

Information Mapping® - Keeping it simple

There is a lot of talk today about plain English and keeping the message simple. TACTICS has been an active supporter of plain English since 1991 when we introduced the world-renowned Information Mapping® approach to Australia.

The Information Mapping® message is simple ***create clear, concise and highly usable information focused on the user*** It does this through analysing, organising and presenting the information based on audience needs and the purpose of the information.

Information Mapping® Solutions

TACTICS provides a range of blended solutions designed to meet business needs. Underpinning our solutions is the Information Mapping® approach. We can provide:

- Strategic Information Needs Analysis
- Content architecture and management
- Web content and usability services
- Instructional design and development
- Customised learning solutions

TACTICAL Writing workshops

Information Mapping® is taught in classroom style training called TACTICAL Writing workshop. These workshops are highly interactive and are led by experienced information designers and facilitators.

Current workshops offered by TACTICS include:

- TACTICAL Writing Foundation
- Developing Effective Business Documents
- Policies, Procedures and Documentation
- Writing Web Content
- Structured Writing in XML

Information Mapping® eLearning Programs

TACTICS offers a self-paced eLearning program “Making Email Work” that will help employees improve their email writing skills and increase readability of emails. The program features:

- 1-2 hours of self-paced learning
- short modular lessons
- printable job aids
- exercises to help learners apply skills and assess their progress, and
- practical examples of quality emails.

Software

Performance enhancing software tools are an important part of the TACTICS blended solutions. The software solutions we offer are designed to help improve performance, solve information-intensive business challenges and achieve sustainable results.

Formatting Solutions is the professional software tool designed to help you easily apply the principles and concepts of Information Mapping®. The tool includes a collection of document outlines that can be used back on the job. You can increase productivity by simply clicking and opening a standard outline for a:

- Business case
- Feasibility report
- Policy
- Project plan
- Request for proposals and many more.

Clients we have introduced to Information Mapping®

- AAMI
- AMP
- ANZ
- Attorney General's Department
- Australian Taxation Office
- Centrelink
- Commonwealth Bank
- Department of Defence
- Department of Immigration & Multicultural Affairs
- Department of Infrastructure (Victoria)
- Department of Justice (Victoria)
- Family Court of Australia
- National Bank of Australia
- Qantas
- Rabobank
- Salvation Army
- St George Bank
- Telstra
- Toyota
- Westpac Banking Corporation

Find out more

To find out more about Information Mapping®, our workshops, eLearning programs or software contact TACTICS:

Sydney – 02 9252 0445 or sydney@tacticsconsulting.com.au

Melbourne – 02 9690 6522 or melbourne@tacticsconsulting.com.au

Canberra – 02 6276 4400 or canberra@tacticsconsulting.com.au