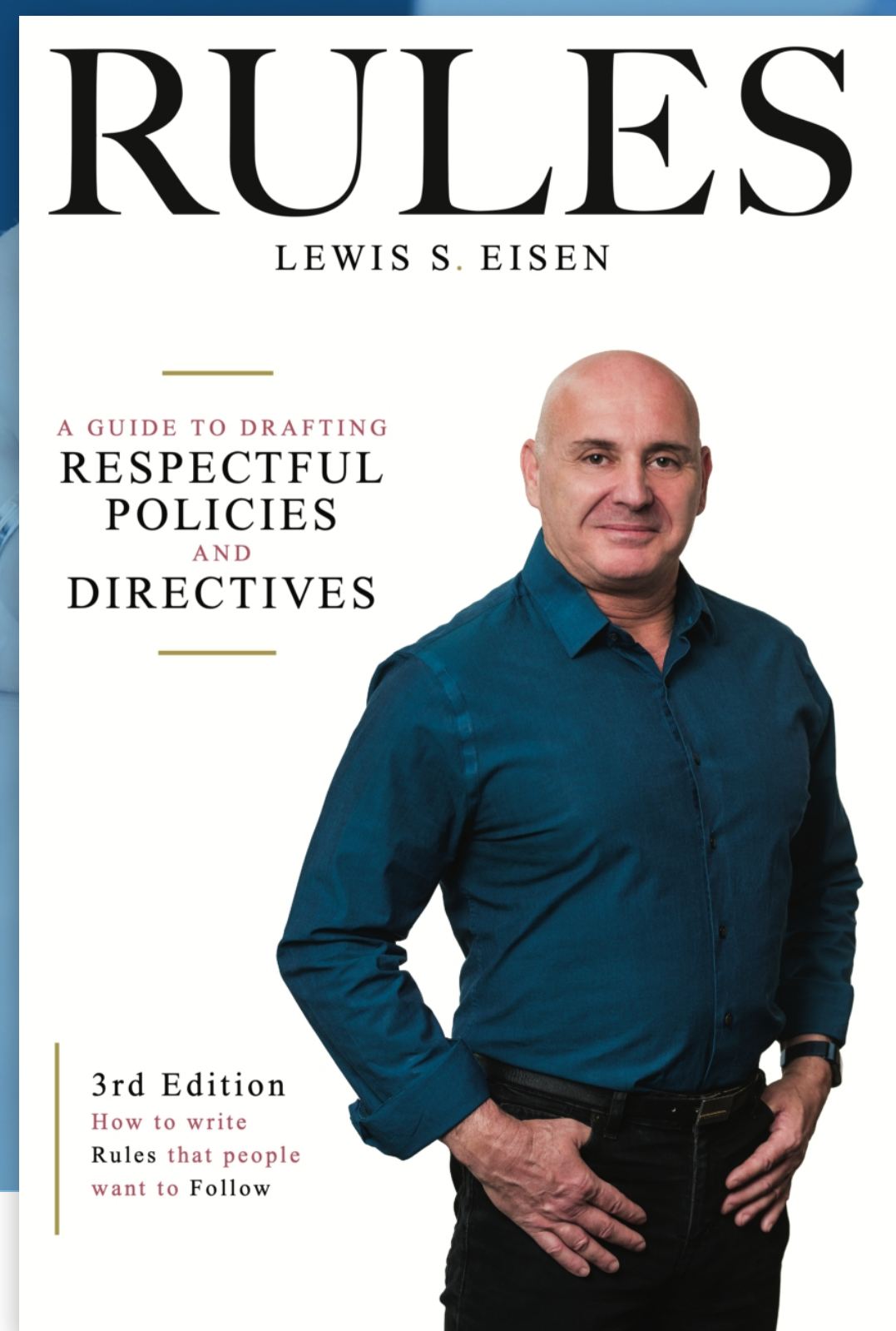


Improving **Buy-in** to IM Policies



LEWIS EISEN
Drafting Perfect Policies™



How Satisfied Are You Currently with the Level of Buy-in?

- 0 Not at all
- 1 Somewhat dissatisfied
- 2 Neither satisfied nor dissatisfied
- 3 Somewhat satisfied
- 4 Totally satisfied







RUDE AND AGGRESSIVE BEHAVIOUR WILL NOT BE TOLERATED

You will be asked to leave. If you
do not leave, the authorities will
be called. **No exceptions.**

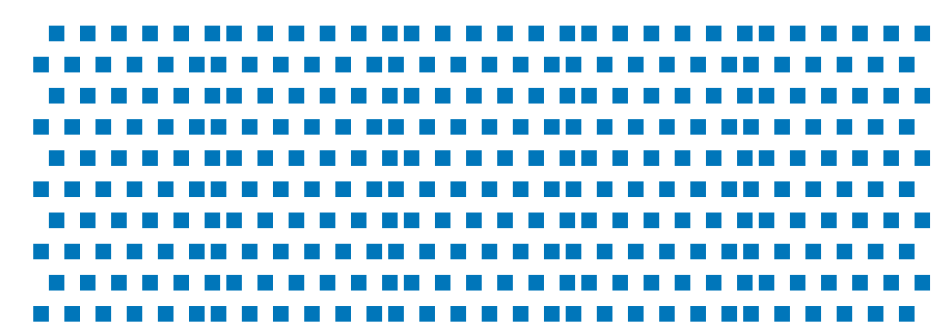


Experience

- Lawyer
- IT Consultant
- Information Management Specialist
- Government Policy Writer

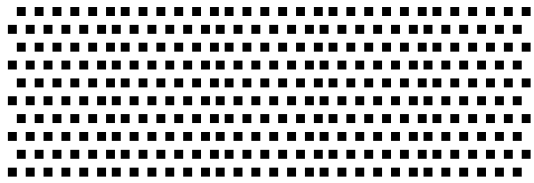
Running Policy Drafting Workshops since 2015.





Social Media Policy

Poor wording

It is prohibited for any  employee to use or manage a social media account that is not approved by the Vice-President, Communications.



What can we do

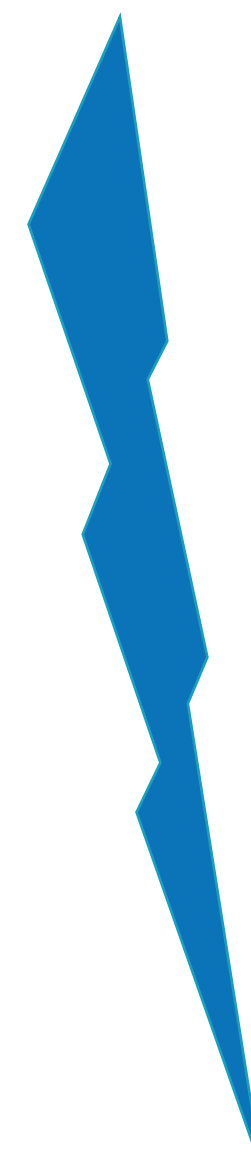
to increase the alignment
between our policies and
the kind of corporate culture
we want in the organization



Comparison poor vs good

Employee Vacation Policy

All employees must submit vacation requests at least one week in advance. Any request not submitted on time may be refused.



Requests for vacation are considered when submitted at least one week in advance.



Office Policy

Good wording

Working hours are from
9:00 to 17:00.



Idaho

§18-803

Any person who willfully and unlawfully, by fire or explosion, damages any structure...**is** guilty of arson in the second degree.



§22-33-9.1

Any person who **starts** a fire or causes an explosion with the intent to destroy any occupied structure of another **is** guilty of first degree arson.

First degree arson **is** a Class 2 felony.

South Dakota



RCW 9A.48.020

Arson in the first degree

Washington

(1) A person **is** guilty of arson in the first degree if he or she knowingly and maliciously:

(a) **Causes** a fire or explosion which **is** manifestly dangerous to any human life...

(2) Arson in the first degree **is** a class A felony.



California

§240 An assault **is** an unlawful attempt, coupled with a present ability, to commit a violent injury on the person of another.

§241 (a) An assault **is** punishable by a fine not exceeding one thousand dollars (\$1,000), or by imprisonment in the county jail not exceeding six months, or by both the fine and imprisonment.





Comparison poor vs good

IMPORTANT!

You must be 65 years of age or older to apply for this benefit.

Good news!

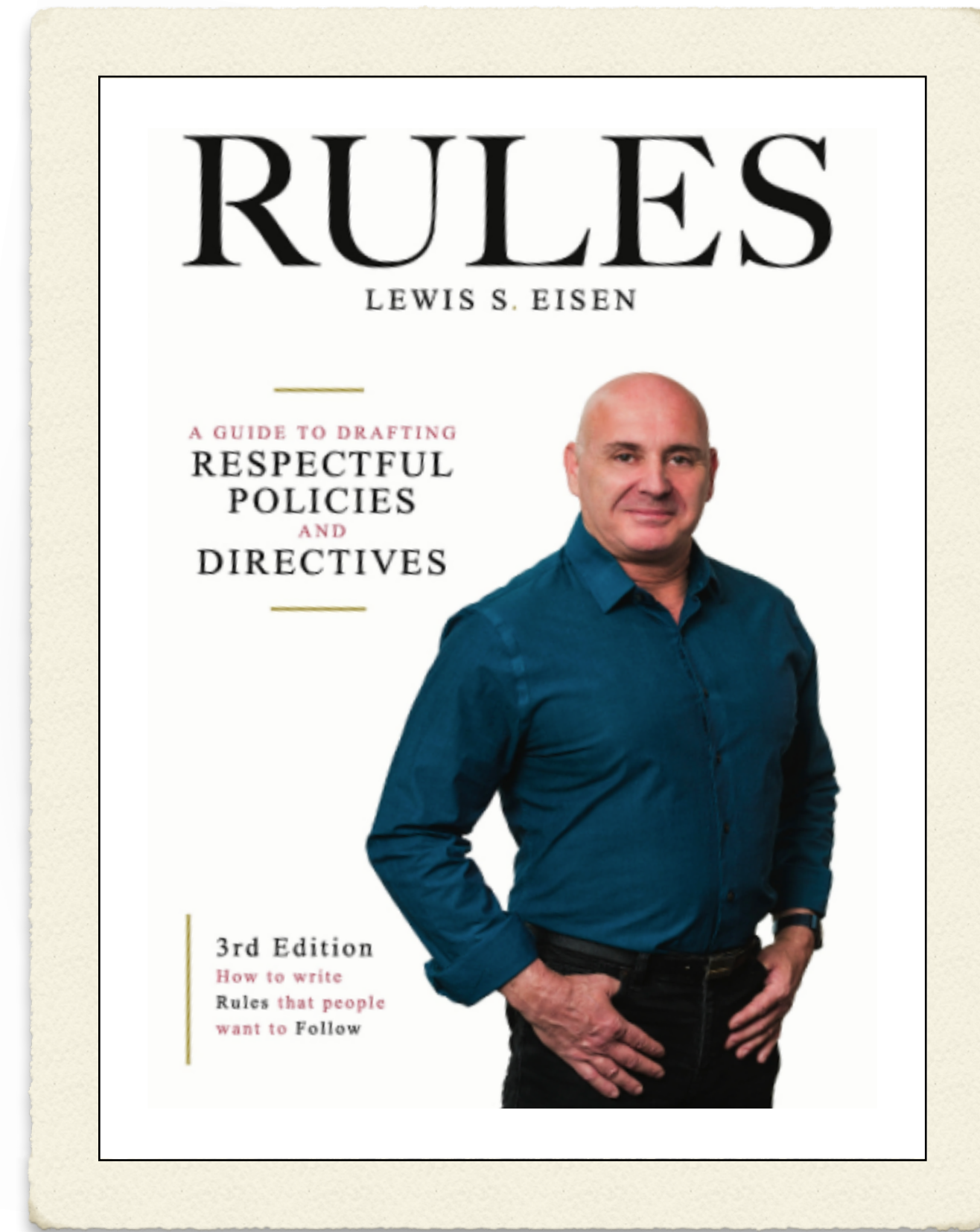
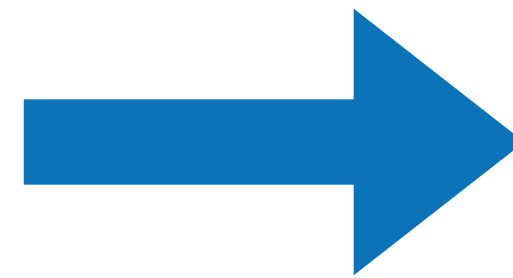
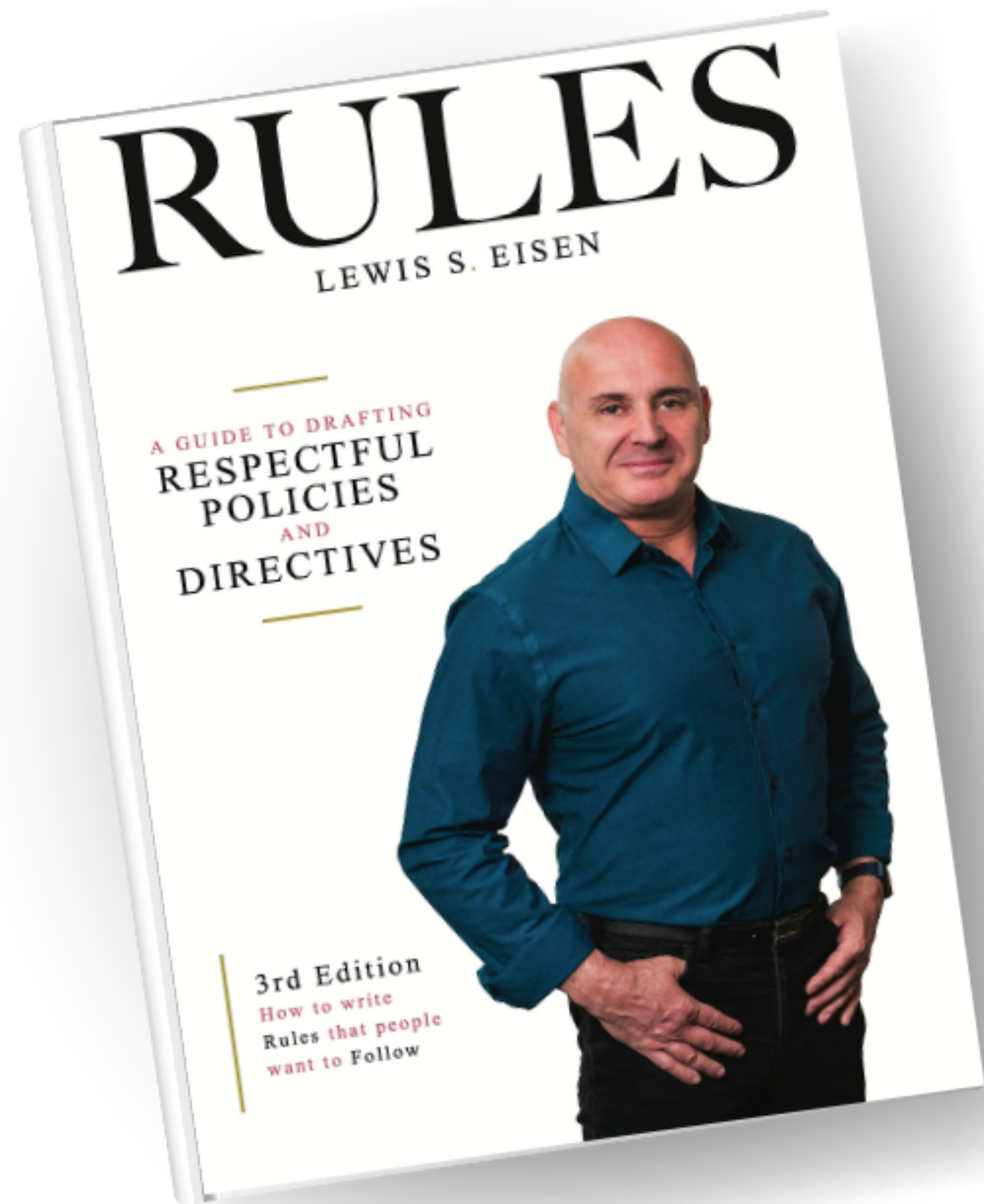
Individuals 65 years of age or older are eligible to apply for this benefit.

This benefit is available to individuals 65 years of age or older.

You qualify for this benefit when you are 65 years of age or older.



Producing the Kindle® Version



Policy on Acceptable Colours

Poor wording

You must use one of the following RGB colours to highlight text.

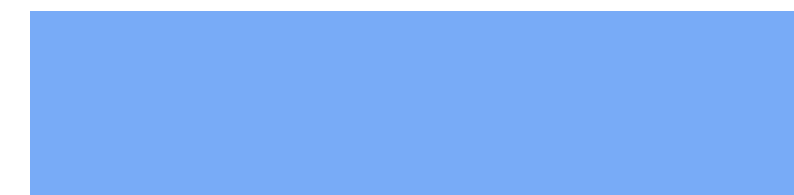
#B97DA0



#C455F2



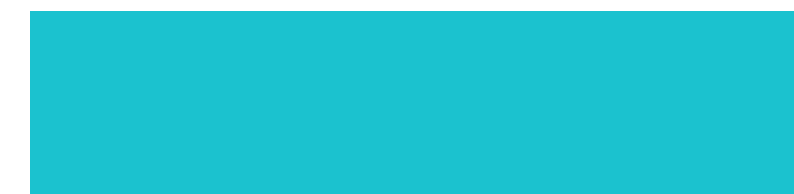
#6698F5



#907F01



#20B7C4



Kindle® Policy on Acceptable Colours

Good wording

When choosing colours for e-books, we conform to W3C recommendations for maintaining a readable contrast ratio between text and background colours.



Technical Explanation

Use the following formula to determine whether a highlight colour is compliant with the policy.

$$Y = (0.2126 * R) + (0.7152 * G) + (0.0722 * B).$$

Acceptable values of Y range from 102 to 153.



Guidance

Here are some examples of colours you can use:

● #B97DA0



● #C455F2



● #6698F5



● #907F01



● #20B7C4





FOUNDATIONAL

VALUES

Principles

Strategies



AUTHORITIES

POLICIES

Standards

Procedures



GUIDANCE

Recommendations

Best Practices

Examples

Training Material





FOUNDATIONAL

VALUES

Principles

Strategies

*Inclusiveness Usability Accessibility**Inclusiveness over Aesthetics / Preference*

AUTHORITIES

POLICIES

Standards

Procedures

We adopt W3C contrast standards.

$$Y = (0.2126 * R) + (0.7152 * G) + (0.0722 * B)$$



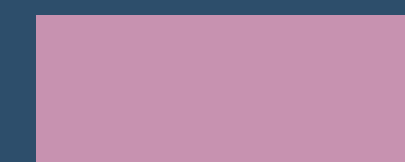
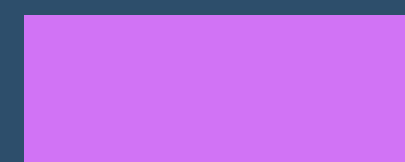
GUIDANCE

Recommendations

Best Practices

Examples

Training Material



EDRMS Policy

Dates used in metadata and data fields must be entered in the YYYY-MM-DD format.





FOUNDATIONAL

VALUES

Principles

Strategies

*clarity accuracy**accuracy over preference**standardization*

AUTHORITIES

POLICIES

Standards

Procedures

*We use a single standard date format in our systems**YYYY-MM-DD**Use the standard format to enter the date*

GUIDANCE

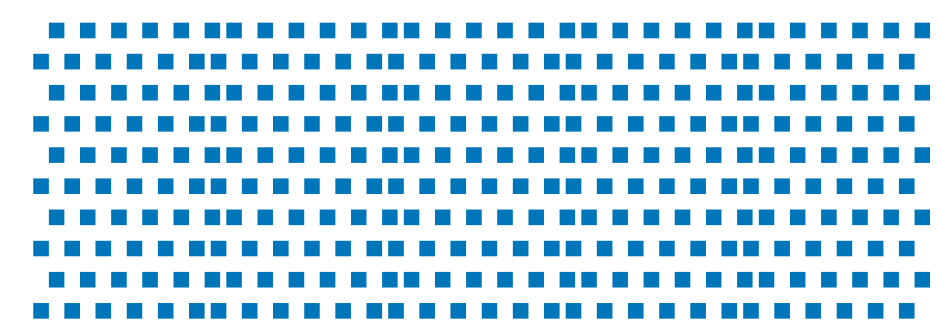
Recommendations

Best Practices

Examples *2021-10-26*

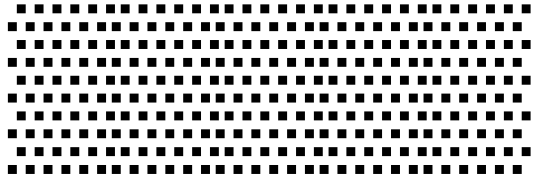
Training Material





Social Media Policy

Poor wording

It is prohibited for any  employee to use or manage a social media account that is not approved by the Vice-President, Communications.



It is prohibited for any employee to use or manage a social media account that is not approved by the VPC.



FOUNDATIONAL

VALUES

Principles

Strategies

Trustworthiness

Reputation management



AUTHORITIES

POLICIES

Standards

Procedures

We train people to handle our social media accounts.

Curriculum for social media training

Application for an account and training

— submit application to VPC for approval



GUIDANCE

Recommendations

Best Practices

Examples

Training Material



training manual



It is prohibited for any employee to use or manage a social media account that is not approved by the VPC.



FOUNDATIONAL

VALUES

Principles

Strategies

Trustworthiness

Maintain consistency of experience



AUTHORITIES

POLICIES

Standards

Procedures

We standardize the experience offered to the public.

Elements of the public experience

Application to be a POS

— submit application to VPC for approval



GUIDANCE

Recommendations

Best Practices

Examples

Training Material

Customer service points

Practice scripts



It is prohibited for any employee to use or manage a social media account that is not approved by the VPC.



FOUNDATIONAL

VALUES

Principles

Strategies

Accountability

Officialize all social media accounts



AUTHORITIES

POLICIES

Standards

Procedures

Social media communication is recorded and stored.

Recordkeeping lifecycle

Account creation and registration

— submit application to VPC for approval



GUIDANCE

Recommendations

Best Practices

Examples

Training Material





INFOGOV.NET

HOME

LEARN

LOBBYING

EVENTS

PARTNERSHIP

SIGN IN

June 14-16, 2022 - Live Online Workshop with Lewis Eisen

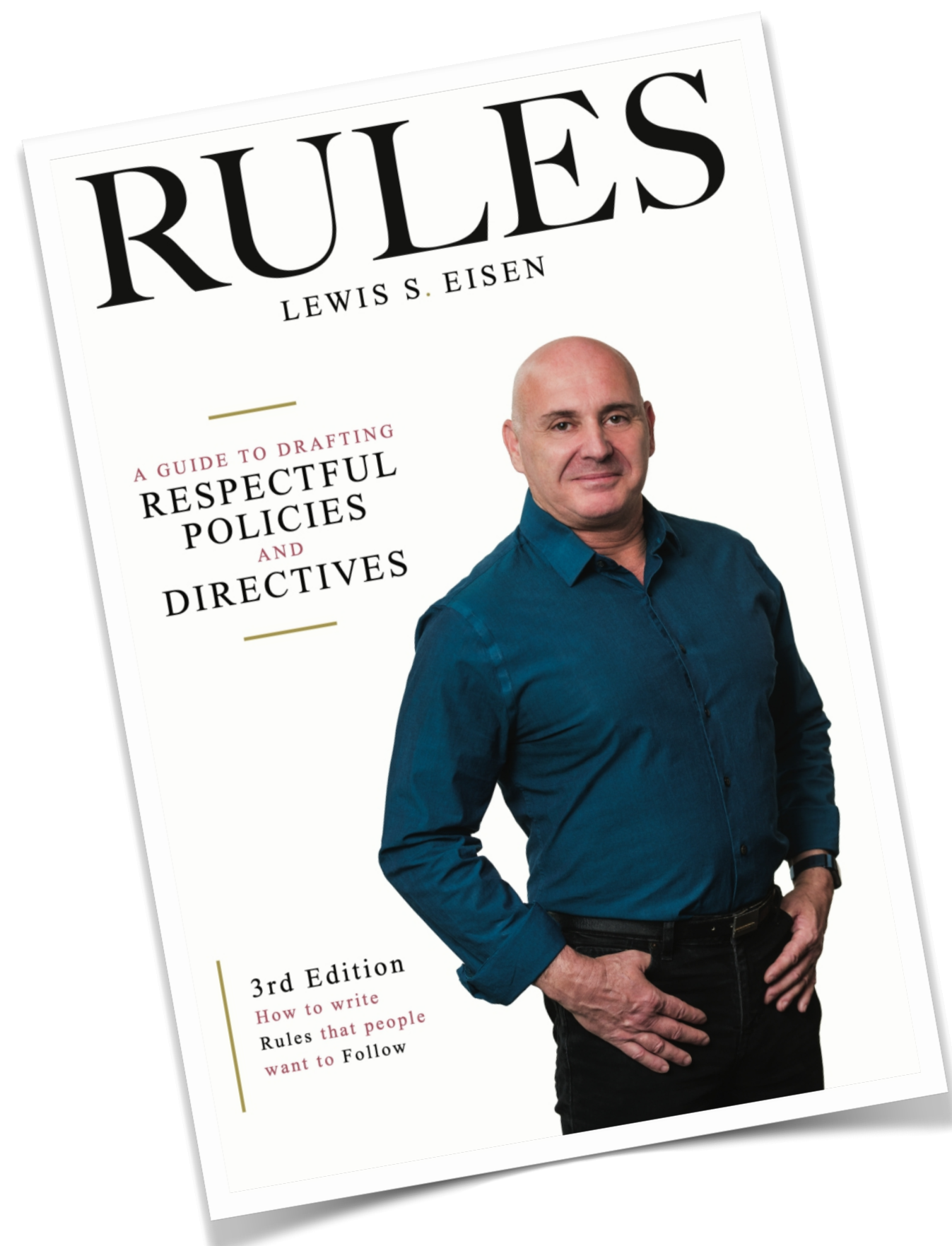
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