

CONTENT STRATEGY

Complete this exercise to evaluate your content strategy and design to help you enable your frontline workers.

Unleash employee potential in three critical ways:

- Meet your employees where they are, on the devices they use most, with digitally enabled tools to get work done right, the first time.
- Align organizations strategic initiatives by communicating out to the field in real time with context on decisions and analytics on engagement.
- Foster brand advocacy in your associates to promote discretionary effort and develop loyalty.



Mission Critical
Content



Smart
Integration



Business
Intelligence

Understand your content strategy through:

Current State of Content

- What kind of content do you have today?
- What is working well with your content?
- Is there anything you would like to change?

Audience

- Who is the content intended for?
- When and how do they use it?
- How do users know about and find the content they need?

Content Creation & Governance

- Who creates your content?
- How is your content distributed?
- What is your content review process?
- How often is content updated?

Desired Future State of Content

- What is your vision for your content?
- What are your top goals for your content?
- How do you want users to engage with your content?

Here is a worksheet to help you assess the current state of your content

Content Strategy Goals

What would you like the content to achieve for the business?

What are your top priorities/goals for your content?

What are the types of content you are making?

- Training materials to onboard and upskill.
- Marketing materials and learning resources for continuous learning.
- Reference guides.

Distribution & Audience

How is your content distributed? (what format, how does the user access it?)

Who is the audience?

Where and how do you use it? What are you trying to do by reading the content?

Content Development

What documents do you have or are you creating today?

How is your content developed today?

Development Process

What is working well with your current process?

What are your current pain points in content development/distribution that you would like to solve?

Content Feedback

What do you like about your current content (ie, what should be retained)?

What are your current pain points/what problems in the content itself that you would like to solve?



After completing this worksheet,
unlock your full potential by
taking a quick quiz!

TAKE THE QUIZ NOW