

# Lasselle-Ramsay

## Core Business Content Development Services

Domain	Expertise
<b>Custom Learning</b>	<p>Learning solutions integrated with business goals to create learning experiences that fit the enterprise, technology, people, and geographies. Our training and on-the-job performance tools allow clients to focus training events on critical concepts and practice opportunities, as well as to leverage training dollars, increase retention, and improve performance:</p> <ul style="list-style-type: none"> <li>• Curriculum design</li> <li>• eLearning, &amp; Instructor-led Training (ILT)</li> <li>• Foundation learning</li> <li>• Virtual labs</li> <li>• Self-paced learning (self-study)</li> <li>• On-the-job training (OJT)</li> <li>• Field kits</li> <li>• Learning audits</li> <li>• Facilitation skills</li> </ul>
<b>Technical Documentation &amp; Production</b>	<p>Complete, user-centric technical documentation solutions—from design to final delivery:</p> <ul style="list-style-type: none"> <li>• User guides, programmer reference guides and technical manuals</li> <li>• Online and web help</li> <li>• Standard operating procedures</li> <li>• Quick start guides</li> <li>• Application notes, White papers, Datasheets, APIs, SDKs</li> </ul> <p>Effective design and high quality production for a competitive advantage:</p> <ul style="list-style-type: none"> <li>• Copyediting, proofreading, indexing</li> <li>• Graphic design</li> <li>• Presentations and page layout designs</li> </ul>
<b>Structured Content &amp; Consulting</b>	<p>Evaluate your information supply chain within and across functional areas:</p> <ul style="list-style-type: none"> <li>• Align information development models with business objectives</li> <li>• Identify gaps between the information delivered and the information needed</li> <li>• Locate opportunities and tools for content reuse and re-purposing</li> <li>• Eliminate redundancy and improve processes and procedures</li> <li>• Implement content management systems</li> <li>• Do product audits and usability studies</li> </ul>
<b>Project Management &amp; Methodology</b>	<p>Lasselle-Ramsay will help you scope, size and scale content development projects:</p> <ul style="list-style-type: none"> <li>• Traditional and agile project management styles</li> <li>• Enterprise-wide content audits and scalable content development planning</li> <li>• Post-project knowledge transfer</li> <li>• 4Ds development methods: define, design, develop, deliver</li> <li>• Domain expertise</li> </ul>

For more on information development best practices, visit [LR.com](http://LR.com) or [get in touch!](#)

