



# Boise Valley ARMA

BACK TO IT! MONTHLY WEBINAR

Wednesday | April 13th, 2022

9:00 a.m. MT

Cost: This event is  
**FREE!**

Please RSVP to this invitation—web meeting information to follow.

BVC ARMA continues to collect donations for our community project. If you can, donate [here](#).



**Lewis S. Eisen**  
JD, CIP, CVP

## Improving Buy-In to IM Policies

In many offices, IM policies are long and confusing, and no one reads them. Worse, they often sound like angry parents scolding naughty children. Adults bristle at disrespectfully worded statements, making compliance a battle. The reality is that the policy writers want to sound strict but not sound confrontational. In this session, you will learn how you might improve the conversation dynamic.

Takeaways:

1. Policies and compliance done right are a collaborative effort, not a power struggle
2. The wording of an organization's policies can unintentionally reveal its internal problems
3. We need to change the rule-making dynamic from Parent–Child to Adult–Adult, so that IM Specialists are seen as experts rather than enforcers

Lewis S. Eisen, JD, CIP, CVP is the author of the international bestseller *How to Write Rules that People Want to Follow: A guide to drafting respectful policies and directives*. He combines his experience practicing law with 20 years of business consulting and 12 years experience in RIM in the federal government, to show people how to shift their organization's policy writing culture from confrontational to cooperative. He speaks at venues across the United States and Canada and is the 2020 recipient of the Britt Literary Award from ARMA International.