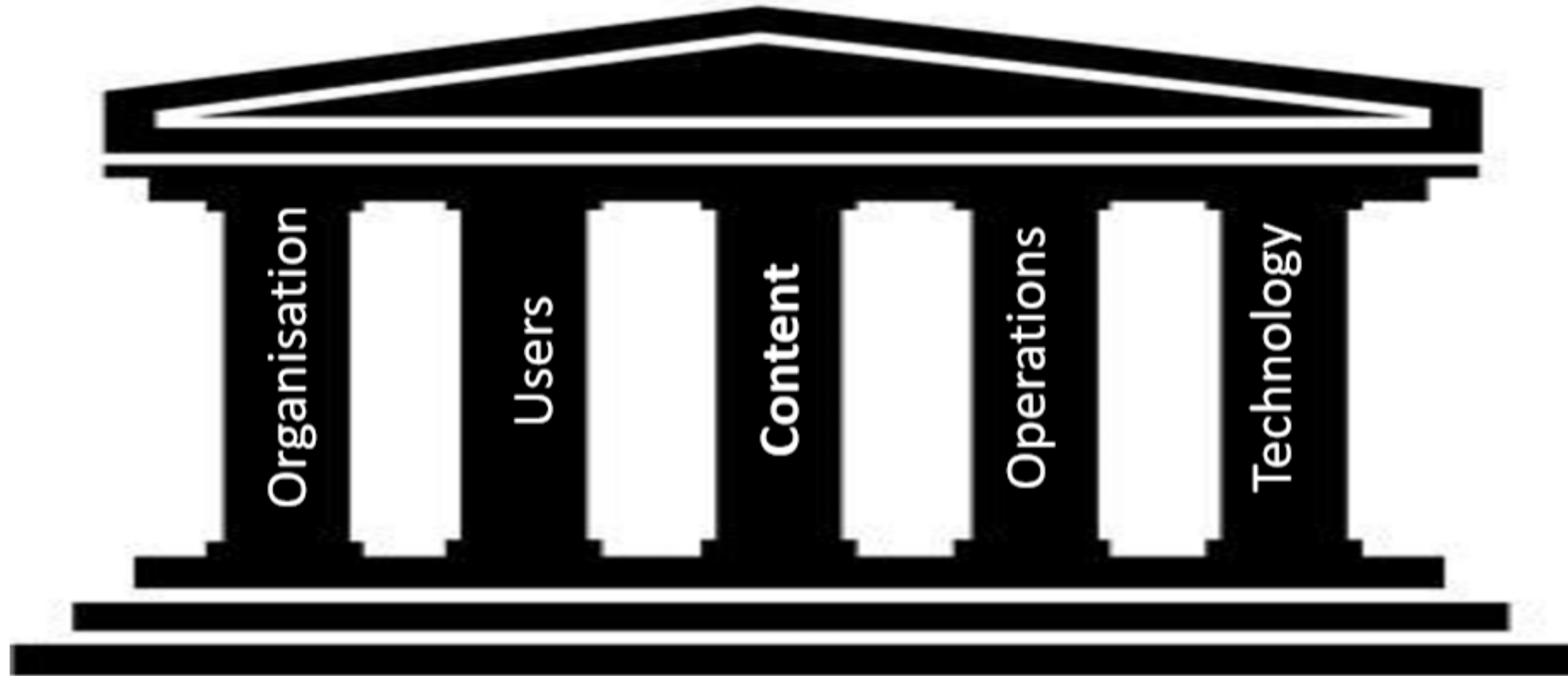


The Five Pillar Approach to a Content Strategy Gap Analysis



Typical questions in a 5-pillars approach

	Organisation	Users	Content	Operations	Technology
Discovery	<p>What is the business problem (or goal) being addressed? Have you tried to solve the problem before, and if so, how?</p>	<p>What kinds of content do you provide to your customers / end users? Is there content that you wish could be providing if you could figure out how?</p>	<p>What does your content landscape look like? Can we identify all of the pockets of content? Which content is included in this analysis?</p>	<p>How mature are your processes? What kind of a governance model is in place? Must processes fit with other systems (e.g. Agile)?</p>	<p>What does the technology ecosystem look like? How do all of the existing technologies work together, end-to-end? Who owns which systems?</p>
Current state	<p>How much ROI do you currently get from content? How does content get produced now, and which people are involved in its production?</p>	<p>How do users access your content now? Which channels do you use? Are you happy with the way you are using existing channels?</p>	<p>What kind of content do you currently produce? How many formats: text, visual, video, audio? What condition is the content in right now?</p>	<p>What do your current processes look like? Where pain points are you trying to relieve? Where are the blockers? Are staff adequately skilled?</p>	<p>What kind of tools do you currently use? What technology shortfalls get in the way of doing what you want to do? Who "owns" content tech?</p>
Future state	<p>How vital is content to doing business? What state do you want to reach for content delivery? What factors will go into calculating ROI or IRR?</p>	<p>What is your ideal vision of how users would get content? What kinds of content would you like to deliver to users, in which channels?</p>	<p>What kinds of content would you ideally provide to customers? In how many languages and variants would you like to produce content?</p>	<p>What would your ideal processes look like? What kind of a team do you envision having to produce content in future?</p>	<p>How sophisticated does the technology need to be to deliver your content vision? How will the tech work together to automate content production?</p>
Roadmap	<p>What is the expected timeline to implement the needed changes? What budget is available? Who will the executive sponsor be for the project?</p>	<p>How do you want user needs represented in the roadmap? As the project progresses, how will you check that the user needs are being met?</p>	<p>How much semantic structure does the content need to have? What kind of content migration support can be put into place?</p>	<p>What change management plans will be put in place to help staff adapt? How well are staff skills aligned with future need? What about a training plan?</p>	<p>What infrastructure is in place to deliver content in ways that support your business goals? Which will represent technology on the project?</p>