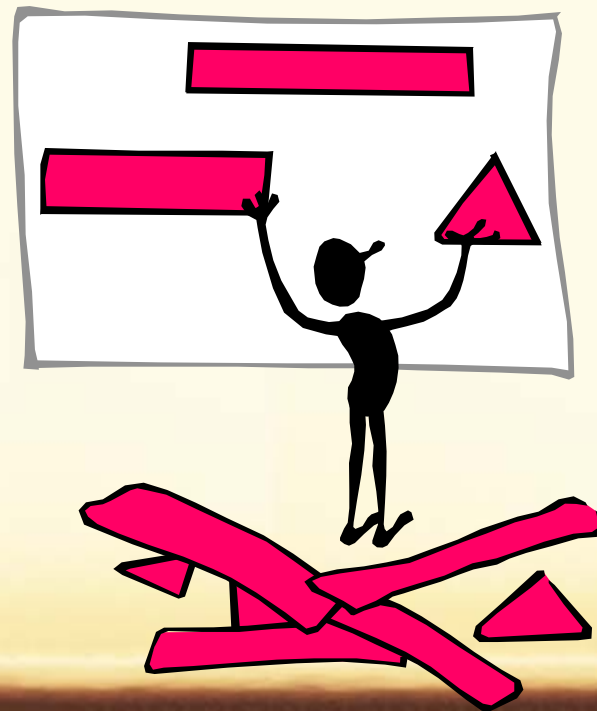


# Information Process Maturity Model (IPMM)



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# What's changed?

- Increased need for mature processes
  - The economic slow down
  - Layoffs and inadequate staffing
  - Content management and structured writing
  - Pressure to minimalize content
- Negative pressures
  - Rush to complete work
  - Time pressures on staff
  - Lack of experienced senior managers

# What's needed

- Increased attention to process maturity
  - We can't accomplish our goals without mature processes
  - We can't accomplish our goals without mature leadership and team work
  - If we don't develop more effective processes, we'll be out of business

# Immature organizations

- Reactionary and crisis-oriented
- Quality compromised to meet unrealistic schedules and budgets
- Little team work – staff are independent contributors
- Unpredictable quality in the information produced
- High cost of inefficiency
- No real attention to customer needs

# Mature organizations

- Organizational commitment to process
- Roles and responsibilities well defined
- Collaboration and cooperation considered primary values
- Significant management of the process
- Quality continually monitored
- Realistic budgets and schedules
- Continuous innovation to avoid bureaucracy

# Key practices

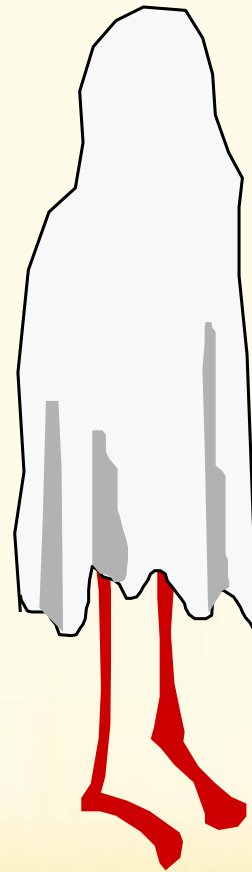
- Organizational structure
- Quality assurance
- Planning activities
- Estimating and scheduling
- Hiring and training
- Information design and innovation
- Cost controls
- Quality management

# Six Levels of Process Maturity

- Level 0: Oblivious
- Level 1: Ad Hoc
- Level 2: Rudimentary
- Level 3: Organized and Repeatable
- Level 4: Managed and Sustainable
- Level 5: Optimizing

# Level 0: Oblivious

- Anyone can write. No training or skills required
- Get it out – fast – quality doesn't matter
- No one reads the manuals anyway. They'll learn it on the job
- No one's job is really defined



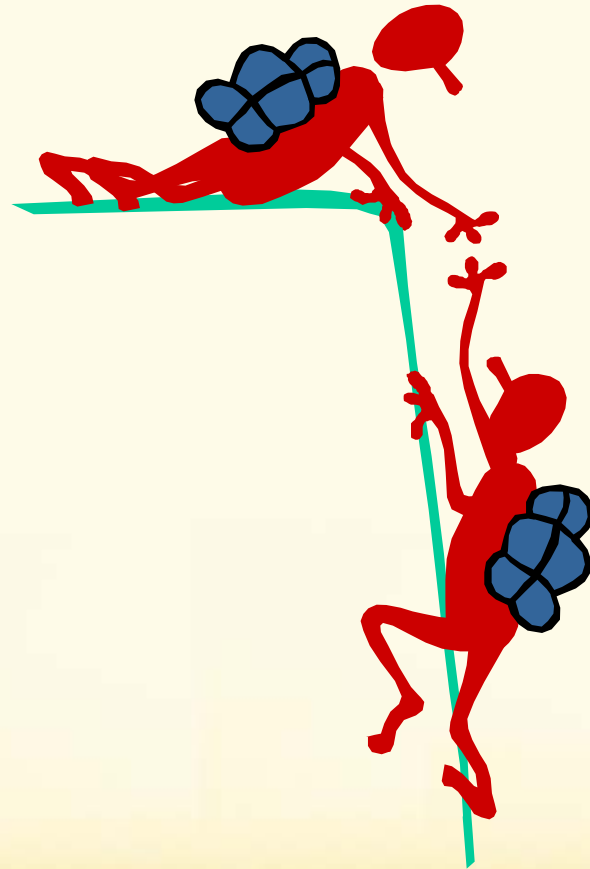
# Level 1: Ad Hoc

- Writers and trainers manage their own work
- Style standards are not enforced
- Standard process is not followed
- Technical experts are in control



# Level 2: Rudimentary

- Management in place
- Style standards begun
- Process standards begun
- When the going gets rough, standards are abandoned



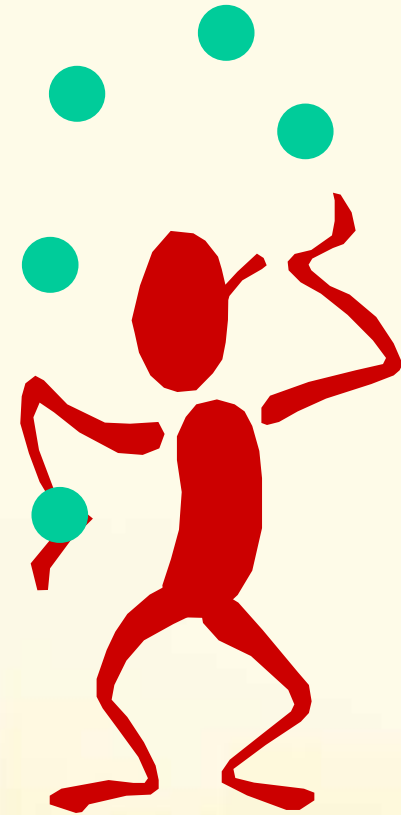
# Level 3: Organized and Repeatable

- Projects are managed
- Standards and processes are followed
- New designs are introduced
- Time is available for improvement



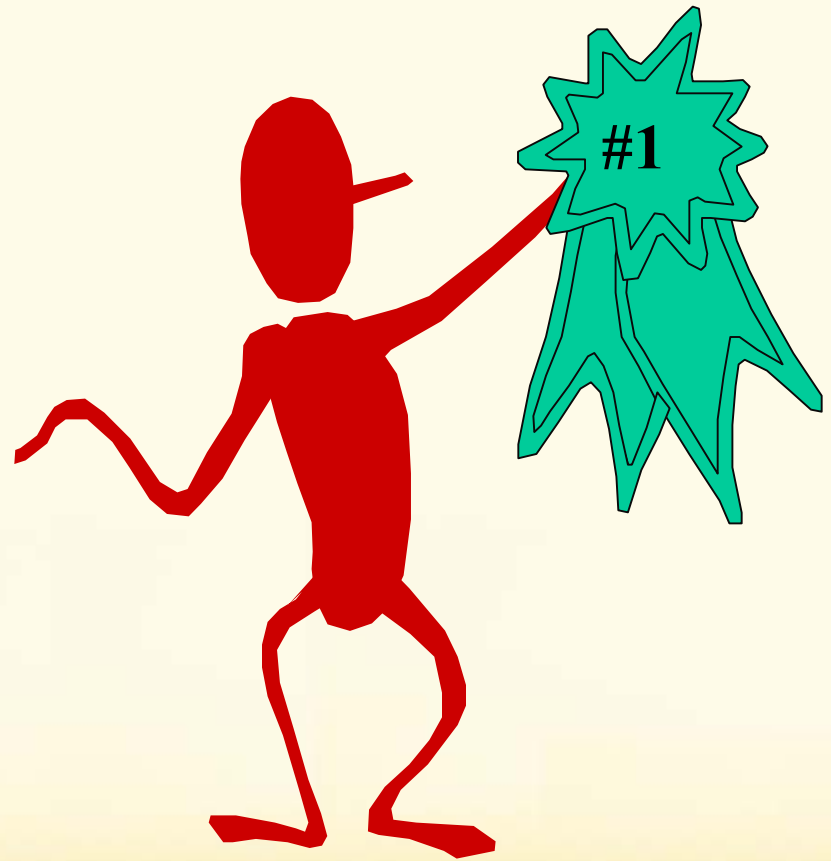
# Level 4: Managed and Sustainable

- Processes are always followed and improved upon
- Innovation is closely linked to customer needs
- Time is available for quality
- Bureaucracy is defeated



# Level 5: Optimizing

- A continually improving organization
- Quality measurements are in place
- Innovations are part of the process
- Everyone is on the team



# Contacting us

- The Center for Information-Development Management (CIDM)
  - [www.infomanagementcenter.com](http://www.infomanagementcenter.com)
- 5<sup>th</sup> Annual Best Practices Conferences  
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