

# Content culture

## People

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Skills

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Capabilities

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Roles and responsibilities

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Team structure

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Team motivation

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Senior stakeholder buy-in and support

## Tools

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Content themes and goals

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Objectives and key results (OKRs)

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Production tools and technology

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Systems and software

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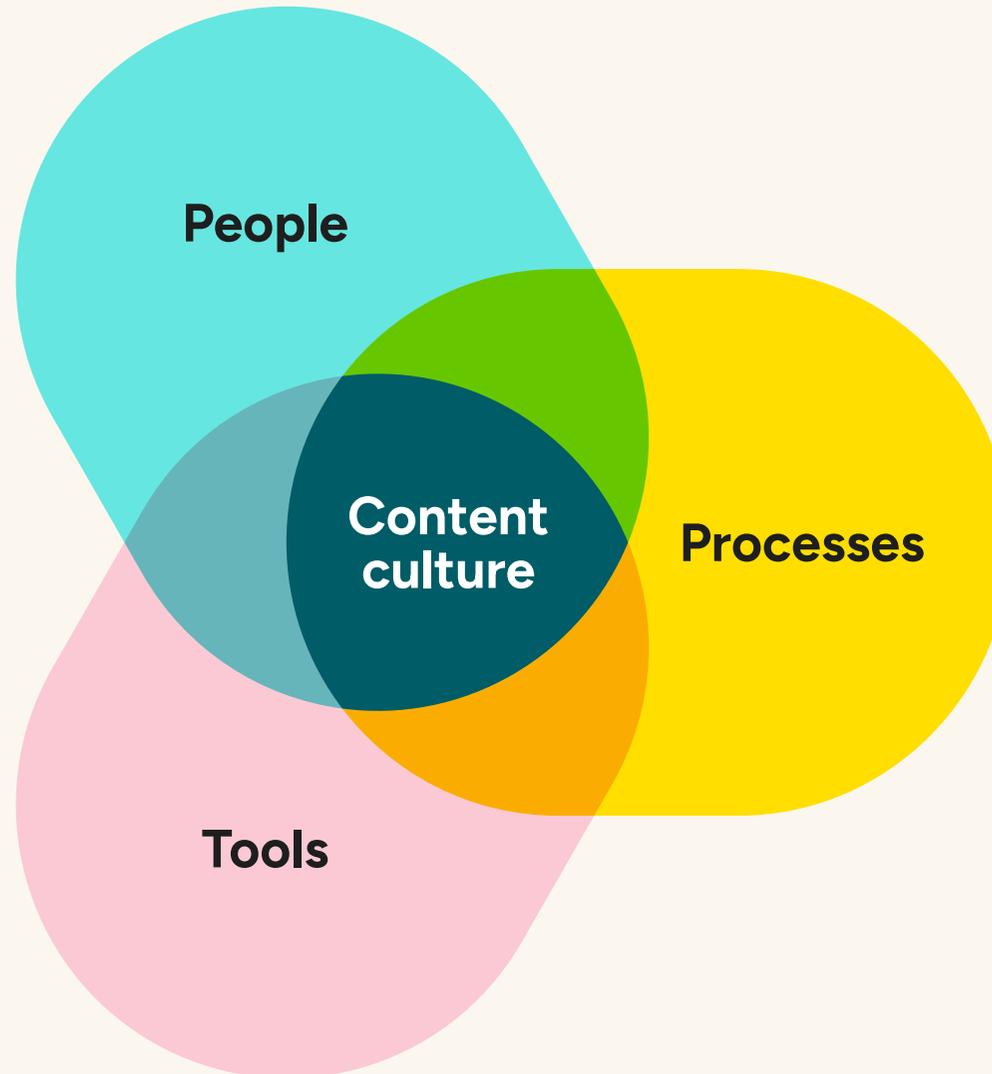
Internal communications

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Organisational strategy

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External trends and sector insight



## Processes

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Content audit

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User research

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Trauma-informed methodology

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Briefing

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Production

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Content planning

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Measurement and reporting

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Communities of practice

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Knowledge sharing

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Test and learn approach

## Get in touch

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[williamjoseph.co.uk](http://williamjoseph.co.uk)

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[yasmin@williamjoseph.co.uk](mailto:yasmin@williamjoseph.co.uk)

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[james@williamjoseph.co.uk](mailto:james@williamjoseph.co.uk)

**williamjoseph**

