

## Working With Your Subject Matter Experts

InfoPros understands the importance of keeping your engineers and senior operations personnel focused on their core competencies. In the immortal words of Ben Franklin, "time is money" and having these subject matter experts (SMEs) spend time developing documentation or training content is not likely the best use of their time. That is often one of the primary drivers for companies contacting InfoPros; offloading SMEs becomes a business imperative.

### What is required of your SMEs?

SMEs have two basic responsibilities: providing information that will comprise the content of a project and reviewing the content InfoPros creates or updates.

**Providing information:** Whether source material is available or not, InfoPros has a process for reducing the impact on SMEs during our information-gathering process. We familiarize ourselves with the industry, product and content required for the users, identify areas that require clarification and where there are information gaps, and then consolidate our questions before meeting with SMEs. This keeps our scheduled interactions with them as short and productive as possible.

**Reviewing content.** This is the more critical and time-consuming of the SME tasks because SMEs need to validate the accuracy of the content by reviewing it in its entirety. To make this as efficient as possible, InfoPros has developed processes considerate of your SMEs' needs.

### The InfoPros Project Team

Because InfoPros focuses exclusively on developing content for our Clients' products, software and processes, our people have experience working with a wide variety of technical SMEs. In addition, the

InfoPros project manager (PM) selects your team members, knowing what skills and industry experience your project requires.

Our proven process ensures that we flexibly and efficiently:

- *Plan and Communicate.* The PM delivers a project plan outlining the project, the specifications of each deliverable, and the schedule. Every SME knows when interviews will take place, their duration and topics that will be discussed as well as when to expect drafts to review and approximately how long the review could take, based on the size and complexity of the deliverable. He/she can plan ahead, schedule time, and be prepared for the review.
- *Ramp up.* The team members will gain familiarity with the business unit/product family and review source material, if available, prior to engaging with the SME(s). This allows them to develop the required contextual information to ask only those questions required to address information gaps, thereby maximizing the use of the SMEs' time.
- *Coordinate.* Our writers and illustrators can "pre-load" comments in the deliverable to call attention to specific questions and items of importance. This helps SMEs focus on any content in question.
- *Review.* Depending on the number of SMEs, their schedules, project timeframes and other needs, we can provide SMEs with review options:
  - Email
  - Interactive via webinar
  - SharePoint-based

*InfoPros knows your SMEs are critical to the success of your business, so we do what we can to maximize their efficiency by minimizing their time commitment.*

Corporate Headquarters: 12325 Oracle Blvd., Suite 100, Colorado Springs, CO 80921  
719.593.7377 | 888.235.3231  
Locations: California | Colorado | North Carolina | Texas | Wisconsin