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Professional achievements and goals

This journal highlights Leigh Hutchens' professional achievements and goals, including product enablement, projects undertaken, initiatives to improve ways of working, skills learned, endorsements received, and people coached or mentored. It also mentions accomplishments outside of work, such as blog posts and side projects.

⭐ Work

📈 Goals

The big things I want to do in my Head of Product Enablement position.

- **Develop Innovative Product Strategies:** Drive the development of innovative product strategies that align with the company's vision and market demands.

- **Lead Cross-Functional Teams:** Lead and inspire cross-functional teams, fostering collaboration between product, marketing, sales, and customer support to ensure seamless product enablement.

- **Customer-Centric Focus:** Establish a deep understanding of customer needs and market trends to create products that resonate with the target audience.

- **Create Scalable Enablement Programs:** Develop and implement scalable product enablement programs that cater to various customer segments and geographies, ensuring consistent product knowledge across the organization.

- **Data-Driven Decision Making:** Utilize data analytics and customer feedback to make informed decisions, optimize product performance, and enhance customer satisfaction.

- **Mentorship and Talent Development:** Foster a culture of learning and mentorship within the product enablement team, nurturing talent and encouraging professional growth.

- **Global Market Expansion:** Drive expansion into new markets by adapting products and enablement strategies to suit diverse cultural and regional requirements.

- **Strategic Partnerships:** Identify and cultivate strategic partnerships with other businesses or organizations to enhance product offerings and market reach.

- **Continuous Improvement:** Implement continuous improvement processes to refine product enablement strategies based on performance metrics, industry best practices, and evolving market demands.

- **Incorporate Emerging Technologies:** Stay updated with emerging technologies and trends, integrating relevant ones into products and enablement strategies for a competitive edge.

- **Thought Leadership:** Establish yourself and your organization as thought leaders in the industry by sharing insights.

- **Customer Success Integration:** Collaborate closely with customer success teams to gather insights and feedback, fostering a customer-centric approach to product development and enablement.

- **Metrics-Driven Product Enablement:** Define and track key performance indicators (KPIs) related to product enablement, ensuring that initiatives contribute positively to the company's overall objectives.

- **Risk Management:** Identify potential risks in product content strategies, developing contingency plans to mitigate these risks effectively.

- **Cultivate a Creative Environment:** Encourage creativity and innovation within the team, fostering an environment where new ideas are welcomed and explored.

- **Work-Life Balance:** Promote a healthy work-life balance within the team, ensuring employees are motivated, satisfied, and able to contribute their best to product enablement efforts.

💼 Projects

Quinyx AB - Product Documentation Lead

- Focuses on customer outcomes, defining and tracking KPIs, collaborating with stakeholders, enhancing team efficiency, leading technical writers and content developers, and ensuring consistent, multilingual product documentation aligned with branding.

- Manages documentation tools, drive adoption of new practices, address complex issues, and stays updated on evolving technologies, maintaining effective document management processes.

Itiviti AB - Technical Documentation Product Manager

- Provided subject matter expertise as the go-to person for questions related to writing, editing, and managing product documentation, and published both internal and external technical information on web platforms.

OneSource Virtual - Project Manager - Strategic Post-Deployment Consulting

- Member of the SPDC team assisting clients in aligning strategic and organizational change to drive value in their Workday investment. Project managed delivery of key technology projects, leading Strategic Post Deployment Consulting (SPDC) User Adoption Materials group and end-to-end delivery of customer-facing user guides, quick reference guides, educational videos, and eLearning modules according to defined business scope, timelines, budgets, and quality guidelines.

Southwest Airlines - Senior Business Analyst

- Streamlined and solidified a customized Agile Transformation Plan, guided impacted stakeholders through Agile transformation activities, and provided

Agile coaching to Product Support teams.

Brinker International - Payment Card Industry Business Analyst

- Ensured IT Software Development Lifecycle (SDLC) documentation accurately reflected all PCI compliance standards and processes and documented business justification for firewall and router services, protocols, and ports.

Copart - Infrastructure Business Analyst

- Led infrastructure analysis for Copart's Unified Communication and Collaboration (UCC) Microsoft Lync implementation project, which included 152 satellite offices in North America.

Ambit Energy - Senior Technical Writer

- Developed and delivered training on Microsoft Team Foundation Server (TFS) for the entire organization.

Applied Research Associates - Senior Technical Writer

ARA brochure.jpg

- CMMI certification
- Moving the organization from waterfall to Agile project methodology.
- Obtaining a TS clearance.
- Program management documentation lead on ARA's DoD contracts with the Defense Threat Reduction Agency (DTRA) in support of the Nuclear Capability Services (NuCS) and System Nuclear Vulnerability Assessment Module (SAM).
- Acted as documentation lead on ARA's contract with DTRA for support of the Integrated Munitions Effects Assessment (IMEA) program and managed the junior technical writers assisting with IMEA contract deliverables.
- Was on a team that won multiple million-dollar Department of US Defence contracts.

Duke University - Cancer and Leukemia Group B

- Created a training course to train Clinical Research Assistants at Duke University Hospital on how to use our software to randomize patients to cancer clinical trials.

Abbott Laboratories

- Main inspector for autoclave and gamma irradiation sterilization issues for hospital medications and supplies.

- Developed a process for and created incident reports when, during the sterilization process, microorganisms, including bacteria, viruses, and spores, were present on medicine or medical equipment, rendering it non-sterile and potentially unsafe for use.

GlaxoSmithKline

- Employee of the month for the entire organization (8000 employees)

IBM

- Worked with a team to create a *Hardware Configuration Manager User's Guide*.

🔨 Initiatives

Quinyx p**rojects where I took the initiative to improve current ways of working/ content created.**

- Established the Quinyx HelpDocs Jira board, designed the workflow, documented the process and workflow extensively, and conducted organization-wide training on the implemented process.

- Collaborated within a small team to restructure extensive product user documentation in HelpDocs, reorganizing over 1000 articles for enhanced usability and accessibility.

▼ 🌟 Types of content

During my career, I've produced the following types of content.

1. **User Guides and Manuals:** Detailed documents explaining how to use software, its features, and functionalities.

2. **Video Tutorials:** Visual guides demonstrating step-by-step processes, making it easier for users to understand complex functionalities.

3. **FAQs (Frequently Asked Questions):** Compiled list of common queries and their answers to assist users in problem-solving.

4. **Online Help Documentation:** Interactive online guides and tooltips integrated into the software interface for real-time assistance.

5. **Knowledge Base Articles:** In-depth articles addressing specific software functionalities, common issues, and best practices for users.

6. **Release Notes:** Documentation outlining the new features, improvements, and bug fixes in each update.

7. **Interactive Demos:** Simulated environments allowing users to interact with the software's features in a controlled setting.

8. **Case Studies:** Real-world examples demonstrating how the WFM software solved specific problems or improved processes for businesses.

9. **Web Content/Marketing Materials:** Content for the software's website, including product descriptions, feature highlights, and customer testimonials.

10. **Email Newsletters:** Periodic updates and tips sent to users, keeping them informed about the software's latest developments and best practices.

11. **API Documentation:** Technical documentation for developers explaining how to integrate the WFM software with other applications using APIs.

12. **Training Modules:** Comprehensive training materials for conducting workshops, webinars, or online courses to educate users about the software.

💼 Skills learned

Skills I've learned that make me better at my job.

- **Content Creation:** Proficient in crafting compelling product content, user guides, and release notes tailored to various audiences and platforms.

- **SEO Optimization:** Skilled in implementing search engine optimization techniques to enhance the visibility and discoverability of digital content.

- **Multimedia Integration:** Experienced in incorporating multimedia elements such as images, videos, and interactive features to enrich product content
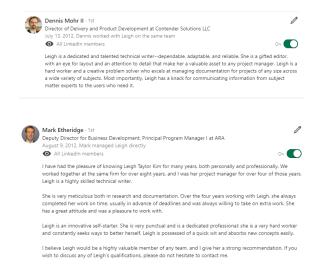
and user experience.

- **User-Centric Writing:** Ability to create user-focused content by understanding customer needs, pain points, and behavior to improve user engagement.

- **Cross-Functional Collaboration:** Strong collaboration skills, collaborating effectively with product, R&D, marketing, design, and development teams to align product content with overall brand and product strategies.

- **Localization and Translation:** Familiarity with localization processes, including translation management, to adapt content for global audiences while maintaining cultural relevance.

- **Content Management Systems:** Proficient in using various content management systems (CMS) and familiarity with version control systems for efficient content organization and tracking changes.

- **Analytical Skills:** Ability to analyze user engagement data and feedback to optimize content strategies and improve user interaction with product content.

- **Compliance and Standards:** Knowledge of industry standards, legal guidelines, DoD requirements related to digital content to ensure compliance and ethical content usage.

- **Agile Methodology:** Experience in working within agile development environments, adapting quickly to changing requirements and delivering high-quality product content within tight deadlines.

- **Adaptability:** Quick learner, capable of adapting to new technologies and tools, staying updated with the latest content development trends and best practices.

🙌🏽 Endorsements

Kind words from peers about your work

Compliments and endorsements received during my career

Quotes from colleagues

> *"Leigh is a talented technical writer who communicates and collaborates effectively with coworkers, supervisors, and customers. I never questioned or regretted the decision to hire Leigh. As Lead Technical Writer on our largest project, Leigh learned her job while simultaneously training a more junior technical writer. She learned quickly, asked appropriate questions, and applied her growing knowledge to deliver superior documents with no associated schedule or budget issues. As Lead Technical Writer on a startup project, Leigh developed different documents to different standards on a tight schedule/budget. Leigh was ideal for that position. She quickly learned, developed new processes, and adjusted to the eccentricities of her new team. In addition to typical technical writer duties, Leigh accepted a variety of other responsibillities. As her role expanded Leigh became more visible at higher levels of the company and her services were in increasing demand. Leigh*

acted as an assistant project manager, although she was never awarded that title. Leigh developed all the project management documentation and often presented at management reviews. She worked specifically with our CMMI process improvement effort both for her projects and as an auditor for other division projects. Leigh was also a valuable member of our proposal development team, instrumental in acquiring new funding. Not only is Leigh an excellent technical writer, she is also a kind and considerate person. Leigh was a joy to work with and regularly went out of her way to maintain positive interactions with those around her. Even when she worked with our more difficult personalities, Leigh remained calm and composed. I recommend Leigh with no reservations whatsoever. She will be an invaluable asset to any team that is wise enough to include her. She is both a productive employee and a superior team builder. Losing Leigh was a horrible loss to our team. I would re-hire her without hesitation if she chose to return -- with or without an open position. Sincerely, Janet MacKenzie"

"I want to give a massive shout out to Leigh! Besides being my trustworthy partner in crime on the documentation frontiers (and killing it!), she is and continues to be a great mentor and manager.

She is always ready to help out, whether it's bouncing ideas, or assisting fellow colleagues with ad hoc requests. In addition, you can tell she is passionate about the craft, a consummate professional, and a true problem solver! With Leigh as part of the team, no obstacle seems insurmountable." Daniel Sjögren, Technical Writer at Quinyx

HUGE shoutout to the product documentation team! I might not be the top contributor but may be high up there as one of those who give them a lot of "work", and I wanted to share publicly how much I appreciate your work and how much of a positive impact your work has on mine. As an Implementation team member my trust in Helpdocs is increasing everyday a bit more as a reliable tool that I can share with our customers and colleagues for information sharing. Thank you guys for your hard and extremally valuable work! YOU GUYS ROCK!" Marta Querioz, WFM Application Consultant at Quinyx

🤝 People I've helped

People that I have coached or mentored

i.e. interns, colleagues, new hires, etc.

- I demonstrated leadership by mentoring a new colleague at Quinyx, providing valuable guidance and support in adapting to company processes and product knowledge. My proactive approach in fostering their growth contributed significantly to their onboarding experience and overall team productivity.

- I served as a mentor to a seasonal intern at Quinyx, imparting industry insights, best practices, and technical knowledge. Through personalized guidance and hands-on training, I facilitated their professional development, ensuring they made meaningful contributions to the team during their internship.

- Provided coaching and support to a colleague experiencing burnout symptoms, assisting in project evaluation and prioritization to alleviate their workload effectively.

- Mentored a junior technical writing colleague in crafting and editing intricate engineering and process methodology reports for the US

Department of Defense, ensuring the delivery of high-quality and accurate documentation that met all government regulations.

🌟 Outside of work

- Early in my career, I obtained my Master's degree in English while working 40 hours per week

Leigh-Taylor-Hutchens-Masters-Thesis-Chapter-7.pdf

Leigh-Taylor-Hutchens-Masters-Thesis-Proposal.pdf

- *Green Optimistic* blog posts:
  - Tidal Power May Become Major United Kingdom Energy Source
  - Carbon in Ancient Soil May Exacerbate Climate Change
  - Boeing 747 Recycled into an Eco-Friendly Home
  - Climate Change Contrarians Latch On To Cosmic Ray Explanation for Global Warming
  - EU Ensures Proper Electronic Waste Disposal through Radio-Frequency Tracking
  - Nike's Newest Store Made from 100% Recycled Trash
  - Electric Cargo Trucks May Improve Texas Air Quality
  - **US Annual Energy Waste is Appalling, Declare Experts**
  - **France Paves the Way in Lowering CO2 Emissions**
  - **Electric Cars Best Option for a Clean Future**
  - **Light-Based Hydrogen Production Enhanced by Nanocrystals**
  - ... and many more
- Learning Swedish

- In the past, I moonlighted as a wedding and fine arts photographer