



**Documents
worth their
weight in
gold**

Your message counts:

Effective communication is a bottom-line issue

McKinnon-Mulherin offers strategic communication and information design services. We create documents that positively affect your productivity, reputation, and profits:

- Proposals and product documentation that help you win and retain customers
- Policy and procedure manuals that help you comply with federal, state, and local regulations
- Business plans that attract investors
- Annual reports that inform shareholders
- Training materials that increase employee competence and productivity
- Press releases and articles that improve your image

Distill information into knowledge

Anyone can gather data: Our proven information design approach helps you turn information into knowledge that can be absorbed, applied, and retained. Your employees will have the tools they need to perform effectively. Your customers and shareholders will recognize the value of their investment in your product, service, or corporation.

McKinnon-Mulherin combines expertise in writing, editing, instructional design, human factors, and strategic planning. We help you get your message across with our approach:

- Ensuring the quality of our projects with up-front planning, user analysis, cross-functional teams, and quality standards
- Helping you choose the document and medium that will most cost-effectively communicate your message

Protect your investment

Your words represent your company. You can't afford documents that diminish the investment you've already made in attracting customers, satisfying shareholders, and training employees.

Our information designers have helped many companies in a variety of industries, from startups to Fortune 500s. We can work on site or off site to help you start, finish, or evaluate document projects.

**McKinnon
Mulherin**

Strategic
Communication

Information
Design