

# The Essentials: Technical Communication's Value Proposition

*This column is a quick reference guide exploring “essential” technical communication topics. Please send questions or comments to Nicky Bleiel at [nickyb@componentone.com](mailto:nickyb@componentone.com). Follow her on Twitter [@nickybleiel](https://twitter.com/nickybleiel).*

STC defines **technical communicator** to the Bureau of Labor Statistics as follows: *“Develop and design instructional and informational tools needed to assure safe, appropriate and effective use of science and technology, intellectual property, and manufactured products and services. Combine multi-media knowledge and strong communication skills with technical expertise to educate across the entire spectrum of users’ abilities, technical experience, and visual and auditory capabilities.”*

Technical communicators increase the corporate bottom line by increasing sales, streamlining processes, and reducing costs in a variety of ways.

Of course, content is the most important technical communication department deliverable, and no product or service would be usable without it. However, the very nature of the work requires specialized knowledge and responsibilities that span across departments as diverse as development, marketing, QA, sales, and customer support. That domain and corporate knowledge provides additional value.

Technical communicators design and develop information based on a set of constraints that are unique to each situation, using a mix of skills to deliver the appropriate information to the audience, in the shortest time.

The tech comm value proposition:

- Quality deliverables improve products, which increases customer satisfaction, reduces support costs, ensures customer safety, and decreases returns.
- In-depth knowledge of industry-specific standards and processes ensures compliance, saves time, and guarantees deadlines are met.
- Domain knowledge of documentation tools, technologies, and processes saves deliverable development time, as well as vendor costs.
- Expertise in internal communication and knowledge management, which improves corporate efficiency.
- Knowledge of social-media strategies for documentation deliverables, which improves sales and corporate SEO.

## References and Further Reading

These articles, blog posts, and websites discuss this subject from a variety of angles.

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*Portions excerpted from “Technical Communication Departments = Higher Profits!” by Nicky Bleiel, Techcom Manager Newsletter, August 2009.*