

It's 9:00 a.m.

Do you know where your employees are?

If you're lucky, your employees get to work on time. But once they arrive, do they have the information they need to do their jobs safely and productively? Maybe they don't even know where to get policy and procedure information. Do they ask Susan? Look in a dusty binder? Make a best guess? How do you know they are getting accurate information?

Let McKinnon-Mulherin's design team help you get your policy and procedures under control. We know that effectively managing and distributing ever-changing policy and procedures is a must for companies concerned with increasing productivity, complying with regulations, and ensuring safety. Without succinct, accessible, easily maintained information, you risk mistakes, dissatisfied employees and clients, and costly retraining. You may also lose your knowledge base when employees are promoted or leave.

Help employees absorb, apply, and retain knowledge

Our information design approach includes up-front planning, cross-functional teams, and user analysis. This results in usable policy and procedures that help your employees turn information into the knowledge they need. We can save you time, money, and rework:

- Match the document to your needs—whether you're providing information, training, or job support
- Determine the most accessible and easily maintained medium

Develop accessible, user-focused materials

You can count on McKinnon-Mulherin to help you design, write, and produce everything you need to capture and manage your knowledge base:

- Leader and coaching guides
- Policy and procedure manuals
- Multimedia courseware
- Web-based training
- Templates and style guides
- Newsletters
- Diversity training guides
- Job and performance tools
- Standards and boilerplate

**McKinnon
Mulherin**

Strategic

Communication

Information

Design

**Capture
your
knowledge
base**

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