



BOYE AARHUS - NOVEMBER 2023

The age of composable experiences

Redefining content skills and content teams

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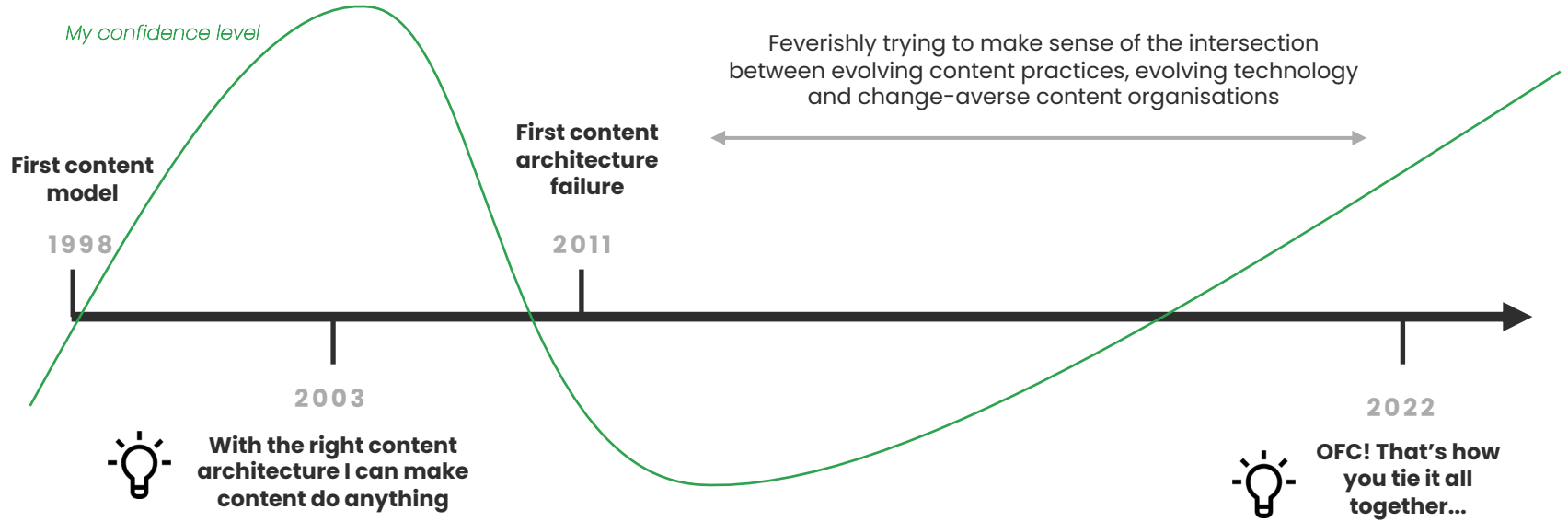


01

**Why me, why
this, why now**

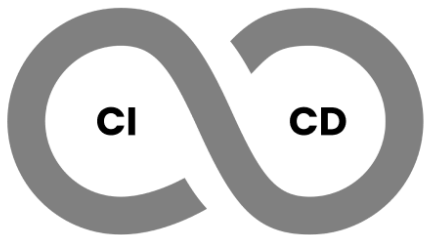


"I cracked this content thing" timeline

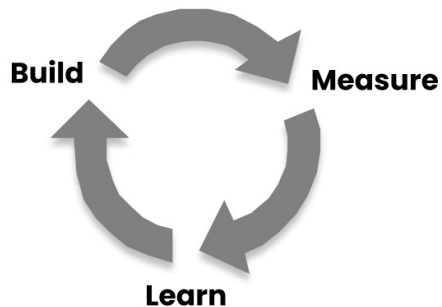




**“We’re moving to a
composable architecture.”**



**Modern engineering
practices**



**A product-driven
organisation investing
in business agility**



**A thorough
understanding of your
users and customers**



... but “content” keeps on being a fragmented entity. It will always be.



02

The facts



The advent of the **internet of doing**



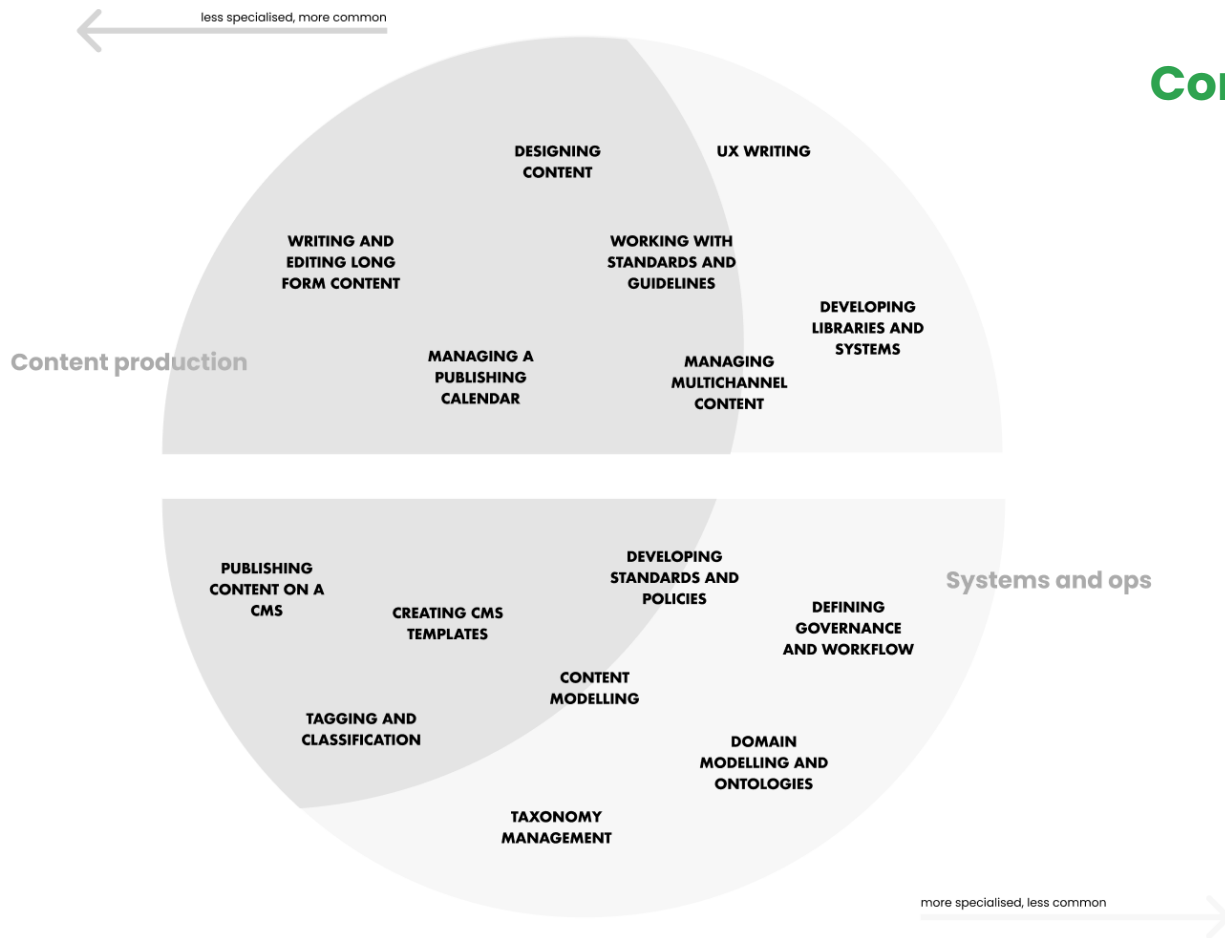
From calendar-driven to **design-driven content**



**Separation of concerns (aka: it's
never been about writing)**



Competencies and tasks





Structure and semantics matter

Create a new content asset

Content types > Design patterns > Question > New asset

Question

Question hint

Option 1

Hint 1

Option 2

Hint 2

Option 3

Hint 3

Add CY version

Save

```
{
  "id": "12345",
  "questionType": "radio",
  "label": "When did you take out your
mobile phone contract?",
  "hint": "Think about when you took
out your personal phone contract
instead of your work phone, if you have
one",
  "options": [
    {
      "id": "1",
      "value": "042017",
      "label": "04/2017",
      "hint": ""
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      "id": "2",
      "value": "102017",
      "label": "10/2017",
      "hint": ""
    },
    {
      "id": "3",
      "value": "032021",
      "label": "03/2021",
      "hint": ""
    },
    {
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      "value": "012021",
      "label": "01/2021",
      "hint": ""
    },
    {
      "id": "5",
      "value": "none",
      "label": "None of the above/does
not apply",
      "hint": ""
    }
  ]
}
```



BETA This is a new service – your [feedback](#) will help us to improve it.

When did you take out your mobile phone contract?

Think about when you took out your personal phone contract instead of your work phone, if you have one.

- 04/2017
- 10/2017
- 03/2021
- 01/2021
- NONE OF THE ABOVE / DOES NOT APPLY

Continue



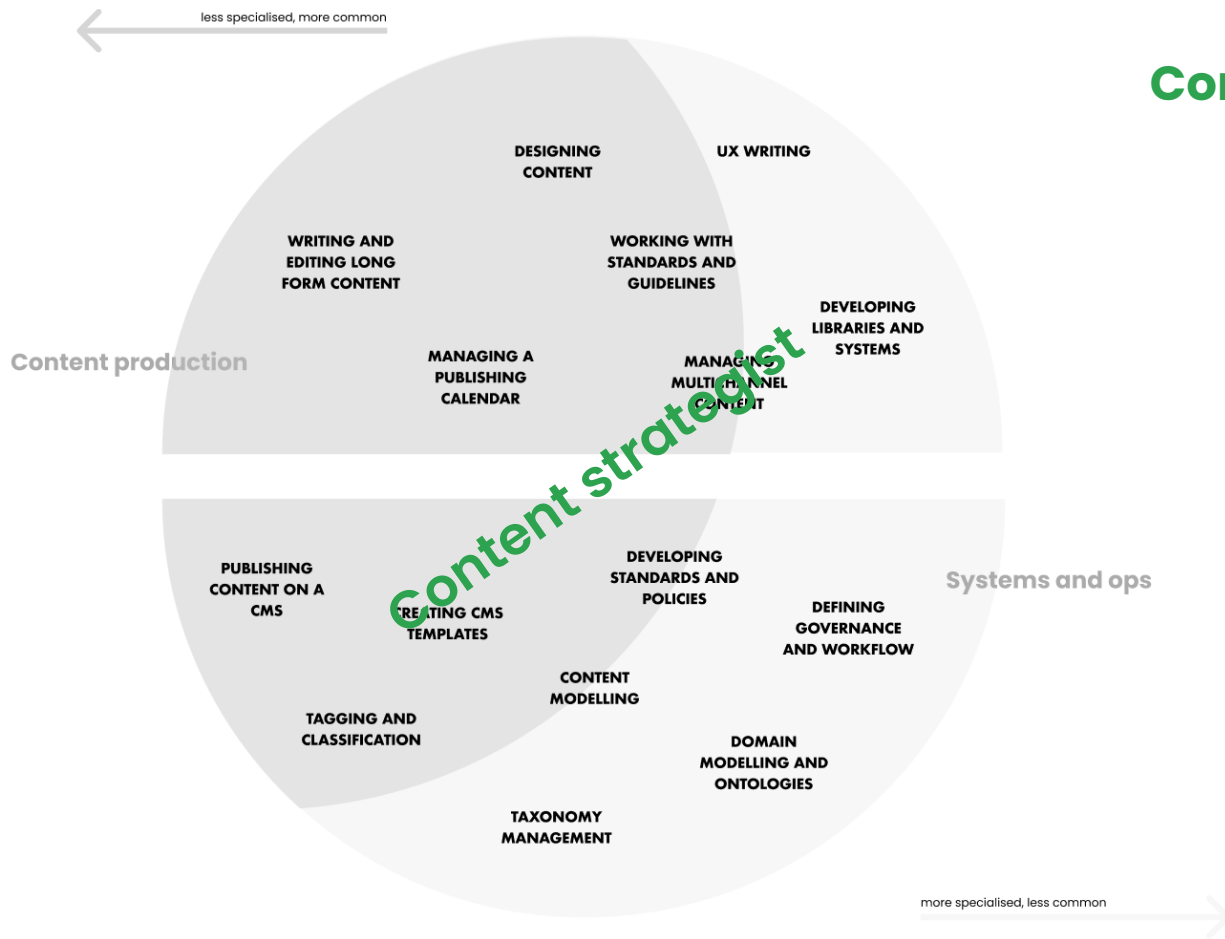
The reckoning(s) **03**



**Hiring content skills requires
skills (leadership skills)**



The Swiss Army knife **content** **strategist**



Competencies and tasks



**You can't eliminate
complexity, you can only
shift it**



Paola Rocuzzo

15 May 2014 · ⚙️ · I don't think it would be possible to utter the words "structured content" more times than I have done this week.



1 share





Key takeaways

- Stop pretending there's no complexity involved
- Stop relying on content Swiss Army knives willing to go the extra-mile
- Hire expert content leadership
- Set up your competency framework and define your roles
- Get the skills you don't have (create demand for content modelling skills)
- Centralise your content architecture
- Make it so it can support different types of content production

Thank you

