



INFORMATION MAPPING

MEDIA KIT

What is Information Mapping®?

Information Mapping is a new way of thinking that improves business proficiency. Developed by Harvard professor, Robert E. Horn in the 1960s, Information Mapping is based on how the brain works and processes information. It helps users present and receive information in a way that can be quickly and accurately digested. It allows writers to organize key messages; it allows readers to take from documents the information and details they need.

How does it work?

Unlike conventional writing, Information Mapping is *reader-based* not writer-based. This means that the emphasis is on how the reader uses information, rather than the writer's personal expression.

It can be used for both paper-based and on-line documents that are intended to be used quickly - scanned for relevant information - not read from beginning to end.

See for yourself: www.infomap.ca/showme

What are the benefits of using Information Mapping?

In its over 40 year history, Information Mapping has been successfully used by individuals and organizations to

- reduce review and rewrite time,
- increase writing accuracy and effectiveness,
- eliminate redundancies,
- facilitate the transfer of information to an on-line system.

Information Mapping also saves companies money. Each year, poor documentation and communications costs the Canadian economy more than \$50 billion.* Applying Information Mapping principles has been shown to reduce these organizational costs.

(* "Coping with the crisis in the office: Canada \$50-billion challenge" by Peter Richardson, Queen's University)

When is Information Mapping used?

Information Mapping can be applied in all written communications:

- Reports
- Proposals

- Technical Data
- HR manuals
- Policies and Procedures
- User Guides
- Sales Collateral
- Internet and Intranet sites
- Email
- DITA-compliant XML-tagged content for CMS

What are the results of using Information Mapping?

Globally, organizations that use Information Mapping have seen improvements in their bottom-line performance through

- information sharing to build knowledge,
- substantial company-wide cost savings,
- increased profit margins.

Research studies have shown that the application and use of Information Mapping results in a:

- 75% reduction in development of standard operating procedures (SOPs)
- 70% reduction in questions to supervisors
- 55% reduction in performance errors
- 42% reduction in training costs, and
- 30-50% reduction in reading and writing time.

Who are Information Mapping Canada's Clients

Andres Wines
 BMO Financial Group
 CAA
 Canada Post
 Canadian Blood Services
 Canadian Tire
 CGI
 CIBC
 CIBC Mortgages & Lending
 DND
 Dundee Securities
 Fidelity Investments
 Farm Credit Canada
 GFTC
 Health Canada
 HRDC
 HydroOne
 Insurance Corporation of BC
 Loyalty Group
 NB Gov Dept-Natural Resources
 NB Gov Dept-Supply and Services
 NB Gov Dept-Training & Employment Dev.
 NFLD OAG
 NB Power

OPS-CSS, I&IT
OPS-MAH
OSFI
River Valley Health
Royal Bank Financial Group
Scotiabank
TELUS
Toronto East York General Hospital
Toyota
Wardrop Engineering Inc.
CRA
CBSA

What do users say about their experience with Information Mapping: A sample of client testimonials

"I have been using Information Mapping for approximately five years. I find its communication method straightforward and easy to adjust to. The approach has a number of major benefits: it provides for concise, precise, clear and well organized information so it can be easily read and reviewed and decisions based upon the information can be more easily made; it eliminates redundancy thereby avoiding and/or eliminating misinterpretation and decreasing time to read the material; it facilitates understanding by using the most appropriate ways to present information based upon the type of information being presented. Those reading the material/report can easily find information without reading the entire report. This, in itself, saves an enormous amount of time."

Laura Miller
Manager, Quality Assurance and Risk Management
New Brunswick Government Department of Training and Employment Development

"The work methods department at Hydro One utilizes many of the tools and principles of Information Mapping for the purpose of communicating with clarity and focus. These principles provide a framework for Hydro One Content as well as a foundation for day to day communication via email.

Writing with this methodology causes you to think about communications in a structured manner. Productivity is then gained by the net effect of clearly communicating important issues to the audience with very little clarification required."

Erwin Chopee
Hydro One
Work Methods Manager
Work Methods and Training

"Through the close working relationship that OSFI has with Communicare staff, in particular, Jim Purdy, we have successfully implemented Communicare's structured writing using Information Mapping throughout our supervisory work processes. Without the help that Information Mapping Canada (formerly Communicare) staff

have provided and continue to provide, our implementation and realization of the benefits of structured writing in our work processes would not have happened."

Calvin Johansson
Director, Financial Conglomerate Group

"We have used the Information Mapping system for about five years and continue to find that it is relevant and very useful. Each year, we train a few staff with the hope that we will develop a critical mass of employees who have the training. We use this system for all of our manuals and it works great for us."

Marg Ellard, CMA, CA, FCMA
Director, Portfolio Accounting and System Support
Farm Credit Canada

"I am still in awe of how easy it was to work with them over the net - we never met and they completed the Speakers' Bureau training beautifully. I wouldn't hesitate giving them a reference."

Stephanie Kelly,
Manager Volunteer Services
Canadian Blood Services

"The customer service provided by Information Mapping Canada (formerly Communicare) was outstanding. Their Information Mapping process really helped clarify some very complicated material and order the information in a clear organized fashion in our computer software manuals, which was truly appreciated by the folks who use that application."

Ruth Leard
Manager, Donor Feedback
Customer Relations and Donor Recruitment
Canadian Blood Services

Information Mapping Spokespeople

Lisa Thompson,
Director, Marketing

A recognized Information Mapping Expert, Lisa brings over ten years experience to her role, having joined the company in 1998 as sales and marketing associate.

Lisa thrives on working with organizations to help them achieve superior communications, both internal and external, through effective communication techniques. Working closely with Information Mapping Canada's broad range of clients, Lisa has been instrumental in helping clients understand and evaluate Information Mapping's services to find the perfect match for their needs.

She also heads the managing and updating of Information Mapping Canada's corporate website, and is the first point of call for public seminars; marketing campaigns; trade shows & events.

Chris MacMillan
Director, Business Development

As director of sales and business development, Chris leads the charge in creating awareness of Information Mapping Canada as a proven business writing method. He is responsible for a range of sales and marketing activities from identifying new business opportunities to developing long-term client relationships.

Chris has been responsible for securing many of Information Mapping Canada's clients including Regional of Peel, City of Brampton and Toyota. He has also maintained and further developed relationships with Information Mapping's existing clients including Bank of Montreal, CIBC and Manulife.

He is primarily focused on sourcing new opportunities, spearheading campaigns, and developing different business ideas that effectively address client needs and provide valuable insight of how to successfully apply Information Mapping to their organization.

Chris is a graduate of McMaster University. His previous work experience includes a stint in Toronto's film industry. On a more personal note, Chris is an avid hockey player and when he is not on the ice, enjoys spending time with his wife and family.