ABOUT INFORMATION MAPPING®

Introduction	Information Mapping® is a research-based method to write clear and user focused information, based on the audience's needs and the purpose of the information.
Scientific Background	In 1965, Robert E. Horn, a cognitive psychologist at Harvard and Columbia universities, initiated the research into and design of the Information Mapping® method, initially developed as both a way of visually presenting information and a method for analysing information to make it easier to communicate. Forty years later, this method has been embraced by thousands of organisations in more than 40 countries, standing the test of time and technological evolution. Information Mapping® is based on: • learning theories • cognitive psychology, and • years of practical business applications.
Modular information units	Documents written according to Information Mapping® present a modular structure. In fact, they consist of clearly outlined information units (Maps and Blocks) that take into account how much information a reader is able to assimilate. This is the essential difference between an information unit and the traditional text paragraph.
Information types	Information Mapping® answers the most typical reader questions using six universal information types:

⊘	**PRINCIPLE**	A statement to guide or require behaviour.
↻	**PROCESS**	A series of events, stages or phases.
→	**PROCEDURE**	A set of steps that the reader performs.
💡	**CONCEPT**	A group of things that share a critical set of attributes.
👥	**STRUCTURE**	Anything that has parts and boundaries.
📊	**FACT**	A statement that is assumed to be true.

ABOUT INFORMATION MAPPING®, Continued

Research-based principles

Information Mapping® documents are always written according to these principles:

|		
	CHUNKING	Group information into small, manageable units.
	RELEVANCE	Limit each unit of information to one idea.
	LABELING	Label each unit of information.
	CONSISTENCY	Use similar terminology and formatting in similar content.
	INTEGRATED GRAPHICS	Use graphics within the content to clarify it.
	ACCESSIBLE DETAIL	Provide the detail that all readers need.

Reader benefits

Readers will benefit from the Information Mapping® method.

These results are a summary of the research that has been done in the past.

(cf. *"The Information Mapping® Method: 30 Years of Research"*).
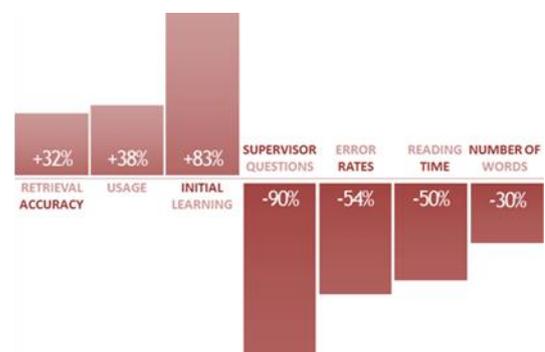
Writer benefits

One of the features of the Information Mapping® method is that writers can focus on communicating key information, and eliminate other writing that is not critical to understanding. This reduces the amount of information a user reads and thus, reduces the time it takes for a reader to complete a document.

- Writers start writing more quickly.
- The number of words in documents decreases by 57%.
- The information gathering and first draft development time decreases by 83%.
- The review time decreases by 75%.

FS PRO 2013 SOFTWARE

About FS Pro

FS Pro is a software program that helps you create clearly structured documents by providing formatting and layout tools. This way, you don't have to worry about the layout, but you can focus on the actual content of your document.

FS Pro also allows to you achieve consistency easily both within a document and between documents.

Word add-in

FS Pro 2013 works in Word 2007, 2010, and 2013, and provides additional functions there. FS Pro does not change or remove any Word functionality, so you can continue to work in your familiar Word processor.

Integration with the Information Mapping method

The Information Mapping method helps writers analyze, organize, and present information based on the audience's needs and the purpose of the information.

The method solves the typical challenges faced by readers and writers of business documents.

FS Pro supports the Information Mapping method because it allows you to
• organize content in the modular information units Maps and Blocks, and
• easily insert predefined tables, such as a Step/Action table for procedures.

FS Pro ribbon

The following picture shows how FS Pro 2013 is integrated in Microsoft Word:
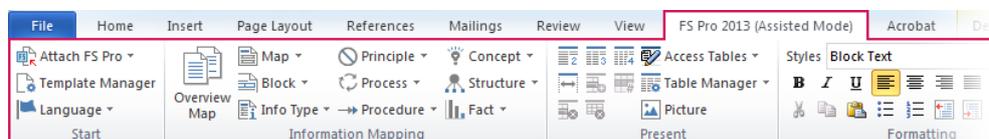
How to purchase?

You can purchase FS Pro 2013 on the Information Mapping Web Store:
http://www.informationmapping.com/shop

EXAMPLE: BEFORE INFORMATION MAPPING®

Before   This is an example of a document **before** Information Mapping® was applied.

Reorganization of the company

As you well know, our company has had considerable difficulty this year with the stalled economy, inflation, with the labor difficulties we've had at several plants, and with the development of our new products, especially in the home products system. This situation has forced the management team to assess our entire company and its operations with a view to finding a better way to organize it for improved profits and long-term efficiency.

Some of our departments have been growing and shrinking without much rhyme or reason, and before this occasion we had not made the effort to take a really hard look at what we were doing. Instead, we were patching things here and there with the aim of eliminating duplication when we could and pulling together groups that belong together functionally.

Now we are announcing a major reorganization to take effect on 18 January. We will announce the details on 12 January including dates when new managers will hold meetings with various employees to whom the information is pertinent. We will also, at that time, distribute a complete schedule setting forth who will be working for whom. In the meantime, we are announcing the following changes so the managers in charge of the affected divisions and departments can prepare for the reorganization.

Janice Moreland will move from Vice President for Research to Vice President for Operations. Jack Spotter will be the new head of the Research Department, moving from his position as Assistant Vice President for Operations. Marilyn Belt will become Director of the new Home Products Division, which used to have only project status. These changes in department managerial positions will take place on 5 January. Current Assistant Directors will remain in their positions at that time unless otherwise notified.

Then, on 12 January, changes at the level of Assistant Directors will go into effect. The staffs of these departments will be informed in an email notification from their managers about whether they will be moving with their current managers or staying in their current departments. In most cases there will be no change, as we are trying to keep as many departments intact, with experienced staff, as possible.

EXAMPLE: AFTER INFORMATION MAPPING®

After　　　This is an example of a document **after** Information Mapping® was applied.

Reorganization of the company

Background

As you well know, our company has had considerable difficulty this year with:

- the stalled economy
- inflation
- labour difficulties at several plants, and
- development of our new products, especially in the home-products systems.

The management team decided to assess our entire company and its operations and find a better way to organize it for improved profits and long-term efficiency.

New division

As of January 5, Home Products will be created as a new division

Management changes

The new management positions are described in this table:

Name	Previous position	New management position
Janice Moreland	VP, Research	VP, Operations
Jack Spotter	Assistant VP, Operations	Director, Research
Marilyn Belt	Assistant to the Plant Manager	Director, Home Products Division (new division)

Notification to staff

The managers of these departments will inform their staffs via email if they will be moving or staying in their current departments. In most cases there will be no change. We are trying to keep departments intact, if possible.

Effective dates

The effective dates for these changes are listed below:

Date	Description
January 5	Changes in Corporate Officers and Division Chiefs.
January 12	Changes in Assistant Directors positions and announcement of details of reorganization.
January 18	Reorganization takes effect.

TRAINING & CERTIFICATION

Training types

This is an overview of the training types offered by Information Mapping.

Type	Description
PUBLIC TRAINING	In the public training, students will: • become familiar with the concept and principles of Information Mapping®, and • learn how to apply The Method to their own documentation and communication.
PRIVATE TRAINING	Organizations often prefer a private training program to public training. Private training has several advantages: • You can train up to 15 people of the same department in one session. • Our Certified Instructors use your own material to preprare hands-on exercises. This way, you will immediately learn how to apply Information Mapping® to your own subject matter • You do not have to travel, as the training is organized at your premises.
E-LEARNING	Information Mapping®'s self-paced e-learning courses allow you to improve organizational efficiency without ever having to leave your desk. Information Mapping® lets you choose from a variety of self-paced e-learning programs.
INSTRUCTOR-LED E-LEARNING	This eight-week instructor-led, interactive e-learning program in English teaches you how to improve the effectiveness of your business communications and documentation projects by using the Information Mapping method to create concise and easy-to-read information.

Information Mapping® Professional™ (IMP) Certification

An Information Mapping® Professional™ is an individual who has demonstrated mastery of the fundamental principles and concepts of the Information Mapping® method. This expertise in applying the Method benefits both the individual and those who receive his business or technical communications.

Anyone who has completed an Information Mapping® learning program is eligible to apply for the IMP Certification Program.

Exclusive Licensed Agent for Malaysia & Singapore

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