

DOCUMENTATION EXPRESS

**Writing technical documentation that makes sense.
Fast.**

What the hell does a flamenco guitarist know about writing documentation?



How does Mike create technical documentation that makes sense?

MAGNIFY your power and control with great documentation!

You know that the bedrock foundation of every successful, enduring business is documented products and processes.

You know you need documentation – and you want it done without having to worry

about it. *You want documentation that helps you create profits instead of draining your budget.*

Wouldn't it be great if you had a way to get better control and help you build your company's products on a solid foundation? **Try my proven SYSTEM!**

A client speaks: "Mike, I wasn't sure if you would fit in... [but]

Poor Documentation Stalls Business.

If your *passion* is to develop your company and its products, the **key** is to create excellent documentation that will help you **MAGNIFY** your power and control!

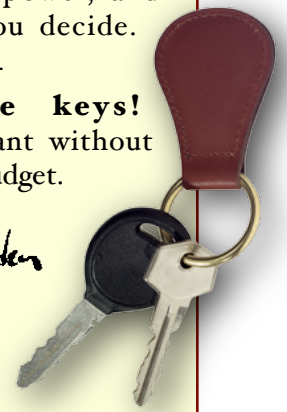
If you're a manager, I know you want to solve production problems, improve profits, AND relieve your pressure and worry.

Documentation can be a thorn in your side, a snake in the grass... a rock in your shoe ... your constant source of distress and worry... **OR, it can be your KEY** to more profits, power, and production. You decide. **(408) 817-5684**

Take the keys! Results you want without draining your budget.

Mike Hayden

PS:
Results
Guaranteed.



you have been a wonderful asset... I hope that we can do business again."
-- W.C., Director Engineering

For more information, call
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In Silicon Valley, we're surrounded by companies with nagging documentation problems!

Some documentation problems are downright frightening -- but they can be solved. But, we have found that many people waste a lot of time, money and effort in developing documentation.

Unfortunately, they don't realize how much they're losing! Many frustrations foul up documentation projects:

- Unwieldy schedules,
- Uncontrollable costs,
- Unrelenting panic, confusion and worry,
- And an *ominous feeling of not moving ahead...*

Put control back into your hands! You can solve the age-old problem that persists today... Inadequate Documentation!

The modern answer to a age-old problem - a proven way to restore control to your documentation process.

Now you can use our GUARANTEED way to relieve your pressure and worry, solve your documentation problems, and get the results you want with effortless control. (More on our guarantee below.)

We have developed an extraordinary SYSTEM of services, products, and training just for you. It gives you extraordinary benefits and results at extra low costs.

Here's where power and documentation converge.

Our clients are key people who must stay on top of their game -- executives and senior managers who want things to happen their way because their high-tech companies are involved in *software, semiconductors, biomedical systems, aerospace, finance, or business process development.*

For decades, we've given managers like you what they really wanted. But frankly, I don't know whether we can do the same for you because I don't know you. But, I have a way to find out using our *Needs Analysis System.*

After this analysis, if I find that I can't give you what you want, I will tell you ... but if I can, I won't be ashamed to tell you.

Of course, I need to know more about your situation. I need to listen and understand what you've been doing, how you do it, what you want, and what concerns and frustrates you. After that, I will prepare for you a *Needs Survey Solution* that won't cost you a penny!

Still, you might feel a little skeptical.

After all, you don't know me and I'm the one making the claims... **A client speaks:** *"We were skeptical because you were not a radiologist ... Thank you for all the effort and time ... for being flexible in the times of the day (nights) that we could work ... for thorough research, design, organization, writing, layout, accuracy ... was impressed when the manual passed our stringent Configuration Control Board without changes. Your effectiveness as an individual was a major key to the success. Excellent!"* -- C.N., Product Marketing Specialist

Frankly, many of our clients felt skeptical because people who CAN solve expensive management problems must have experience in many areas -- AND they're hard to find!

Still, I'm sure you'd rather combine forces with someone who is highly trained, motivated, knows computers and information technology - someone who creates effective solutions in many areas including:

- Software/hardware applications,
- Management systems,
- Total quality management,
- Marketing, and
- Special projects

We work only with clients for whom we can achieve great results.

Scores of Silicon Valley company executives and managers found that they profited from our services. For example:

2Bridge, 3Com, Abbott Labs, AMD, Amdahl, Applied Materials, Bank of America, Concept Systems, Crown Zellerbach, CuTek, Diasonics, Geoworks, Harris, IBM, Intel,ITT, JPL, LaserSonics, Link General Precision, Lockheed, Measurex, Qume, Rolm, SRI, Sun, UltraTech, VLSI, ... and many more.

Author: *The Ultimate Career Builder and Organizing your Business for Success.*



Typical Client Projects

Major Computer Manufacturer

Client's Problem / Situation

The Educational Services Billing Group for a \$1.8 billion company decided to move to Colorado. But, they had virtually no documented work instructions for the Group. The goal was to accurately document all the Group's operations so they could hire and train new employees in Colorado.

Solution – What we did for the client

We interviewed many managers and employees in the billing and finance groups. In nine key areas, we developed employee work instructions in ISO 9000 format with improved new procedures and process flowcharts.

Software/Equipment used: Sun Sparc workstation and UNIX software, Visio, TopDown Flowcharter, and Macintosh.

Results

The Educational Services Billing Group was able to save weeks of training and re-start hassles, and make a smooth move to Colorado. The verified work instructions allowed the Group to hire locals and continue finance department operations with minimal retraining.

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Leading Semiconductor Equipment Manufacturer

Client's Problem / Situation

Because of phenomenal growth of this 30,000-employee semiconductor manufacturer, most business processes were undocumented. For example, undocumented procedures in manufacturing resulted in the following problems:

- Chaotic and uncoordinated employee activities throughout the company weakened sales, manufacturing, delivery, income and profits. Manufacturing results depended on "tribal knowledge" and departmental politics.
- Field installers generated over 500 non-conformance (NC) reports per week for which there was virtually no tracking, repair, or vendor-return of defective parts.
- QA Certification Training took 9 months at exorbitant expenses of salary and per diem.
- A huge warehouse filled with \$13 million worth of defective (and abandoned) parts.

Solution – What we did for the client

We interviewed over 100 subject matter experts in manufacturing, operations, finance, and marketing departments. Coordinated development of documentation. **Wrote and verified over 1,000 pages of ISO 9000 procedures**, work instructions, business processes, etc. Created scores of business process flowcharts. **Designed 8-week QA Certification course** for field technicians.

Designed and wrote computer programs to simulate and predict work flow and resource requirements for correcting non-conforming equipment.

Results

Documented business processes in every major department saved hundreds of employee hours every month and reduced reliance on "tribal knowledge" to near zero. **Reduced QA training** from 9-months to 8-weeks saving an estimated \$26,000 per student. **Developed a new NC System** allowed client to:

- Report and return defective parts,
- Simulate and predict departmental impact of correcting NCs.
- Solve NC problems in Engineering and Manufacturing,
- Return warranted parts to vendors for credit and to correct their manufacturing problems,
- Reduced the number of NC reports by correcting problems and preventing recurrence.

Dozens more Project Profiles at [Documentation Express](#).

Mike Hayden

PS: FREE Report (408) 817-5684.



About Mike



Mike Hayden, founder of the *Documentation Express* and *Senior Management Services* has more than thirty years of experience as a software engineer, writer, and author for Silicon Valley companies and has served in industries as varied as software, semiconductors, biomedical systems, aerospace simulation, and business process development.

After several years as a software engineer, Mr. Hayden founded the *Documentation Express* in 1974, to help software companies develop their technical (API) documentation, design specifications, and end-user manuals.

Later (1984), Mr. Hayden founded *Senior Management Services* as a high-level business development services firm, to help clients increase profits by re-engineering processes, managing quality, and reducing costs. The *Documentation Express* is now a division of *Senior Management Services*. Mike says...

8 reasons to use Documentation Express.

1. You get my No-Fear Guarantee of performance. Results you want or your money back.

2. You need not provide equipment. I have my own equipment and software, proven over scores of projects.

3. You need not provide office space. I have my own fully equipped office. Ready to travel, too.

4. You need not worry about complex tax and insurance issues. I am responsible for my own taxes and insurance.

5. You don't pay for sick pay, vacation pay, or expensive employee benefits.

6. While employees focus on 40 hours per week of "face time," I focus on results and outcomes for you - regardless of hours.

7. I bring your an objective perspective based on 30+ year's experience.

8. I am able to easily cross organizational boundaries -- marketing, operations, finance, manufacturing, R&D, product development, sales, customer service, legal, you name it.

Interview question: "Mike, what is your background besides high-tech?"

I learned the importance of **Logistics and Customer Service** in the restaurant business (often on the wrong end of a stove) as I worked my way through college. I cooked in or managed kitchens in food franchises, dinner houses, large institutions, even yachts. I was a guest chef at *Franklin House* in San Francisco, and wrote "*The Handbook of Hassle-Free Homecookin'*" (2003).

I learned **Discipline** and effective **Public Presentation** in the music business (also Toastmasters). I attended *Family Light Music School* and the *California Professional Music Business Academy*. I have played classical/flamenco guitar at many upscale Bay Area restaurants, theaters, yacht parties, millionaire Salon Dinners and won *Max's Opera Annual Talent Contest*. I also played numerous venues in Reno, NV. Founded the *Grand Central Talent Guitar Society*.

I learned **Logistics, Safety** and **Business Applications** when I ran weekend sailing cruises in San Francisco Bay Area for many years. I have also sailed the Grenadines, Antilles, West Indies, and Bahamas.

I learned "you bet your life" **Discipline** and **Logistics** as a sport parachutist and in numerous martial arts (Aikido, Tai Chi, Hsing Yi, Bagua, Chi Kung). I have taught Tai Chi to scores of students in the Bay Area.

I learned the importance of **Clarity** when I taught logic and set theory to 5th graders in Redwood City.