

# ADVANCED POLICY DRAFTING TECHNIQUES

**LIVE ONLINE WORKSHOP**  
Tuesday, September 26 through  
Thursday, September 28, 2023

8AM–10:30AM PDT  
11:00AM–1:30PM EDT  
15:00–17:30 UTC

I want to register



LEWIS EISEN  
Drafting Perfect Policies™



# THE WORKSHOP //

*"In only a few hours, I learned more practical and useful information in Lewis's workshop than I did in a two-day policy writing course I had taken elsewhere."*

M. R., Information Management Specialist Global Affairs Canada

## How many times do your Information Management policies contain phrases like "Employees must always" and "is not tolerated"?

Dictatorial language is antiquated in today's workplace. It is a remnant of an older management style and no longer supports employee engagement or compliance.

Workplace culture has changed. Today's goal is "willing cooperation" rather than "resentful obedience." Your rules documents need to keep pace.



This hands-on, interactive workshop uses the [Perfect Policies™](#) approach adopted by organizations across North America and Europe. It is designed to give you the tools you need to draft your operational and administrative policies using effective language that reflects evolving corporate values and needs.

## This workshop is for professionals who produce policies, directives, and other rules documents for their organizations.

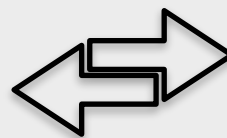
### You'll explore how to:



Create policy language that supports the workplace culture you want.



Connect your policies to your corporate values and increase compliance



Craft rules that are helpful and collaborative, instead of confrontational and adversarial



Remove unintentional negative messaging and language that fuels disrespect



# THE CONTENT //

"I'm a lawyer of 37 years experience, so I know a thing or two about legal drafting, but Lewis has such a simple, consistent doctrine...that I have been re-educated."

Norman Bowley J.D. LLM., Coach and Author  
[purposeful.ca](http://purposeful.ca)



## We cover best practices for drafting documents such as

- ➔ Human Resources, Finance, and Security policies
- ➔ Health and Safety rules
- ➔ Association rules
- ➔ Travel directives, Procurement and Contracting guidelines
- ➔ Information Management and Information Technology policies
- ➔ Disciplinary rules
- ➔ Codes of Conduct

## You will have the opportunity to learn techniques for improving your

### Policy Strategy

- ➔ *adjusting to accommodate changes in the past 20 years*
- ➔ *moving away from the binder-based model*

### Policy Framework

- ➔ *positioning policies within a larger framework*
- ➔ *global components: master policies and lexicons*

### Policy Wording

- ➔ *purging the **musts** — avoiding wording that traps you in a Parent–Child dynamic*
- ➔ *avoiding micro-management*

## Along with these techniques, you will leave the workshop with the following support tools

- ➔ a copy of the international best-selling book ***How to Write Rules That People Want to Follow: A guide to drafting respectful policies and directives***
- ➔ a roadmap of foundational activities you can start implementing in your organization right away
- ➔ a Health Diagnostic Checklist to help you assess the current state of your rules documents
- ➔ a handy values–policies–guidance infographic to help you easily recall concepts and gain support from others in the organization
- ➔ dozens of ideas for improvement to your current documentation

EARLY BIRD	STANDARD
Register by August 25, 2023	Register by September 26, 2023
<b>\$775*</b>	<b>\$875*</b>
All amounts are in Canadian dollars *10% discount for 2 or more registrants from the same organization HST is included for Canadian registrants	

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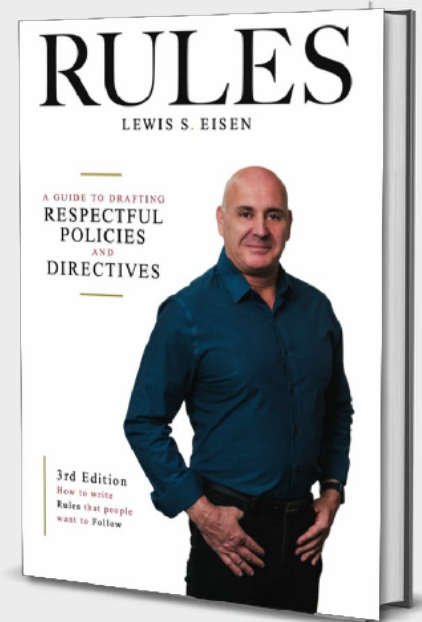
# ABOUT THE INSTRUCTOR //

*“Highly recommend Lewis’s workshop  
— He’s a guru!”*

S.S., Information Management Specialist  
Keyera Energy Corporation

**Lewis S Eisen** JD CIP guides organizations on how to draft clear, concise, and respectful policies and guidelines. He draws on over 25 years’ experience as a practising lawyer, business consultant, and federal civil servant.

He is the author of the international best-seller *How to Write Rules That People Want to Follow: A guide to drafting respectful policies and directives*, and the winner of the ARMA International Britt Literary Award.



*“The first policy we wrote using the concepts we learned in Lewis’s workshop sped through the approval process in one-quarter the length of time it normally takes.”*

**Diane Spencer, Manager  
Social Sciences and Humanities Research Council of Canada**

*“We are impressed with Lewis’s approach and style.”*

**Scott Schmuhl, Director of Information Security  
Merrick Bank, Utah**

FOR MORE INFORMATION  
[lewiseisen.com](http://lewiseisen.com)

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