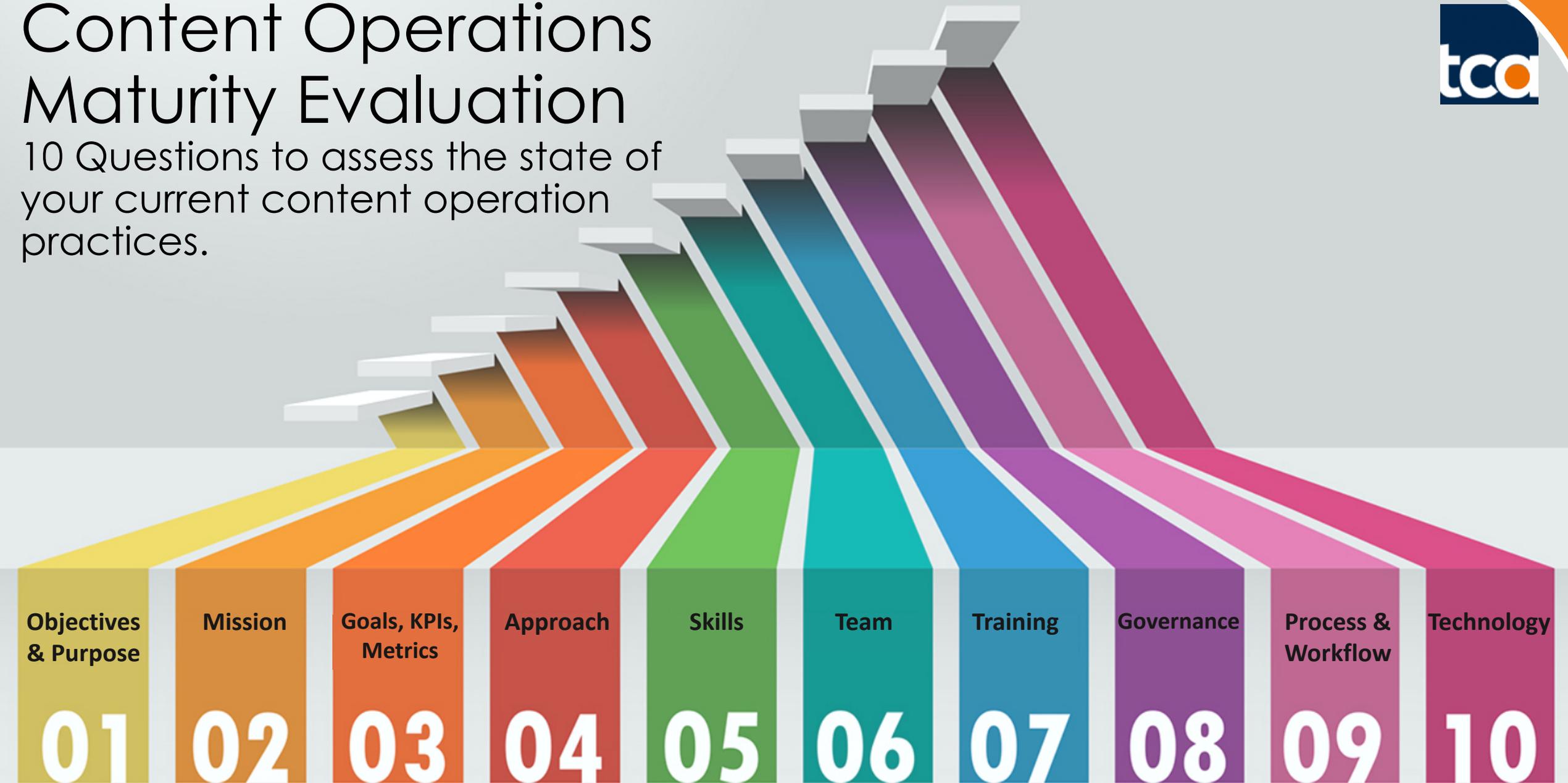


Content Operations Maturity Evaluation

10 Questions to assess the state of
your current content operation
practices.



Lessons Learned...



“Content” when treated as an **asset to the business** works for those businesses that treat it as such.

Businesses struggle to **scale and organize** their efforts. Most throw “more” against the wall.

Measurement of **efficacy** and – more importantly (but little discussed) – **clarity** of costs remain fuzzy.

Content Operations vs. Content Management



Content operations maturity is an assessment of internal content teams' behaviours and practices. The evolution sees an organization progress from a Tactical operation to a strategic Operationalized model that is efficient and impactful. As the teams move up the model, so to do they bring visibility, collaboration, and confidence to scalable content.

Content Operations is concerned with everything between content strategy and content management. It requires:

1. Aligned tools, contributors, and processes
2. Aligned content
3. Governance
4. Measurement and reporting

Content management is the process of organizing and consolidating content pieces (text, graphics, and multimedia clips) and tagging schemes (XML, HTML, etc,) in the most efficient way and (ideally) storing them only one time in one location within the content technology stack.

Categories of Content Management:

1. Organization
2. Creation and Workflow
3. Storage
4. Editing
5. Publishing
6. Removal or Archiving (or Updating)

Content Operations Maturity Quiz

Circle the number beside the statement that most aligns with your current state for each of the ten strategic components of content operations. Answer all ten questions then add up the number circled from each question to get your score and see where your content operations currently site on the maturity model based on how you answered the questions.

Whenever possible, have several members of your team and others do this assessment independently. One of the more interesting results is to see if your answers are the same as others in your business.

Remember – be honest and feel free to give yourself half points (0.5) if you feel you fall between two of the answers.

01 Objectives and Purpose

1. Our content operations are siloed in different parts of the business and do not have aligned objectives.
2. We are working on pulling together a content operations mandate for leadership approval.
3. Our content operations are distributed in different teams but work together towards common objectives
4. We have a documented content operations strategy with clear objectives that are with corporate objectives.

02 Mission

1. We are at the early stages of defining our mission and getting buy-in.
2. We have a defined mission and are educating teams on how to execute against it.
3. We have an established content operations team working and delivering the mission and starting to establish outcomes.
4. Our content operations mission aligns our team and who can easily talk about our products/services and unique value proposition (UVP).

Circle the number beside the statement that most aligns with your current state for each of the ten strategic components of content operations.



03

Goals, KPIs, and Metrics

1. We do not have documented goals, KPIs and/or metrics, and no visibility into required data.
2. Framing goals, KPIs, and metrics and know where data is located that is needed.
3. Have documented goals, KPIs, and metrics and visibility into required data.
4. Have established correlation for goals, KPIs, and metrics with company objectives.

04

Approach

1. Our content operations is mostly ad hoc with few and/or inconsistent processes.
2. Our content operations is standardized but disparate across silos with little measurement of success.
3. Our content operations are defined with some standard measurements of success in place.
4. Our content operations are aligned and disciplined, with repeatable/predictable results/ successes.

05

Skills

1. We have limited/ad hoc approach to understanding what skills exist on the content team.
2. We have manually tracked some of the core skills sets that exist within the content team.
3. We have a defined model for the skills needed on the content team and some idea of who fulfills which skillset.
4. We have formally measured the skillsets on the team and have a plan for filling any gaps

06

Team

1. Our content teams are siloed without role clarity.
2. We have cross-functional teams and are working on role definition.
3. We have defined content team roles that can typically collaborate.
4. We have an integrated content team organizational model that works seamlessly to execute against defined content operations and purpose.

Circle the number beside the statement that most aligns with your current state for each of the ten strategic components of content operations.



07 Training

1. We have no/some content related training available but no formal training program.
2. We deliver real and measurable content related skills training.
3. We plan and prioritize content related training.
4. We have a formal content team training curriculum that is monitored, measured, and focused on improving team and individual performance.

09 Process and Workflow

1. Content operations are mostly reactive with management happening at the project level. There are few defined workflows which are mostly managed via email.
2. Content operations are a blend of proactive and reactive projects, with standards applied across both. Core workflows are defined with some automation.
3. Content operations are measured and controlled. Efforts are data-driven with clear KPIs and metrics that align with defined goals. Workflows are defined and automated.
4. Content operations are stable and flexible with a focus on continuous improvement. Content teams are able to pivot and respond to opportunities and changes.

08 Governance

1. There is little recognition of the team and no defined leadership owner of content operations processes or output.
2. There is an understanding and acknowledgement of the value content operations provides the company, there is functional management but no clear leadership owner.
3. There is acceptance of the value of content operations across the organization as well as a formal governance program in place, including a senior leader.
4. Governance is embedded across content operation processes and there is leadership advocacy for its efforts.

10 Technology

1. Ad hoc use of multiple technologies across the content operations teams.
2. Defined content operations stack with some aligned use across teams.
3. Aligned use of content operations stack with ongoing measurement of use, compliance, and outcomes.
4. Optimized implementation of content operations stack with comprehensive reporting and ongoing optimization.

Results Table – What it all means.



Add up the number circled from each question to get your score and see where your content operations currently sit on the maturity model based on how you answered the questions.

Maturity Tier:	Tactical	Aware	Managed	Operationalized
Total score across 10 categories:	10 to 15	16 to 26	27 to 35	36 to 40
Overall Assessment:	<ul style="list-style-type: none"> ▪ Lack of structure and uniform practices. ▪ Content generation and delivery comes from various parts of the organization. ▪ Quality of output is largely dependent on the individual contributor. ▪ Little or no opportunity to understand customer needs. ▪ Lack of awareness of what content operations are from other parts of the business. 	<ul style="list-style-type: none"> ▪ Some content structures are in place. ▪ Content generation is centrally managed. ▪ Starting to implement quality assurance practices. ▪ New practices are often abandoned under pressure of deadlines, constantly changing requirements, and resistance to change. ▪ Some awareness of content operations from outside content contributors. 	<ul style="list-style-type: none"> ▪ Content teams follow uniform processes, templates, and standards. ▪ Strong leadership with a shared vision and sees the importance of content in achieving this vision. ▪ Planning and quality assurance activities are routine. ▪ Opportunities are found to improve results and skillsets. ▪ Content is seen as an important component to the company's success. 	<ul style="list-style-type: none"> ▪ Increasingly sophisticated methods of content needs and meeting goals, KPIs, and metrics. ▪ Recognized as effective by the larger organization and often play a significant role across organizational silos. ▪ Content strategy is closely aligned to the corporation's business strategy. ▪ The team provides content leadership within the organization ▪ Content professionals want to work here
Next Steps:	<ul style="list-style-type: none"> ▪ Build cooperation among individual content contributors ▪ Assign a manager to initiate common processes and design standards. ▪ Get leadership sponsorship. ▪ Start/improve process documentation. ▪ Identify core processes. 	<ul style="list-style-type: none"> ▪ Implement management and governance structure. ▪ Implement, train teams on, and enforce standard templates, a style guide, a project workflow, and project management practices. ▪ Implement and report on basic Goals, KPIs, and Metrics 	<ul style="list-style-type: none"> ▪ Evolution to implement and maintain high-quality practices, including project management practices, at all times - planned and ad hoc content initiatives. ▪ Actively evangelize for customer studies and take every opportunity to bring customer needs into content development. 	<ul style="list-style-type: none"> ▪ Increase overall business understanding and commitment to efficient productivity, cost reduction, customer satisfaction, and alliance to strategic business goals.

About TCA: The Content Advisory

We are a content-obsessed research, consulting and advisory company. Our goal is to blend the art and science of intelligent content strategy to help today's Modern business communicators scale and measure their efforts.

Mastering an intelligent content strategy is not simply a creative, governance, or technological shift. It is both emotional and logical. It requires creativity and data. And intelligent content strategy evolves the way business teams create, collaborate, and collect insight on every communication.

We are TCA: The Content Advisory. We can help you balance your content strategy.

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About Our Sponsor: Contentstack

Contentstack is the hub powering omnichannel content, digital experiences, and personalized customer journeys. It is the industry leader in the headless content management systems (CMS) category. Maquee customers include Berlitz, Chase, Cisco, Ellie Mae, Express, Holiday Inn, Miami HEAT, Morningstar, Pella, Riot Games, rue21, Sephora, Shell, The Spectator, and Walmart.

Contentstack sits at the heart of an award-winning Digital Experience Platform (DXP) and is the exclusive API-first CMS for the SAP Cloud.

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