

# Synapse, Inc.

A transformed approach  
to how we do business

Systems, Goals & Community

# Mission

The primary goal of Synapse, Inc. is to develop and deliver superior solutions, in terms of both innovation and state-of-the-art technologies, so our clients are able to improve their profits and further the ingenuity and efficiency of their businesses.



# The Technical Publications Team

- ▶ We operate as an organized community
  - ▶ We support one another
  - ▶ And we consistently deliver exemplary work
- 

Developing a more *customer-centered* approach to how we conduct business.

What does this mean for us?



# Exciting opportunity...

- ▶ Get off the sidelines and into the game much earlier in the development process
  - ▶ Play a more dynamic and involved role in the company
  - ▶ Experience a more stimulating and empowered writing process
- 

# A heightened level of *interconnectivity* is in effect

- ▶ Our team members
- ▶ Other departments
- ▶ And our clients



# Establishing a *virtual presence*

- ▶ Member's Area
- ▶ Forum
- ▶ [www.synapseware.com](http://www.synapseware.com)

# Serving two main purposes:

1. Facilitate easier interactions with our clients
  2. Allow our clients to act as operational players throughout every step of their project's development
- 

We are *not* islands...

We are members  
of an ever-evolving  
*community*.



We are agents of change. And our articulations have the power to influence what goes on within this company and with its clients.



# ALL ACCESS

Participation and  
Communication

# Main objectives of *All Access* meetings:

- ▶ Discuss, review, and/or revise what are the rhetorical and social goals of a project
    - Purpose
    - Targeted audience(s)
    - Deadline
    - Restrictions
  - ▶ Review and revise the drafted materials
  - ▶ Discuss any concerns related to the functioning of a particular project, department, or the company in general
- 

Meetings are recorded and posted in the Member's Area of the company website.



# Thrashing Sessions

Thrashing: A project management technique wherein a project is entirely thought through, in one sitting, with all questions answered and all priorities and systems established up-front.



# Team Training

Any procedural changes that occur are to be accompanied by training sessions to ensure team members are familiarized and comfortable with the new operations.



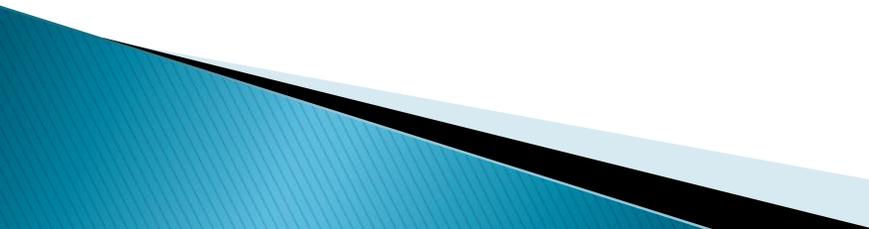
# The 3 components of SUCCESS at Synapse, Inc. are...

1. Multiple audience analysis and adaptation
  2. Interaction and feedback
  3. Transparency
- 

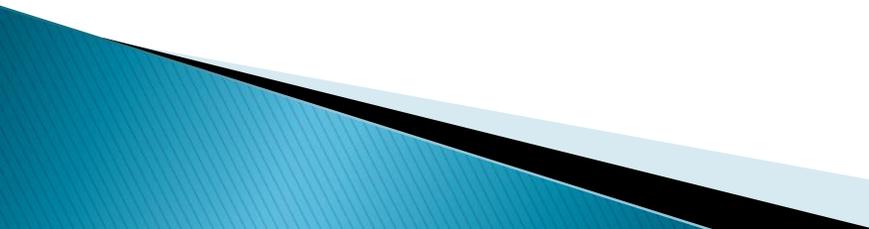
# Multiple audience analysis and adaptation:

- ▶ Who is our targeted audience?
  - ▶ Constructing avatars
  - ▶ Audience assessments are critical
- 

# Interaction and Feedback:

- ▶ Constructive discussions and input
  - ▶ A clearly defined revision process
    - 3–5 stages
    - Standardized grading system
  - ▶ Outlets for support
    - Check-in meetings and/or phone calls
  - ▶ Professional relationships built on trust and respect
- 

# Transparency:

- ▶ Eliminate guesswork
  - ▶ Replace it with open and honest communication
  - ▶ Adhere to the company's code of ethics along with the addendums set forth for the publications dept.
- 

# The culture at Synapse, Inc. is being revamped...

We have greater power to act as  
creative and authoritative contributors  
to the software development process.

And as a result...



- ▶ Perform in a trusting environment
  - ▶ Provide and receive more constructive feedback
  - ▶ Deliver superior quality work
  - ▶ Foster a sense of camaraderie
- 

# Together

We are able to enrich and improve our craft, authority, and company as a whole.



# Where do we go from here?

- ▶ Review the mission statement
  - Systems
  - Procedures
  - Company culture
- ▶ Reframe insular views of the writing process
  - More community-oriented
  - Take pride in our work
- ▶ Approach the work you do at Synapse, Inc. in a new way
  - Increased confidence, authority, and enthusiasm

If you have any questions,  
comments, or concerns, please  
do not hesitate to contact me.

