



# Content Quality Control (CQC)

<p>Traditional editor approaches work with an academic mindset.</p>	<p>CQC Specialist approaches work with a business mindset.</p>
<p>Traditional editor's goal is to produce grammatically accurate, high quality content.</p>	<p>CQC Specialist's goal is to produce high quality content that supports the organization.</p>
<p>Traditional editor views well-known academic guidebooks as the definitive source for answers.</p>	<p>CQC Specialist is guided by style guides, brand guidelines and organizational objectives.</p>
<p>Traditional editor has been taught that breaking grammar rules should never be allowed.</p>	<p>CQC Specialist believes that sometimes it's okay to break grammar rules if doing so helps meet a business objective.</p>
<p>Traditional editor relies on technical tools like online grammar and spell checkers.</p>	<p>CQC Specialist uses technical tools, but relies on critical thinking to identify and advise on content risk and opportunity.</p>
<p>Traditional editor has been conditioned to look for specific types of errors and to otherwise leave documents untouched.</p>	<p>CQC Specialist finds the same errors as a traditional editor, but goes beyond to help reduce risk and identify opportunities.</p>