Content Guide

Our guide to content and tone

This deck will guide teams on how to write for our audiences and help maintain a recognized quality and brand identity. This will lead to more compelling content and brand consistency.

messaging is what we say...

our **voice** is who we are.

It's our personality. It's our brand. It's our rhythm.

Clear and consistent, but more important:

✓ Shares our personality (creative, collaborative, empowered)

✓ Differentiates us

✓ Connects to our audience

✓ Grabs attention

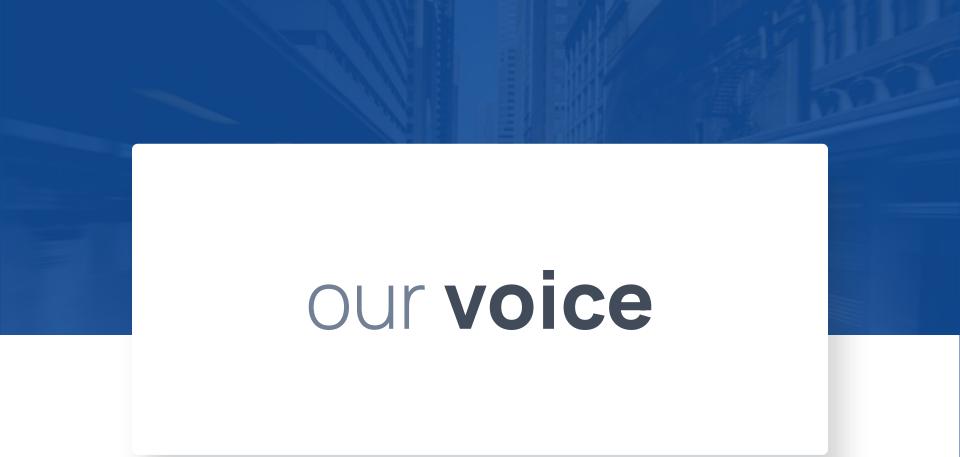And, our voice moves our **brand forward**... from sounding like technical experts to *magical thinkers*.

our **voice**
in **action**

our **voice**

dito

mechanics → rocketship

What does this mean?

We hear terms like, innovative... transformational... journey... subject matter experts... it all sounds the same. It's nebulous, abstract, and too common.

At Dito, we see things differently, because we are different. We care about grammar, syntax, consistency, clarity, and conciseness. But, we also have **unexpected solutions**. We use analytics and every last bit of information...

But, we also have our heads in the **cloud**.

We balance needs with **magical thinking** - we capture lightning in the bottle... we make big ideas reality.

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Our voice is **analytical** and **creative**

mechanics

Just like in a car, the mechanics are the basics... of better writing.

Fundamentals. Fixes.

Simple. Practical.

We sound right. We have no errors. We use the right words. We are clear. We are concise. We are near perfect.

rocketship

Just like in a rocketship, there is a controlled explosion... there is lightning in a bottle.

There is a spark. There is lift-off.

There are the stars... the moon... the sky.

We are curious. We are creative. We are courageous.

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Mechanics

01. Storytelling

02. Thesis/theme

03. Complex becomes simple

04. Reduced adjectives/adverbs

05. No jargon. No idioms

06. Normal (not formal)

07. Active (never passive)

08. Clear & Concise

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Mechanics

Storytelling

people don't remember facts. They remember stories. Find the beginning, the middle, and the end. Take the reader on a journey.

Thesis/theme first

present what the reader wants/needs from the start - the first paragraph. Find the "why". Ask, "why does this matter?" Start with the main purpose.

Mechanics

Simplify

what we do is not simple. It's not easy to explain. However, the easier it is to understand, the smarter you sound. Pretend you are explaining it to a student.

Limit adjectives/adverbs

descriptive words can paint a picture, convince, and emote. But, too many can be confusing and insincere. Only use them when you need to - to add meaning and purpose. Delete most - keep only those that help tell the story.

Mechanics

No jargon or idioms

The big picture. Circle back. Table that. SDR. AWS. They mean something to some, and are complete nonsense to others. We live and work in an international world. We are not always talking to technical audiences. Write for all - not just techies.

Normal

We work in the Cloud, but our heads are also right here. We're normal. Write it like you'd explain it. Avoid buzzwords, spell out abbreviations and acronyms. Read it out loud. Does it sound right? If not, rework.

Mechanics

Active

Writing should be energetic and fun. Passive sentences sound staid and boring. Don't write, 'the solution was discovered' - who discovered it? We did. Write, "we discovered the solution".

Clear & concise

One idea per paragraph. A logical connection between sentences in a paragraph. A thoughtful transition between paragraphs. Bullets, lists, subheadings, paragraph breaks, and plenty of white space.

Rocketship

01. Creative

02. Collaborative

03. Empowered

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The rocketship

Creative

Don't be obvious. Find a new way to write your idea.

✓ Push beyond the expected.

✓ Express yourself.

✓ Grab their attention.

✓ Question everything.

✓ Explore questions... and answers and solutions.

Collaborative

Bring your reader into a conversation. Turn problems into solutions. Tell the story.

✓ The reader is your partner. Make them feel that way.

✓ Tell them a story. Tell them *why* the story matters.

✓ Enlist them to help you find the solution.

Empowered

This stuff matters. Make it purposeful. Give them thoughtful ideas. Shake things up.

✓ The solution is the story.

✓ The problem is the reason for the story.

✓ The solution is unique - tell them why.

✓ Carry them along.

✓ Make it meaningful.

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The rocketship

Creative

Don't be obvious. Find a new way to write your idea.

Creative means we look at things a different way - we think about them differently and our voice reflects this. We search for new ways and unexpected ideas. We are bold. We are confident.

But, we're not arrogant and we're not condescending. Instead, we:

1. **Push beyond the expected.** We hear industry concepts everyday. We go even further.
   Great companies understand security. We wrote the book on it.

2. **Express yourself.** Make bold statements and offer bolder solutions.
   Healthcare is reimagining itself right now. We're the imagineers at the center of it.

3. **Grab their attention.** Hook your readers with headlines and give them a reason to keep reading.
   Investing in security is a waste of time. Because businesses don't know how to do it properly. On average, companies spend $___ on security and yet, there are security failures everyday.

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The rocketship

Creative

Don't be obvious. Find a new way to write your idea.

4. **Question everything.** *The status quo is why things don't change. People follow the leader. But, should they?*

    Companies spend millions of dollars on data every year - most of it, they don't use. So why not streamline your data and save money?

5. **Explore questions... and answers and solutions.** *Creativity is all about asking questions... and finding answers. We've done the work, we've explored the various possibilities, and we know the right answer.*

    Security is a major problem for most companies. But, we're not going to solve it based on what happened. Good security is educated predictions. We may seem like psychics... we're really just the best at what we do.

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The rocketship

Collaborative

Bring your reader into a conversation. Turn problems into solutions. Tell the story.

The best writing is a collaboration - it makes the reader feel like they are part of the story. Technology moves at warp speed. Our writing reflects this and helps slow it down to better understand it. Our readers understand what we mean immediately. We highlight main points. We build momentum. We share.

We're clear and concise - that's not generic and it's not vague.

1. **Treat the reader as your partner. Make them feel that way.** What's in it for the reader? Why should they care? We write like it is a two-sided conversation. We use inclusive language like 'we' and 'you'. We focus on what's important to our audience and we share information that is relevant to them.

2. **Tell them a story. Tell them why the story matters.** Lead with a hook - a bold claim, a new idea, something they've never thought of before. Then, explain why it matters and make it real with facts and detail.

3. **Enlist them to help you find the solution.** This is a conversation between the writer and the reader. Take them on a journey with a beginning, a middle, and an end. Express the theme and support it with data. Make the story about the solution. Help them understand. You found it together..

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The rocketship

Empowered

This stuff matters. Make it purposeful. Give them thoughtful ideas. Shake things up.

1. ### The solution is the story.
    Clients don't work with us so we can make money. They work with us because we can help them solve a problem. We are a solution factory. Explain how we do it. Share insights. Share the magnitude of the problem and how we fixed it.

2. ### The problem is the reason for the story
    There wouldn't be a solution if there wasn't first a problem to address. We are problem-solvers. We see problems as opportunities. We understand the complexities. We unpack them. We streamline them. We explain the why.

3. ### The solution is unique - tell them why.
    Nothing at Dito is out of the box. We're experts at solving unique problems because we have unique solutions. Dwell on our uniqueness. Explain it. Capture it. It's what makes us different.

The rocketship

Empowered

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4. **Carry them along.**

   Vivid descriptions. Vivid details. Show the reader that we dwell in the little things. Litter the story with surprising moments. We're a curious team who did something incredible - convey that. Paint a picture. Show them what is possible.

5. **Make it meaningful.**

   Focus on the why. Then, detail the how. Why did it matter? What made the problem? How did we solve it? How did we solve it uniquely? Where was the human element? Make connections. Explain why it mattered to people. Detail how and why it helped them. Go for the gut.

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our **voice** at work

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Example 1 - Project Brief

Dito & TechCo - a perfect partnership

An alliance with impact

We've been working with TechCo for more than a year. We've developed a deep appreciation of the expertise and the commitment to improvement that TechCo possesses within its organization. We believe that the combination of transformation, global delivery, Google ecosystem expertise, and innovation that we bring to TechCo will result in a long term partnership with significant benefits for both parties. We believe that we are the strongest partner for TechCo because:

> As a company, not only do we understand how to work with a global company like TechCo, but we have proven that we can do that by our ongoing relationships with some of the largest companies in the world.
> We focus on driving positive transformations, supported by our Google partnership, and this will enable TechCo to stay ahead of the competition.
> Our solution not only provides significant cost savings. It also improves collaboration and team-building.
> Our success depends on your success - we are in it with you.

Finally, thank you for the opportunity to work together over the last year on this journey. We welcome the opportunity to work with you on your migration to the Google platform and look forward to the next stage of partnership together.

An alliance with impact

There's more to a successful partnership than just ROIs. A truly successful partnership is a meeting of ideas. A mutual drive. Complementary expertise. A shared focus on how we see success.

Last year, we were all on the same team with the same objectives. We can be so much more.

Here's how:

> One team. One mission. We embed our technical staff in organizations as team members. We're right there with you - every day.
> Global expertise. TechCo is a world-class organization with a global reach. We help international businesses not only thrive, but dominate.
> We know Google. We know everything there is to know about Google and their products. We are all in and we'll use this expertise to make sure you are too.
> Transformation is more than just a buzzword. It's a real change and it will save you millions of dollars.

When you succeed, we do too. This past year has been fun and engaging. We can't wait to impress you even more.

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Example 1 - Project Brief

Empowered: a meaningful and purposeful start

Creative: push beyond the expected. Grab their attention.

Empowered: purpose and meaning, and a promise for more.

Collaborative: mutually beneficial. Conversational. Solutions.

Empowered: Focused on the reader and the possibilities.

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We know Google. We know everything there is to know about Google and their products. We are all in and we'll use this expertise to make sure you are too.
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Example 2 - Transformation

Reimagining Engagement in the Shipping Industry →

Shipping and receiving has changed. The impact of technology has completely changed how you operate your business and how you interact with customers. For a long time, shipping companies have attempted to migrate their services from retail stores, distribution centers, and transportation networks to online preparation, tracking, and even, receiving.

Results from several studies, including a recent one with more than 8,000 people in 40 states, indicates that this strategy is still a work in progress and the majority of customers are not happy with their experience.

There's still the essential services of pickup and delivery. Customer satisfaction depends on these essential services working as planned. They can use the web to order products, track packages, plan deliveries, and contact customer service. While these are improvements, they don't really address how to improve on-time delivery.

That's where Google comes to the rescue. With cloud-based data, collaborative workspaces, and most importantly, integrated Maps, shipping companies can truly become tech companies that move products.

Shipping companies aren't shipping companies. They're tech firms that move things.

Online orders. Web chat. Tracking with one click. Delivery options.

Shipping companies have the tools. They promise on-time delivery. They promise it will improve customer service. But, does it?

8,000+ customers don't think so.
When asked how satisfied they are with shipments and deliveries, most said they weren't happy at all. It hasn't helped with on-time delivery. And, it's more difficult to get help.

Let's change the entire system.
Online has to be an improvement. It can be more convenient, but it can also add to confusion.

Overall, customers said they were satisfied with online tools - but, none of those have improved getting what they want when they want it. And, it's more difficult to talk to an actual person when you have a problem.

That's where Google comes to the rescue. Cloud-based data, true real-time chat, and integrated mapping (through Maps) is helping shipping companies be more on-time and dramatically improve customer engagement.

It's time to think less like a delivery company and more like a tech company.

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Example 2 - Transformation

Creative: a new way to look at the idea - beyond the expected.

Empowered: the problem leading to a solution.

Collaborative: bringing the reader into the conversation. The problem.

Creative: attention grabbing headline. Question everything. Exploration of questions and answers.

Empowered: The solution. The unique, meaningful solution.

Shipping companies aren't shipping companies. They're tech firms that move things.

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Example 3 - Who we are

Firm introduction

Dito is a full-service cloud advisory and services firm providing sales, development, change management, and ongoing customer success services to organizations interested in moving to & operating in the cloud.

Since 2008 we've been helping organizations change the way they do business by leveraging cloud technologies, and more specifically to Google Cloud enterprise solutions (Google Cloud Platform, G Suite Business, Chrome Enterprise, and Google Maps) and other complimentary cloud service solutions.

From on-site transformation labs, IT security assessments, lift-and-shift cloud deployments, to location-aware mobile app development, we take great pride in fulfilling our role as your cloud advisor and system integrator.

Transformation happens here.

We're an international, full-service **cloud enabler** that makes transformations as close to perfect as possible.

We drive **innovation**. We enable **change**. We **transform** organizations.

Since 2008, we've helped thousands of organizations change the way they do business by employing **smart cloud** technologies (Google solutions ranging from Cloud, Chrome, Workspace, Maps, and more).

We **dream** in data. Focus on performance. Solve problems. We obsess over details - all 100 of us.

From the east to the west, we have the end-to-end expertise to find **solutions**. Reimagine every process. Reinvent workflows. Compel change. Because we know how **rethinking** processes and tools will change your business for the better.

Wherever you are going, we have the expertise to get you there. You focus on business. We focus on your data, your security, and your technology - so you don't have to. From onsite labs to security assessments, from cloud deployments to app development, we work to create **bold, lasting solutions**.

Transformation happens here. Learn more at ditoweb.com.

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Example 3 - Who we are

Empowered: a bold start with a solution already stated.

Creative: convert normal firm intro language into a story.

Collaborative: the reader is part of the story. This is why it matters.

Creative: pushing beyond expectations and grabbing attention.

Empowered: solution-based with a meaningful impact.

Collaborative: back to the reader with strong solutions.

Creative: continue the conversation with an attention grabbing phrase and a call to action.

Empowered: The solution. The unique, meaningful solution.

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Example 4 - Customer Story

Finding the Right Partner is Critical in a Cloud Journey

A story with Hackensack Meridian Health

The first cloud service was launched 15 years ago. Since then, companies have moved to the cloud for its global infrastructure, scalability, agility, resiliency, elasticity, and security as well as its reduction in capital expenditures. Over the years, I've helped many successful cloud migrations and gained a lot of valuable experience and insights. However, not every journey to the cloud is smooth. Without expertise and experience, many cloud migrations fail to meet the goals and expectations companies hope to realize.

How do enterprises march a successful and enriching cloud journey? Hackensack Meridian Health (HMH) recently took on the challenge and has **the answer.**

HMH is New Jersey's largest, most comprehensive and integrated health network. In the beginning of 2021, HMH selected Google's Cloud Platform (GCP) as its new home in the cloud for infrastructure and applications. However, their cloud path was not at all straightforward. The initial partner relationship did not provide the appropriate forward progress, and HMH was challenged for several months looking for the expertise and skills they needed – until May of 2021, when they were introduced to Dito, a Google partner specializing in GCP infrastructure and security. With Dito, HMH's cloud journey **accelerated.**

Dito has decades of experience in designing well-architected cloud foundations and extensive hands-on experience in building Continuous Integration / Continuous Deployment (CI/CD) pipelines and Infrastructure as Code (IaC) modules. Dito helped HMH march to the cloud in three phases.

Phase 1 - In the first phase, Dito conducted numerous workshops with HMH's lines of business, IT infrastructure, and security teams to thoroughly discover and understand their business use cases, operation environment, key performance indexes, security and compliance requirements and cost implications. This phase solidified a strong foundation for the whole project.

Phase 2 - In the second phase, Dito developed a well-architected GCP infrastructure and security foundation that met the healthcare giant's specific business needs and requirements: operation excellency, performance optimization, structure resiliency, security and cost reduction. As a healthcare company, regulatory compliance and proper security was paramount. A significant amount of detail and planning went into this design phase.

Phase 3 - In the third phase, the Dito team worked side-by-side with HMH's cloud team to lay down a well-tested GCP foundation using IaC CI/CD pipelines and Terraform modules. For each cloud service, they developed TerraForm modules. For each application deployment, they leveraged the CI/CD pipeline. These modules and pipelines established the operational standard for consistent deployments, turning the design blueprints into versioned operational infrastructure and applications.

From discovery to design to deployment, from blueprints to modules to pipelines, Dito's expertise and experiences made a huge difference. HMH has successfully landed and is enjoying the benefits of Google Cloud. Their answer for a successful cloud journey is: finding the right partner – let the professionals do their job.

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Example 4 - Customer Story

A Change Agent & Health Network join forces to right their cloud journey

Hackensack Meridian Health goes all in on Google Cloud

For healthcare networks, there is no failing. Lives are literally at stake. They can't move fast and break things. They can't try something new and see if it works. They need perfection and they need it the first time.

Migrating to the Cloud is a complex process. For Hackensack Meridian Health, they learned this the hard way. When they decided to move to Google's Cloud Platform in 2021, they ran into several pitfalls and the entire initiative was in jeopardy.

Enter the experts. Accelerate the journey.

Dito is a Google partner specializing in cloud infrastructure and security. Dito cloudineers know cloud migrations. We're experts at building Continuous Integration/Continuous Deployment pipelines and Infrastructure as Code modules.

In May of 2021, Hackensack Meridian Health's move to the cloud was in trouble. Then, they were introduced to Dito and that's when the real magic began to happen. Collaborating together as a unified team, New Jersey's largest, most comprehensive health network finally had a partner who understood them.

"Over my 25+ year career in IT I've worked with many vendors and consultants. I can state definitively that Dito, and their dev team, are the best by far. They are true partners in our digital transformation. I look forward to our continued relationship, and expect we will do even more great things together."
-Bob Rock, Cloud Architect, Hackensack Meridian Health

Here's how we did it:

1. **Discovery.** We conducted workshops with the health network's operations, IT, and security teams to develop a full understanding of the environment and the needs, including use cases, KPIs, security and regulatory requirements, and cost issues.
2. **Setting the foundation.** We developed the cloud platform infrastructure and security that met the healthcare giant's needs and wants - operational excellence, performance optimization, resiliency, security, and cost reduction.
3. **Building on the foundation.** Working side-by-side, we collaborated to build Continuous Integration/Continuous Deployment and Infrastructure as Code pipelines, as well as Terraform modules. We established an operational standard for consistency and the vision for infrastructure and applications.

Cloud migrations are no easy task. And, when it comes to health networks, the complexities are mind boggling and potentially dangerous. But, it can go well - it can even go great. You need a partner who understands the Cloud. A partner who understands it's not just a journey - it's an epic quest.

At Dito, we know the nuts and bolts because we helped build them... but, we're not just engineers and designers and developers. We're magical thinkers. We dream in the Cloud. And it's this unique perspective, this different way of thinking that makes us the right partner.

Learn more about how we can help you navigate your cloud journey at https://www.ditoweb.com/cloud-migrations/.

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your **dito** kit

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Checklist

mechanics

- ❏ Is it about storytelling?
- ❏ Do you have a thesis/theme?
- ❏ Did you make the complex simpler?
- ❏ Did you remove unnecessary adjectives/adverbs?
- ❏ Did you replace jargon and idioms?
- ❏ Does it sound conversational? Does it pass the read-out-loud test?
- ❏ Is it active?
- ❏ It is clear and concise (easy to scan)?

rocketship

Creative
- ❏ Is there a spark?
- ❏ Is there a new way of saying it?
- ❏ Is it attention grabbing?
- ❏ Does it question and answer and solve?

Collaborative
- ❏ Is it a conversation?
- ❏ Are the problems solved creatively?
- ❏ Is there a compelling story?

Empowered
- ❏ Is the story about the problem and the solution?
- ❏ Is the solution unique?
- ❏ Is it meaningful?

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In brief

mechanics

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Creative

Don't be obvious. Find a new way to write your idea.
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- Grab their attention.
- Question everything.
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Collaborative

Bring your reader into a conversation. Turn problems into solutions. Tell the story.
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- Tell them a story. Tell them *why* the story matters.
- Enlist them to help you find the solution.

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- The solution is unique - tell them why.
- Carry them along.
- Make it meaningful.

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transformation happens **here**

Contact the marketing team for more information at
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