

empowerED25

Streamlining Content Creation

How to Keep Pace with Product Changes and Customer Needs

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Agenda



Challenges



**Recommended
Tools**



3 Key Strategies



Measuring Success





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Manager, Technical Instruction

dbt Labs





**What's preventing
your content from
being up to date?**

It's hard to keep content current 🙄

- Rapid product changes
- Shifting customer needs
- Limited team resources



dbt Cloud

cloud.getdbt.com/accounts/7951/projects/3951/develop/

dbt dbt-learn - / dbt-learn-demo

Project view docs [?] Statement 1 orders_by_day.sql

Compile all Run SQL Limit 100

branch: on-demand-start

dbt-learn-demo-v2

analyses

gitignore

orders_by_day.sql

data

dbt_modules

logs

macros

models

target

tests

gitignore

dbt_project.yml

README.md

```
11 order_date,
12 count(*) as order_num
13 from orders
14 group by 1
15
16
17 },
18
19 compared as (
20 select *,
21
22
23
24
25 from daily
26
27 )
28 select * from compared
29
```

Info Logs Compiled SQL Results

ORDER_DATE	ORDER_NUM	PREVIOUS_DAY_ORDERS
2018-01-01	1	NULL
2018-01-02	1	1
2018-01-04	1	1
2018-01-05	2	1
2018-01-07	1	2

File Run Success

3:04

dbt

Account home

Project Rapid Onboarding Exemp...

Dashboard

Develop

Deploy

Explore

Query

Leave feedback

Support Assistant

Help & Guides

dbt Learn - Instructors

Bethany Hippie

main Change branch

Version control

Create branch

File explorer

- rapid-onboarding-exemplar
 - github
 - _samples
 - _templates
 - analyses
 - dbt_packages
 - macros
 - models
 - seeds
 - snapshots
 - target
 - tests
 - gitignore
 - README.md
 - dbt_project.yml
 - package-lock.yml
 - packages.yml
 - pull_request_template.md
 - selectors.yml

Preview Compile Lint Results Code quality Compiled code

dbt Copilot

</>

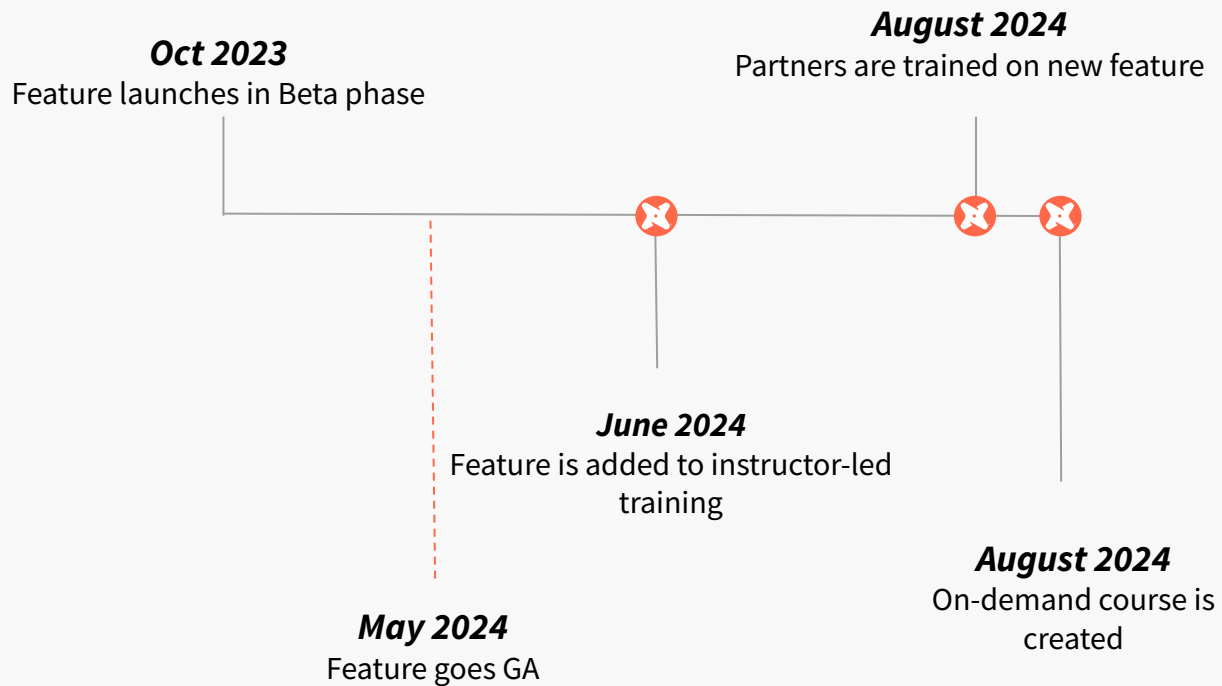
There's nothing here.

Press Compile above to preview the SQL dbt will run against your warehouse.

dbt build -select <model_name>

Defer to staging/production Ready



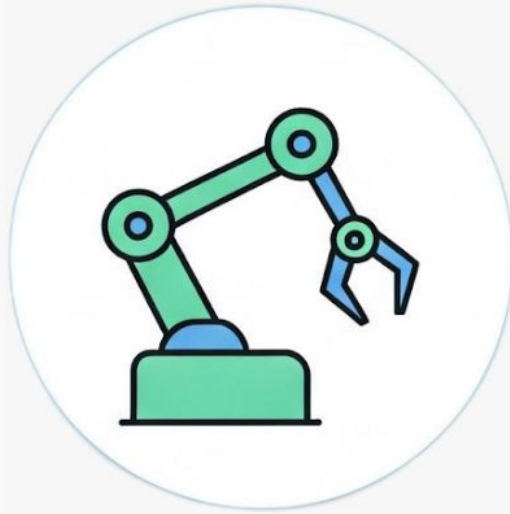




How do we fix this?



**Collaborate with
Product Teams**



**Scalable Content
Workflow**



**Feedback
Cycles**





Collaborate with Product Teams

Get a seat at the table

- Attend product roadmap meetings
- Subscribe to product newsletters
- Create a content impact assessment process

		Impact	
		High	Low
Effort	High	Major Projects	Thankless tasks
	Low	Quick wins	Fill-ins





**How do we know if
something is high
impact?**



Scalable Content Workflow



Thought Exercise

- Your product team releases an update that changes the UI of a key feature.
- It's a minor tweak, but your existing video walkthroughs and guides now look slightly outdated.
- **What's your approach?**



Build a Simple, Repeatable Process

- Use project templates
- Maintain a “living document” of key product features
- Prioritize updates (High → Medium → Low)



Course Creation + Maintenance

★ All Projects ⌵ By Status 📅 Gantt 👤 My Projects +

≡ ↕ ⚡ 🔍 ... New ▾

↑ Quarter ▾ + Add filter

Aa Course name	👤 Owner ⓘ	👤 Collaborator(s)	⚙️ Status	⌵ Priority	⌵ Effort	⌵ Impact	☰ Quarter	📅 Due Date	☰ Platform	⌵ Scope
dbt Fundamentals	 Beth Hipple	 Damaris Lasa	In progress	High	Medium	High	FY26 Q1	April 18, 2025	ODL	Update
Visual Editor	 Faith Lierheimer	 Damaris Lasa	In progress	High	High	High	FY26 Q1 FY26 Q2	May 16, 2025	ILT ODL	Create
dbt Cloud Architect	 David Selassie O	 Laurent Goldszte	In progress	Medium	High	High	FY26 Q1	April 30, 2025	ODL ILT	Create
Deployment Fundamentals	 Michelle Baird	 Dan Horner	Not started	Low	Medium	Medium	FY26 Q2	June 30, 2025	ILT ODL	Create
dbt Copilot	 Beth Hipple	 Damaris Lasa	Not started	Medium	Low	High	FY26 Q2	May 16, 2025	ILT ODL	Create
Tableau and Power BI for Semantic Layer	 Michelle Baird	 Jenna Bushspies	Not started	Low	Low	Medium	FY26 Q2	May 16, 2025	ODL	Create
Cross-platform dbt Mesh	 Michelle Baird	 Mani Pachineelari	Not started	Medium	Medium	Medium	FY26 Q3	October 31, 2025	ILT ODL	Create
Cost Optimization	 Michelle Baird	 Ken Lewen	Not started	Medium	High	Medium	FY26 Q4	January 30, 2026	ILT ODL	Create

+ New project



Turn Experts into Content Contributors

- Identify SMEs across product, support, and customer success teams
- Create lightweight contribution frameworks (templates, review cycles)
- Enable SMEs to submit quick updates without overwhelming them
- Recognize and reward contributions to encourage engagement





Feedback Cycles

Build Continuous Feedback Loops



Gather insights: support tickets, community forums, and training sessions



Identify content gaps: Partner with customer success teams or other SMEs



Assess content clarity: use in-product surveys or post-training feedback



Prioritize updates: base on real customer pain points, not just product changes





Recommended Tools



Collaboration & Tracking

- **Notion/Confluence** - Centralize documentation and track content updates.
- **Trello/Airtable/Asana** – Organize content workflows, assign tasks, and set deadlines.
- **Slab/Guru** – Internal knowledge bases that ensure team members have up-to-date resources.



Content Updating

- **ChatGPT/Jasper/Writer** – AI-powered tools for updating and refining content.
- **Modular Content Systems** – Structure content in reusable blocks for easier updates (e.g., MadCap Flare, Paligo).
- **Tango/Scribe** – Auto-generate step-by-step guides and screenshots.
- **Descript/Synthesia** – AI-powered video and voiceover updates without re-recording.





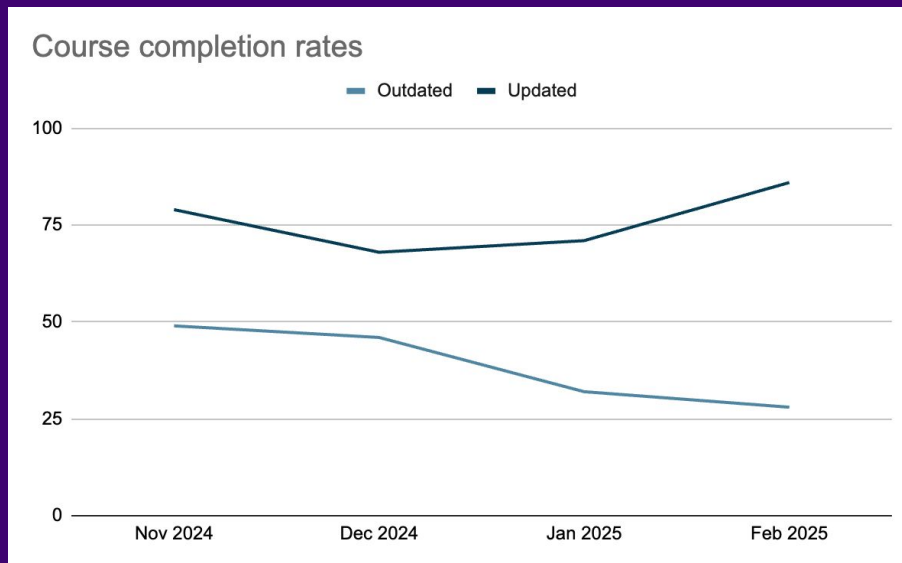
Feedback Collection

- **Typeform/Google Forms** – Collect structured feedback from learners.
- **Zendesk/Intercom/Freshdesk Tagging** – Identify recurring content-related support issues.
- **Pendo/Gainsight PX** – Gather in-product feedback to see where users struggle.



Measuring Success: Are We Keeping Up?

- Content accuracy (from surveys)
- Time to update content after a product change
- Completion rates on updated vs. outdated content



Key Takeaways

- ✔ **Collaborate Early with Product Teams** – Stay ahead of changes by integrating into the product development process.
- ✔ **Implement a Scalable Content Workflow** – Standardize updates with templates, modular content, prioritization frameworks, and empower SMEs to contribute.
- ✔ **Build Continuous Feedback Loops** – Use insights from customers, support, and CS teams to guide content updates.



Next Steps

Step 1: Audit your current content update process.

Step 2: Identify quick wins (e.g., attend a product roadmap meeting, set up a feedback form).

Step 3: Test one change in the next 30 days.



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Thank You!

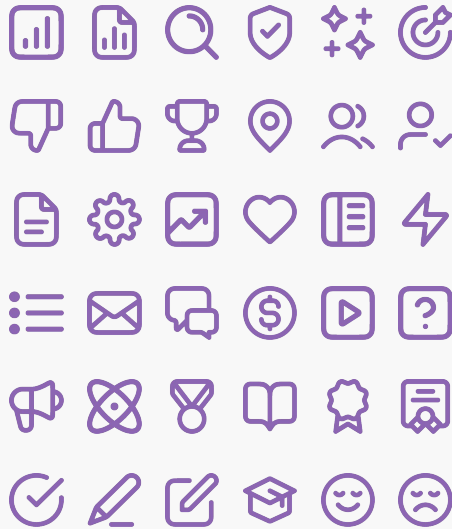
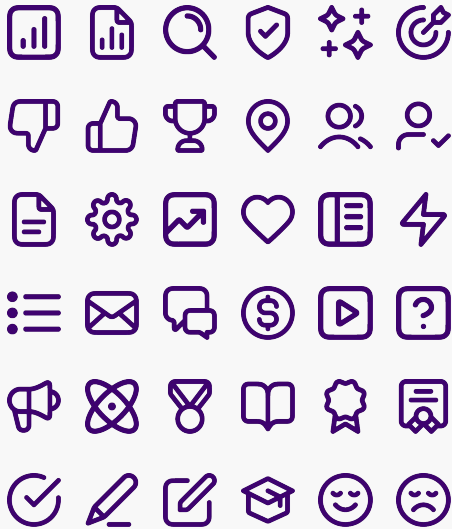
members.cedma.org

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Icon Library

In dark + medium purple and white for dark backgrounds



Brand Colors

For reference

