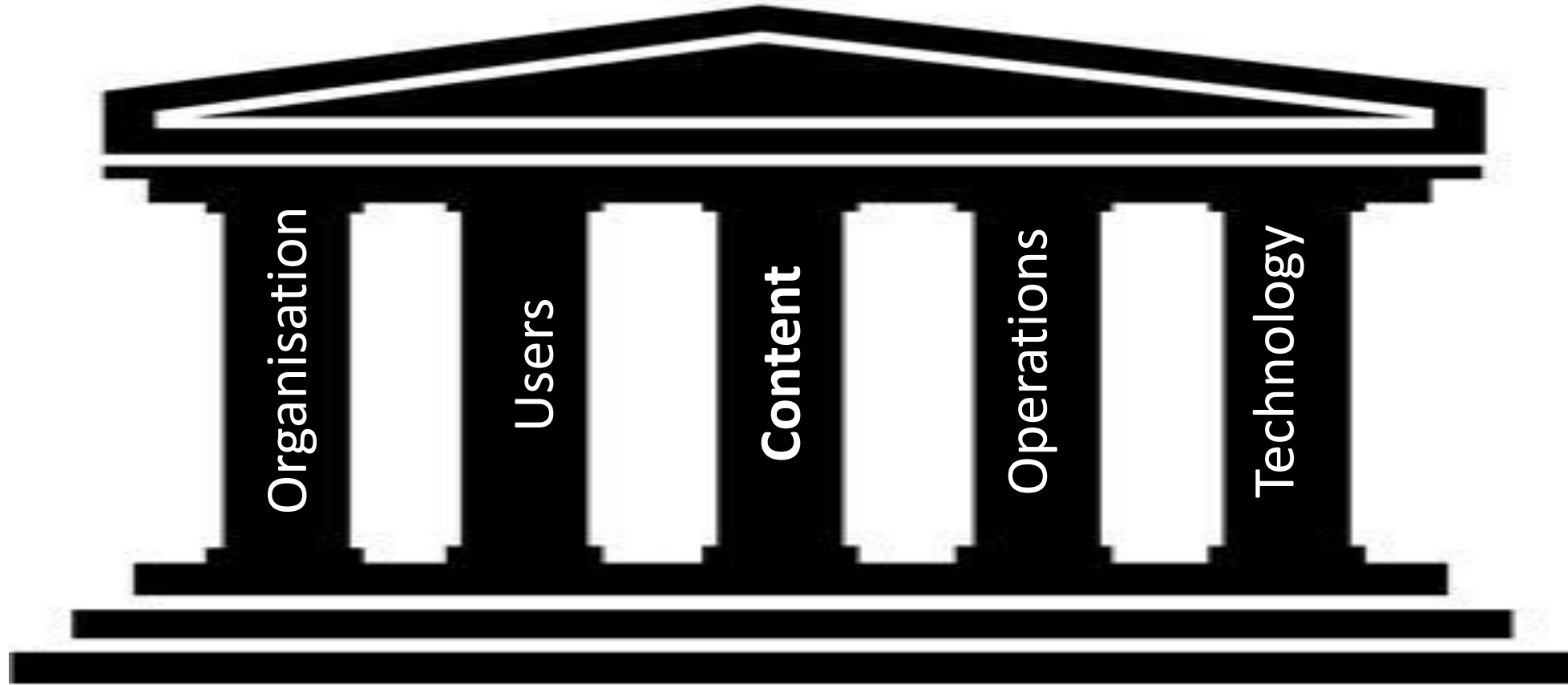# The Five Pillar Approach to a Content Strategy Gap Analysis

Typical questions posed as part of the content strategy process

	Organisation	Users	Content	Operations	Technology
Discovery	What is the business problem (or goal) being addressed? Have you tried to solve the problem before, and if so, how?	What kinds of content do you provide to your customers / end users? Is there content that you wish could be providing if you could figure out how?	What does your content landscape look like? Can we identify all of the pockets of content? Which content is included in this analysis?	How mature are your processes? What kind of a governance model is in place? Must processes fit with other systems (e.g. Agile)?	What does the technology ecosystem look like? How do all of the existing technologies work together, end-to-end? Who owns which systems?
Current state	How much ROI do you currently get from content? How does content get produced now, and which people are involved in its production?	How do users access your content now? Which channels do you use? Are you happy with the way you are using existing channels?	What kind of content do you currently produce? How many formats: text, visual, video, audio? What condition is the content in right now?	What do your current processes look like? Where pain points are you trying to relieve? Where are the blockers? Are staff adequately skilled?	What kind of tools do you currently use? What technology shortfalls get in the way of doing what you want to do? Who "owns" content tech?
Future state	How vital is content to doing business? What state do you want to reach for content delivery? What factors will go into calculating ROI or IRR?	What is your ideal vision of how users would get content? What kinds of content would you like to deliver to users, in which channels?	What kinds of content would you ideally provide to customers? In how many languages and variants would you like to produce content?	What would you ideal processes look like? What kind of a team do you envision having to produce content in future?	How sophisticated does the technology need to be to deliver your content vision? How will the tech work together to automate content production?
Roadmap	What is the expected timeline to implement the needed changes? What budget is available? Who will the executive sponsor be for the project?	How do you want user needs represented in the roadmap? As the project progresses, how will you check that the user needs are being met?	How much semantic structure does the content need to have? What kind of content migration support can be put into place?	What change management plans will be put in place to help staff adapt? How well are staff skills aligned with future need? What about a training plan?	What infrastructure is in place to deliver content in ways that support your business goals? Which will represent technology on the project?