



DEVELOPING COMPREHENSIVE SOLUTIONS THAT DELIVER RESULTS

Technical Communication

Does your organization face the challenge of communicating complex information clearly and concisely? Do you need your audience to follow directions and take a required action—perform a process, follow a procedure, or make a decision? Do you need to translate your documents into multiple languages?

Technical Communication involves a specific set of writing skills that when practically applied, results in a variety of outcomes, including:

- Business Continuity Procedures
- Compliance and Regulatory Guides
- Newsletters and Catalogs
- Online Help and Demonstrations
- Podcasts and Video
- Procedure Manuals
- Product Specifications and Data Sheets
- Proposals and Marketing Brochures
- Release Notes and FAQs
- Standard Operating Procedures
- Systems Development Specifications
- Job Aids
- User Guides
- White Papers

A qualified technical communication specialist works directly with subject matter experts, across the organization to first identify the performance goals and target audience using a variety of processes and tools. Next, they design for accessibility and develop according to your approved specifications. Lastly, these specialists review, test and produce information designed to deliver results.

About CARA

The CARA Group, Inc. is a human performance consulting firm specializing in custom learning, change management and technical communication services for Fortune 500 organizations.

CARA's mission is to help our clients achieve their business objectives by first understanding key issues and challenges, and then leveraging the skills and competencies of our consultants. We design, develop and implement the solutions that directly contribute to our client organizations' productivity and growth.

How we can help

CARA can help by providing a single resource to backfill a position temporarily or we can provide a team of experts to handle large, longer term projects.

You will have an opportunity to choose from several candidates familiar with your industry, subject matter, and tools required to produce the solutions.

We work with you

Whether the media is paper, audio, video or web-based, CARA delivers the solution defined by your business objectives.

To learn more or to see how CARA may be able to help your organization achieve its goals, please contact us at **866.401.2272** or info@caracorp.com. Visit CARA online at www.caracorp.com.