

Rose Johnston, Content Matters®

Rose Johnston is President of Content Matters®. She helps large and small companies, government agencies, and other consulting firms reap the benefits of clear content for their process, application, and other project and system life cycle needs.

Using coaching, consulting, training, or a combination, Rose instills the motivation, methods, and skills that technical *and* non-technical people need to write clear and concise content throughout the project or system life cycle. This makes it easier to create and maintain content and traceability within and between project and system documents. Everyone in the “brain chain” – on both the customer and the IT/IS side – benefits: analysts, testers, designers, developers, operators, customer support, consultants, managers, trainers, end users, and auditors.

Rose works with IT/IS consultants such as Hathaway and Associates specifically to help their customers write better project and systems-related content. In addition to teaching, Rose “walks her talk” by providing guidance and hands-on participation with real projects in different phases of the life cycle. Her specialty is in helping people master the guiding principles that are at the core of effective writing in a business environment. People who apply these easy-to-learn principles find at least six benefits; namely, they are better able to:

- Focus on the content task, and to re-focus quickly when interruptions and delays occur.
- Tailor their writing to a specific audience and communication need.
- Get rid of the “fluff” and other impediments to clarity and conciseness.
- Increase comprehension with lists, tables, and graphics.
- Organize content to make the logic apparent and the quantity manageable.
- Focus reviewers on the content and not the typos.

Further, you can apply the principles and see the benefits across content domains and venues, including project or system documentation that is targeted for print or the web, as well as presentations, email, and training material.

Services with a Guarantee

Rose offers her services with a money-back guarantee in venues and doses that suit your business and the way your people prefer to learn:

- Customized workshops where exercises are based on your content.
- Facilitated group sessions where you make measurable improvements to your content.
- Coaching individuals or small groups at your site, her site, by phone, or by email.
- Participating on specific projects, contributing both content and guidance.

Rose’s background is key to the services she offers. She is a certified instructor for Information Mapping® and ProjectExperts®, and is a Master Certifier for the classes she teaches. As a certifier, she models, observes, coaches, and evaluates the competencies of other instructors. She also has a BSBA in Information Systems and Communications, and has completed graduate-level work in Instructional Systems Design. She began her profession in 1984, improving how people write and how they think about writing in the U.S., Europe, Asia, and Australia.