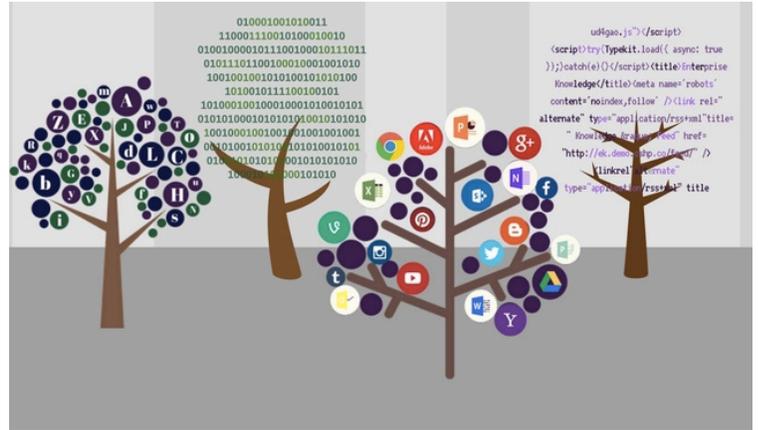


Align Your Organizational Knowledge to Create a Taxonomy Design and Strategy Focused on Real Stakeholders

Taxonomy Design requires a challenging balance of facilitation, analysis, and usability. Are you struggling to get the right people involved in your taxonomy design? Are you confounded by where to begin in order to design a new taxonomy or refresh an outdated design?

Enterprise Knowledge's one-day Business Taxonomy Design workshop can ensure your organization has the right foundation. **We will facilitate a focused session that engages your business stakeholders in the design of a truly impactful taxonomy design:**



Leverage the art and science of Taxonomy Design to maximize findability!

Workshop Outcomes

ALIGNMENT
DESIGN
APPROACH

Stakeholders baselined in what taxonomy is, the value it offers, and the resources necessary to sustain and evolve the design.

A starter taxonomy design that follows taxonomy design best practices on which to elaborate.

A clear path forward around which to proceed, plan, and build a taxonomy which represents your stakeholders.

Contact Information

For more information or to book your workshop, email:
info@enterprise-knowledge.com



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1. DEFINE. EK's globally recognized taxonomy design efforts will guide the workshop participants through a succinct set of definitions, case studies, and value points to ensure all stakeholders are aligned on the what and why of taxonomy and are baselined with clear expectations and best practices.



2. DESIGN. EK's taxonomy design workshop methodology, applied successfully for over 250 organizations around the world, will engage workshop participants in a step-by-step process to understand end users, map and prioritize attributes, and identify starting vocabulary.

User Identification

Facilitated exercises to identify user differentiators, create guiding personas, and define key user needs.

Attributes

Guided exercises regarding different item attributes (metadata fields) and prioritize them based on user needs.

Vocabulary

Proven verb and noun identification efforts, resulting in "starter taxonomy" values, key inputs to the overall design.



3. PLAN. EK will facilitate discussions regarding next steps to achieve a fully implementable and vetted taxonomy design. EK will then leverage all the inputs from the workshop to develop a concise report that details the results of the workshop and defines a roadmap to move forward.