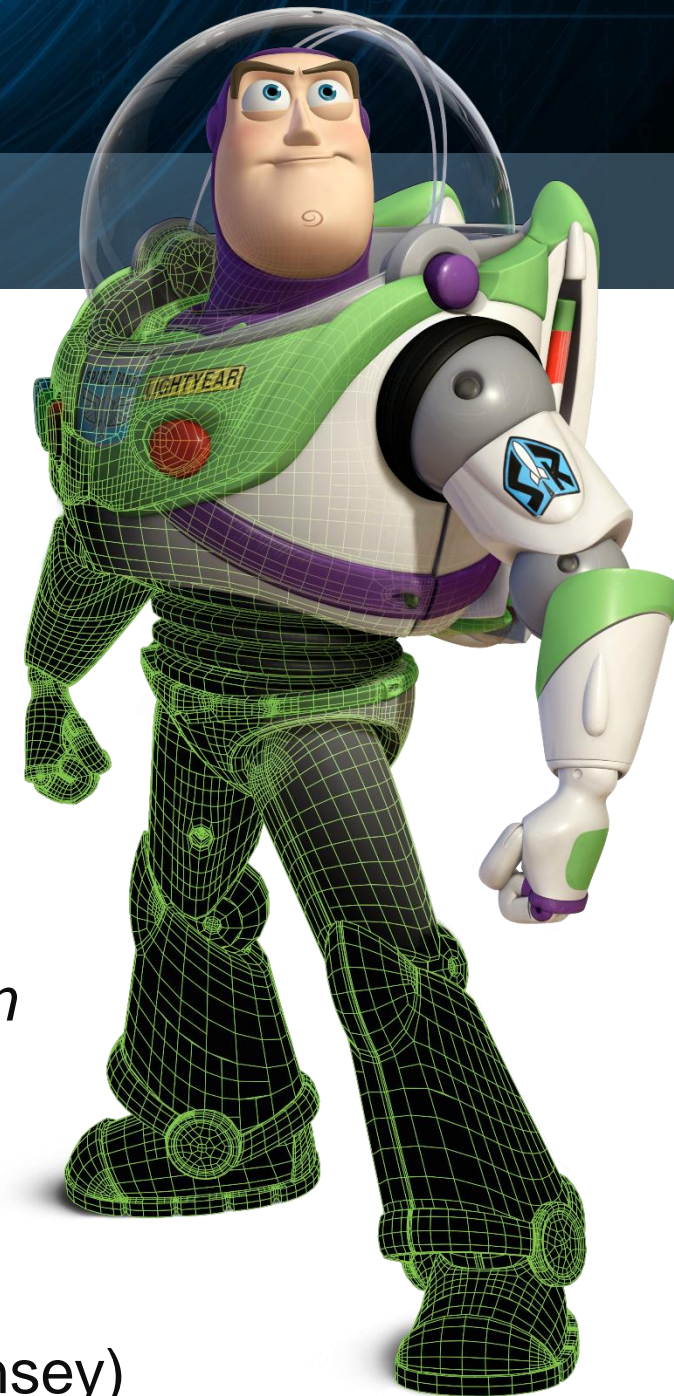
Digital Transformation

- Transforming Technology
  - Absolute portability, interoperability, scalability
  - *Instant-on* cloud infrastructure
  - Configured, managed & used by non-specialists
- Transforming Organizations
  - Continuously reconfiguring to meet customer needs
  - Maximally efficient in leveraging talent & knowledge
  - Ethos of leveraging what is already there - *frugal innovation*
- Transforming Communications
  - "Relevance is the new currency" (McKinsey)
  - Omni-Channel Customer Information Experience
  - Information accessibility is central to digital success (McKinsey)

Digital Content

Information flows freely across the enterprise

A Digital World

An Internet of Collaborating People & Machines

Key Point

Digital Transformation represents a far-reaching change

Digital Content is fundamentally important because it connects, activates, and guides all parts of the Digital Enterprise

The Economics of Content

What *exactly* have we done?

Did Someone Say Economics?

- Economics is the study of the *production* and *consumption* of goods and services in a society

- It is about the creation and distribution of *value*. What is deemed valuable in a society will turn on its *utility* – what use it will have and what benefit it will provide to those who *can* use it.

Toy Story takes over…

- Peter Drucker boiled it down nicely

  The business of business is essentially to:

  - Compete for an increasing share of a market

  - Expand the size of that market

- The second one is critically important
  - Failure to expand your market will ultimately lead to declining value for everyone participating in that market

An Inconvenient Truth

* The *Content Industry* has been in steady decline for 30 years
    * *And this despite a growth in the demand*

* How can this be?

* The value of communication is directly tied to its ability to connect people across & beyond the entire enterprise – and we have been creating communication siloes that directly *undermine* this value

It's your fault, Joe!

Content & the Content Industry

- Content is what an enterprise creates & communicates in order to leverage what it **knows**

- The **Content Industry** features two main components

  - Content Professionals (communicators) who help enterprises to communicate more effectively

  - Content technology providers who supply the tools that communicators need to do this

Technical Communication

* Earnest effort to improve how enterprises support the users of their products

* The demand for changing delivery and usage venues (omnichannel) has forced TechComm into greater & greater sophistication – isolating it more & more from other practices

Customer Experience

- Intense focus on creating, and measuring, powerful experiences for customers and prospective customers

  - Has consequently become increasingly isolated from other communication practices

  - Has evolved its own family of technologies, priorities & practices

Content Technologies

- Intended to tackle the hard problem of handling content *as content* & unlocking its *value*

- Has only evolved marginally since the mid-1990s

- Has not been well integrated into mainstream technology platforms

Structured Content Standards

* Have largely evolved in isolation from mainstream industry trends

* Typically reflect the interests of one, and only one, type of communication practitioner

* Like Content Technologies, they are showing their age
  * A bit like a crusty Don Rickles
  * A lot like you, Joe!

We had **One Job**

Integrate how information content flows throughout an enterprise

…between marketing, engineering, manufacturing, sales, logistics, training, support… and the customer

Key Point

Digital Transformation puts a spotlight on the content and content technology **siloes** that work directly against the growing need for cross-enterprise integration

With Digital Transformation, "the sun shines in on your content"

[Kelly Lawetz - Genetec]

Wait – There's Still Hope

Maybe
this is the time
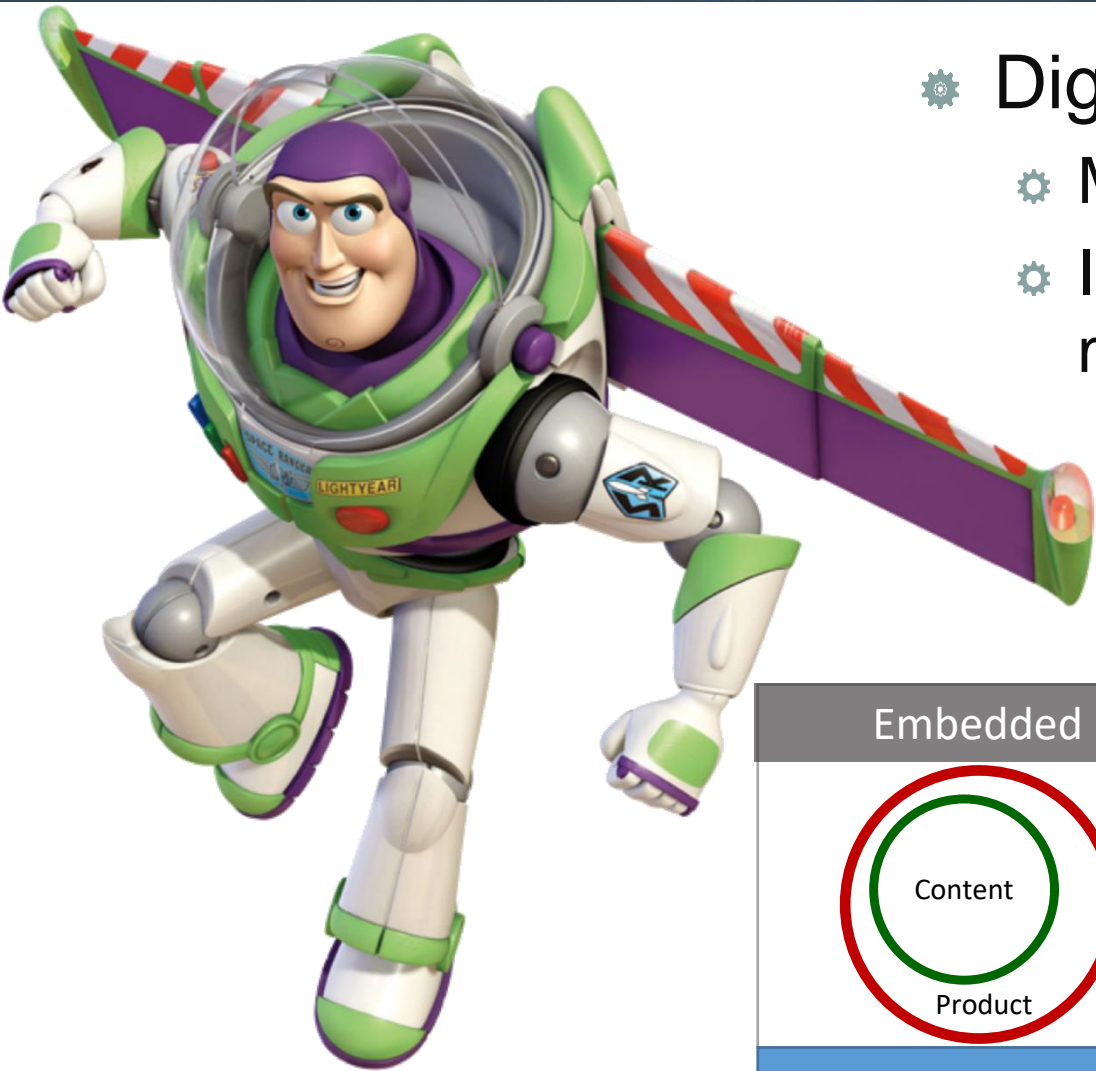for a little

Digital Transformation

Digital Content to the Rescue

* Going all the way with Digital

* Content that is genuinely digital is **fluid** – integrated & integrating

* Fully open to analysis and evaluation

* Connecting everyone everywhere

- Digital Content
  - Moves freely between applications & organizations
  - Integrates a myriad of sources into compelling & meaningful information experiences
    - Supports an unlimited range of potential uses
    - Strives to be simple & usable by all stakeholders
      - Authors, Reviewers, Consumers, *Conducers…*

Embedded	Single Sourced	Integrated Lifecycle	Smart Objects
Content / Product	Content → Product, Product	Source, Semantics, Source → Content → Product, Product, Product	Source, Product, Product, Semantics, Source, Source, Product — Content
Content 1.0	Content 2.0	Content 3.0	Content 4.0

Wait! Did Someone Say **Digital**?

Suddenly **Executive Management** is Listening…

✤ And not just to the latest buzzword – **Digital Transformation**

    ✤ There is a powerful business case to be made
    for a genuinely digital Content Solution

    ✤ One that connects the people
    and integrates the processes
    across the enterprise
    and its ecosystem

Enterprise Digital Content Solutions

- Digital Content
  is the starting point

- Digital Content
  integrates business units,
  flows between tools
  & connects an enterprise
  to its customers,
  prospects, and partners

- Business cases feature both
  concrete short-term &
  strategic long-term benefits

Calculating the Value of Digital Content

- ## Immediate Returns
  - Increased direct revenues on content
  - Reduced cost of production & update
- ## Contributory Returns
  - Content as part of the end product
    & tied to a portion of product revenues
  - Participation in activities that are valued
    & measured such as *lead generation*
    & *user satisfaction*
- ## Strategic Returns
  - Projected long-term improvements
    converted into a net present value (NPV)

Key Point

Digital Content Solutions
are a foundational element of the
digital enterprise – reaching and
connecting *all stakeholders* –
and have a very different business
case than we have historically seen

Different – as in better!

A Content Manifesto

What *exactly* are we going to do?

A Content Manifesto: Declaration #1

We will

address *all* communication needs

within the digital enterprise
and its ecosystem

That means all communications
– business, technical, marketing, training…
and how they work *together*

A Content Manifesto: Declaration #2

We will

engage _all_ users working with _all_ tools

within the digital enterprise
and its ecosystem

That means we work with their tools
as opposed to them working with ours

A Content Manifesto: Declaration #3

We will

make digital content solutions an integral part of the business & technology landscape

within the digital enterprise
and its ecosystem

That means we will work
<u>with</u> and <u>within</u> existing & planned infrastructure

End-to-End
Content Solutions

A Content Manifesto: Declaration #4

We will

turn enterprise knowledge into digital content assets that are useful

within the digital enterprise
and its ecosystem

That means capturing what an enterprise *knows*
in a digital form that helps <u>all</u> users,
including our customers and partners,
be more successful at what they do

A Content Manifesto: Declaration #5

We will

leverage content assets
to guide both *people* & *machines*

within the digital enterprise
and its ecosystem

That means we bring *just enough* structure and
semantic precision to content assets to activate
the next generation of information events

A Content Manifesto: Declaration #6

We will

deliver the full range of business returns on *all* content investments

within the digital enterprise
and its ecosystem

That means we target & deliver tactical improvements for information producers & consumers while creating a culture of efficient & effective communication that reaches **everyone**

A Content Manifesto: Declaration #7

We will

make content a true enterprise asset
that is *valued* accordingly

within the digital enterprise
and its ecosystem

That means by performing all of these
declarations together we will make digital content
into a <u>real asset</u> that has the potential to generate
future returns (*accounting definition of an asset*)

A Fundamental Imperative

* The Content Manifesto
  is not multiple choice

* All declarations must be sustained
  simultaneously

* This forces trade-offs and innovations
  for example
  * How do we deliver the next generation of
    information events, guiding both
    people & machines, while working with
    the tools people already use?

The Content Manifesto has Consequences

- The Content Manifesto
  - Demands a real change in
    - How content technologies are introduced into, and integrated with, mainstream tools
    - How communicators connect & collaborate with peers across the enterprise
  - Forces a highly pragmatic approach to
    - How content initiatives are framed & justified
    - How authoring experiences are made usable
    - How information consumers are serviced
    - How solution complexity is contained & managed
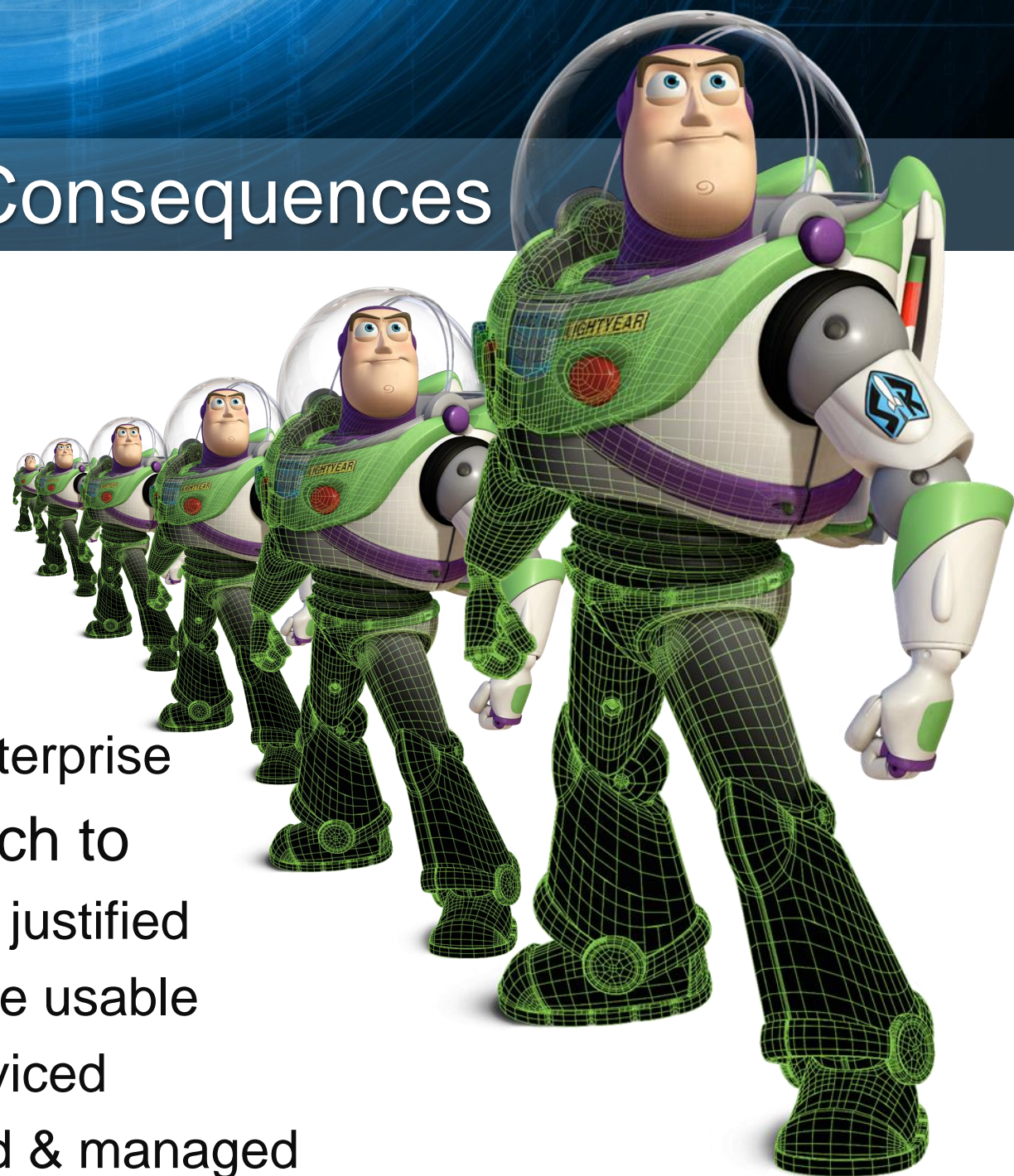
Key Point

Advice: Proceed through small tactical projects that intentionally seek to touch multiple stakeholders - illustrating the benefits of digital content as an integrating force that can bring to life…

"the Content Enlightened Business"
Andrea Ames (IDEAS 2020)

It all comes down to us

Content
Professionals
of the world, unite!

We have one job

It's just a
really big one

building an
*Internet of
Collaborating People
& Machines*

Thanks to
Disney Pixar
for such a fantastic universe
of applicable characters

Questions or Comments or Violent Objections...

Joe Gollner
@joegollner | joe@gollner.ca
Content Philosopher Blog
www.gollner.ca

GNOSTYX.COM

ENGINEERING CONTENT

Managing Director / Solution Architect
@gnostyx | jag@gnostyx.com

"*To infinity and beyond*"

Not Surprisingly…

Current Post-Graduate Studies and Doctoral Research are focused on the foundational role that *digital content plays* in the modern, global enterprise