

Webinar On

# Elevating technical writing: From support to strategy



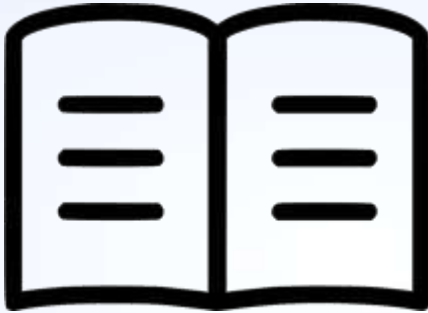
Speaker

**Sarah Moir**  
Senior Technical Writer  
Sigma

# About me

- Technical writer for 10+ years
- Primarily B2B software in data analysis & security domains
- Reported into engineering, product, support
- Written in MediaWiki, Markdown, reStructured Text

# Overview



- What it means to be strategic
- Why to be strategic
- How to be strategic
- Challenges to strategic work

# What is the goal of documentation?

- Is it... maximum feature coverage?
- Or is it... customers know how to get things done with your product?

# What do I mean by strategic?

- support mindset = project mindset
- strategic mindset = product mindset

# Strategic documentation is...

- More relevant to your users
- Optimized for customer outcomes
- Provides decision support

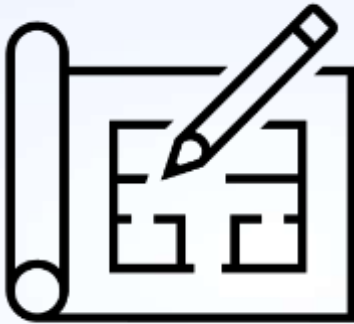
# How to be strategic

1. Know the product
2. Know the customer
3. Build partnerships
4. Define a better process
5. Design your docs
6. Educate yourself

# Focus on the product



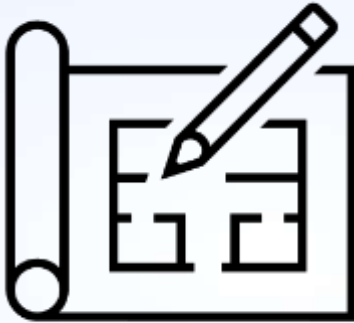
# Know the product



- Build product expertise
- Follow your curiosity

# Focus on the people

# Know the customer



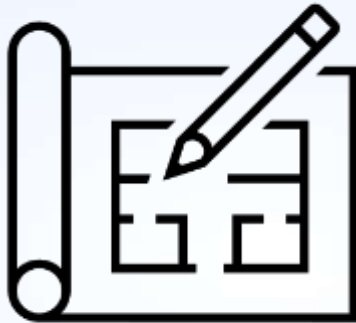
- Talk to them
- Listen to them

# Build partnerships

- Product management
- Engineering
- Design
- Product marketing
- Developer relations
- Education
- Technical support
- Customer success
- Solutions architects / Professional services

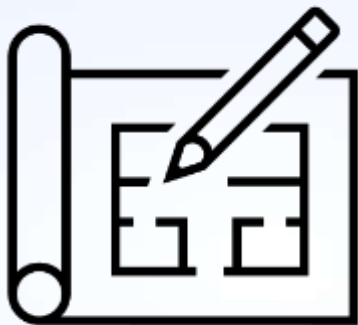
# Focus on the docs

# Define a better process



- When engineering plans, you do too
- Identify themes to set focus
- Have a roadmap and/or backlog
- Scope and triage your work

# Design your docs

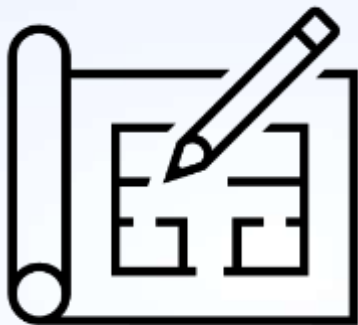


- Write findable content
- Follow best practices
- Provide multi-modal content

# Focus on yourself



# Educate yourself



- Learn about the market
- Follow content innovations
- Track information trends

# What we covered

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2. Know the customer
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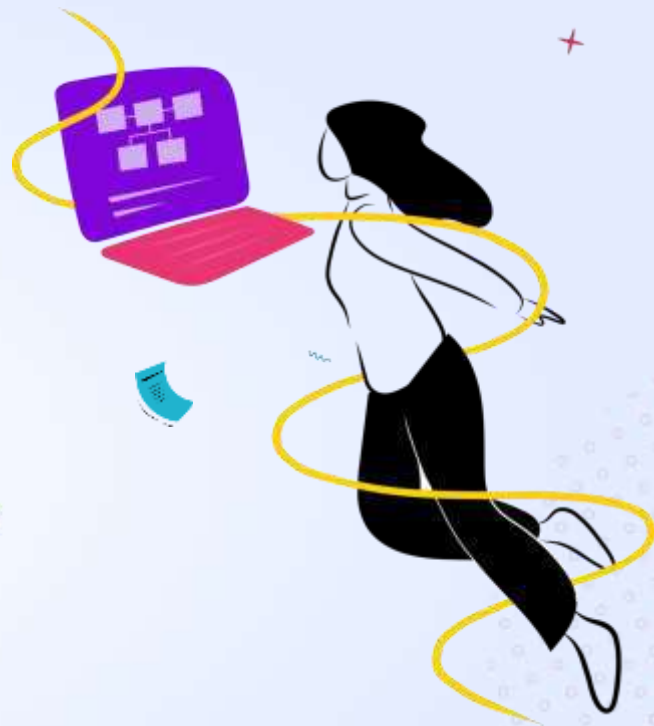
# Challenges to strategic work

- Available time
- Amount of effort
- Lack of autonomy
- Lack of expertise

# Start being strategic

- Start with what you can control
- Make small shifts over time
- The more you do it, the easier it gets
- Practice makes perfect

# Thank You!



**Questions?**