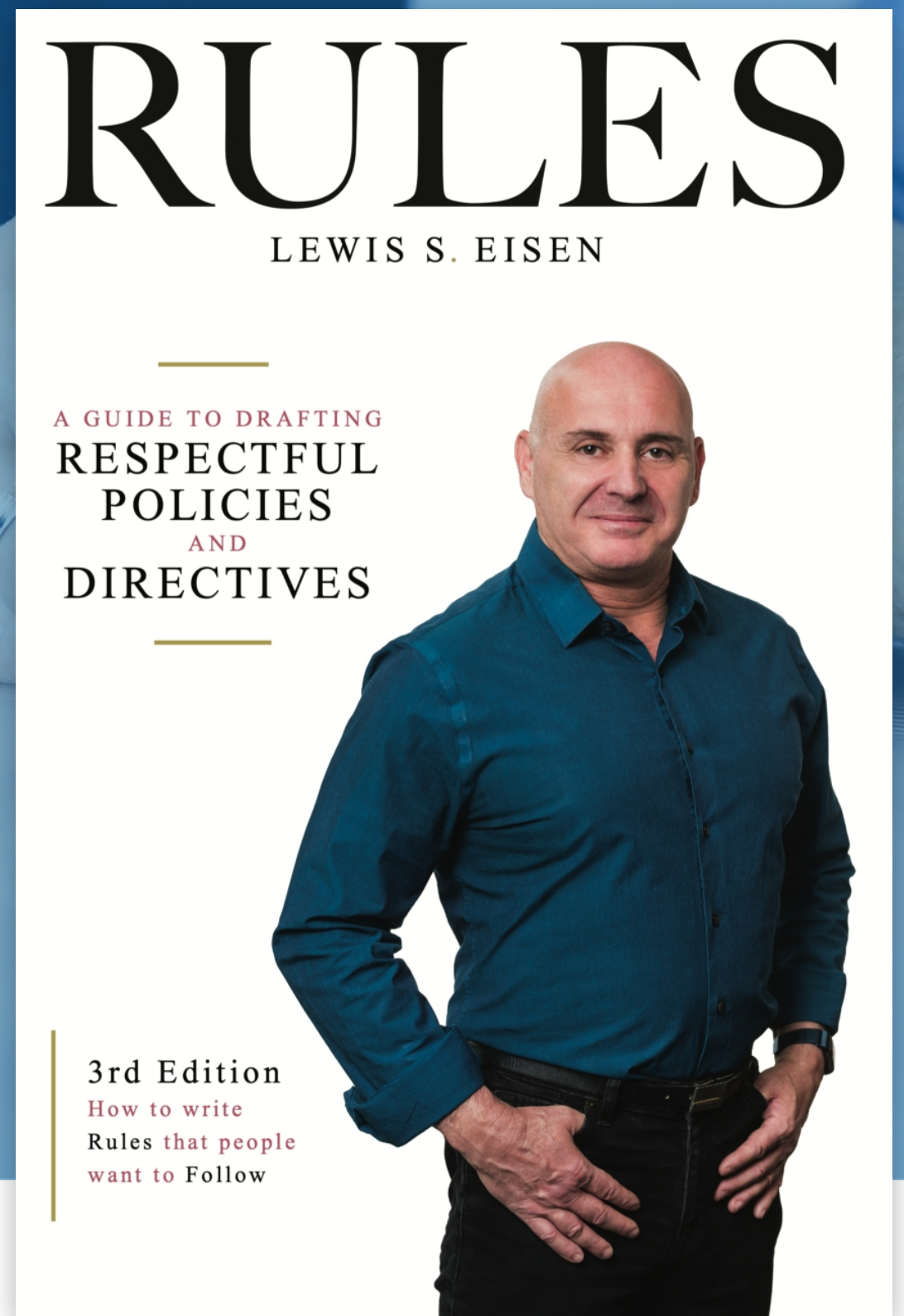


How to Draft Policies that People Want to Follow



LEWIS EISEN
Drafting Perfect Policies™



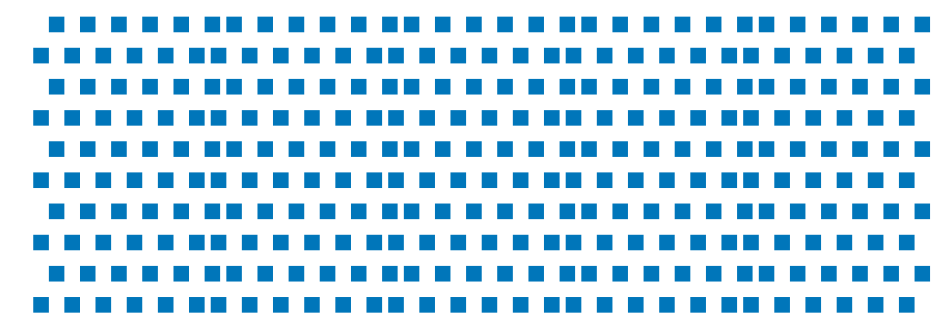




RUDE AND AGGRESSIVE BEHAVIOUR WILL NOT BE TOLERATED

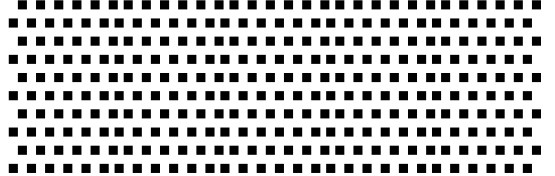
You will be asked to leave. If you do not leave, the authorities will be called. ***No exceptions.***





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 Director of Communications.



What can
we do...

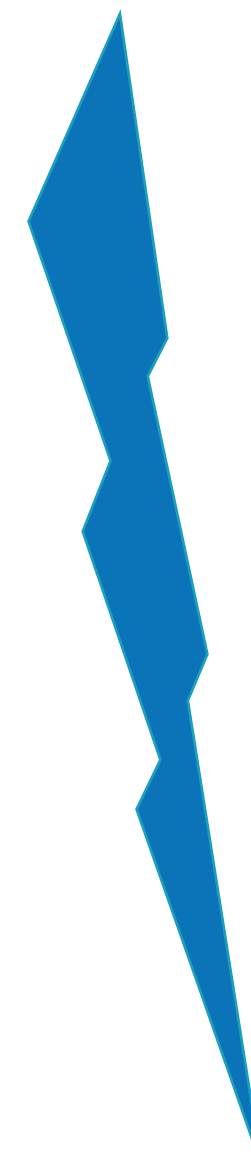
to increase the alignment
between our policies and
the kind of corporate culture
we want in the organization



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.



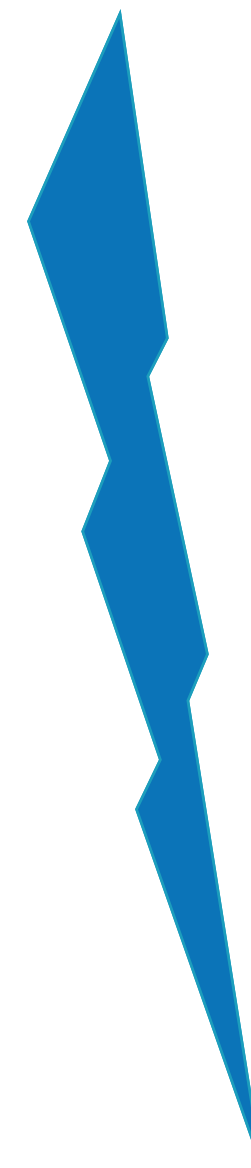
Requests for vacation are considered when submitted at least one week in advance.



Comparison poor vs good

Portable Technology Policy

Employees are forbidden from taking laptop computers home without the prior written consent of the CIO.



Employees are permitted to take laptop computers home with the prior written consent of the CIO.



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.



Office Policy

Good wording

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



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.



Canada

§434

Every person who intentionally or recklessly **causes** damage by fire or explosion to property...**is** guilty of an indictable offence and **liable** to imprisonment for a term not exceeding fourteen years.



South Dakota

§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.



Texas

Sec. 20.03. KIDNAPPING.

(a) A person **commits** an offense if he intentionally or knowingly **abducts** another person.



United Kingdom

Theft Act 1968

A person **is guilty** of theft if he dishonestly **appropriates** property belonging to another with the intention of permanently depriving the other of it...



New Zealand

§234 Robbery

(2) Everyone who commits robbery **is liable** to imprisonment for a term not exceeding 10 years.





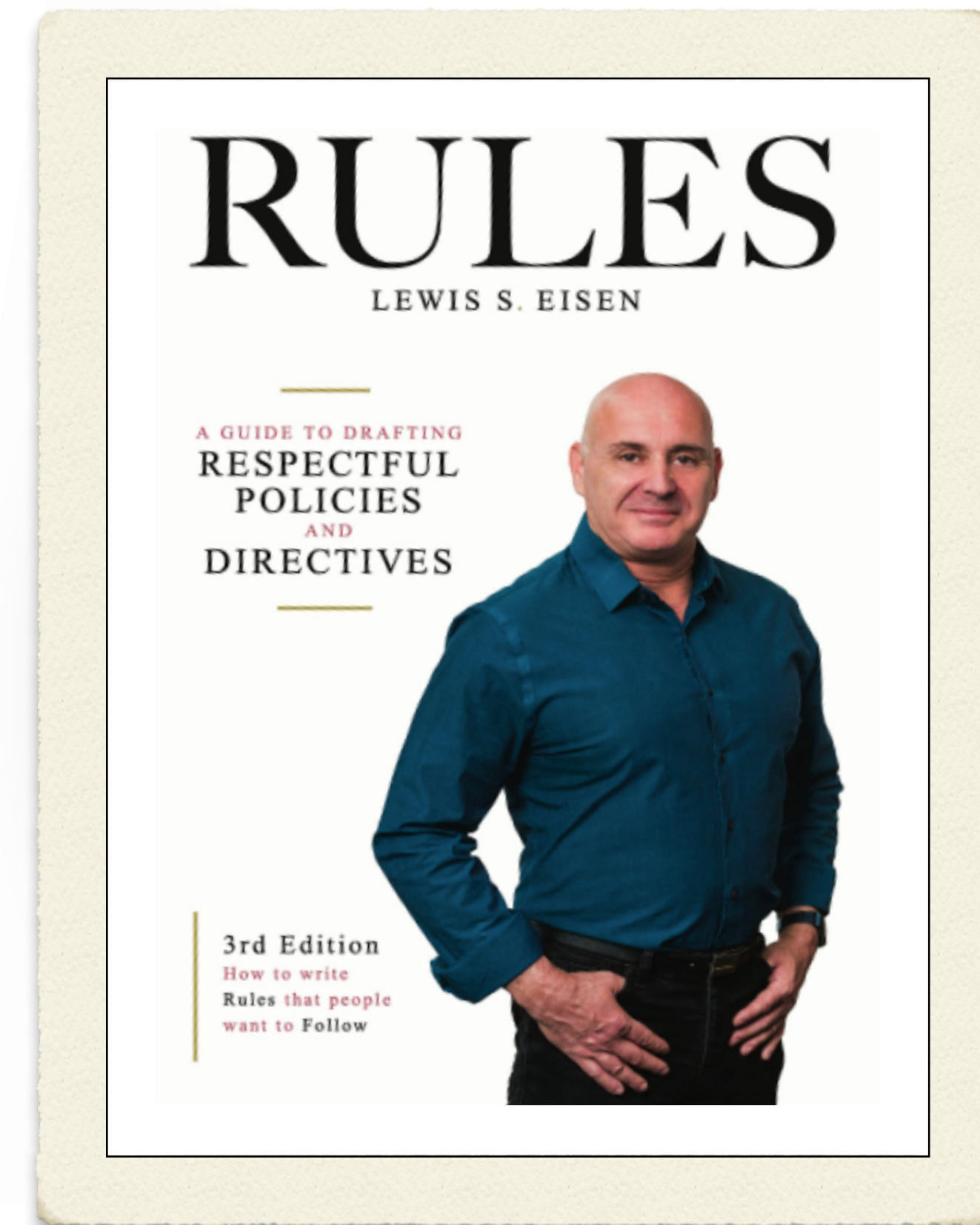
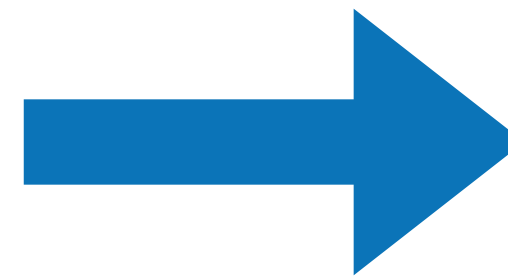
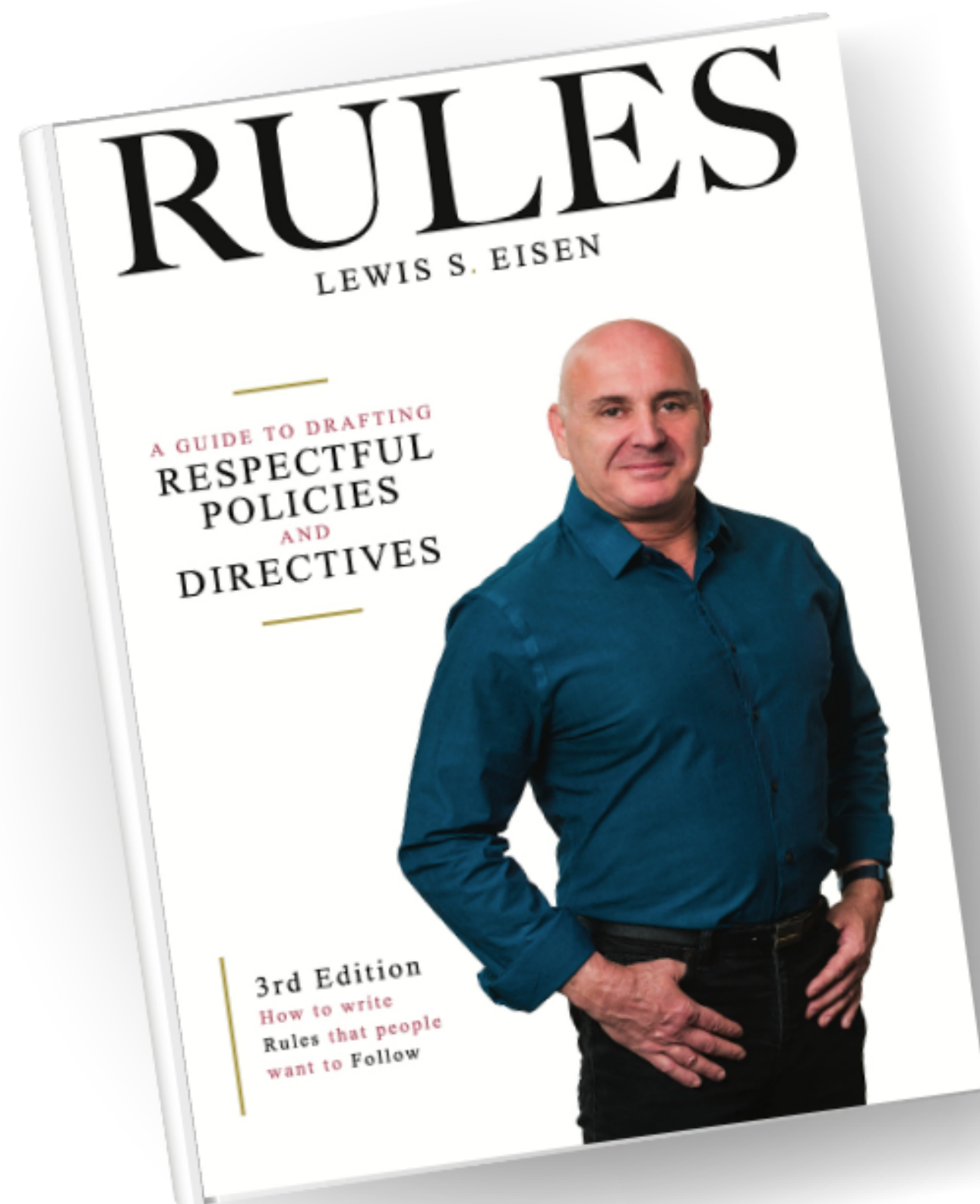
Customer Service Hours

Poor wording

Customers must not call us
to make requests after 5 pm
on weekdays.



Producing the Kindle® Version



Policy on Acceptable Colours

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

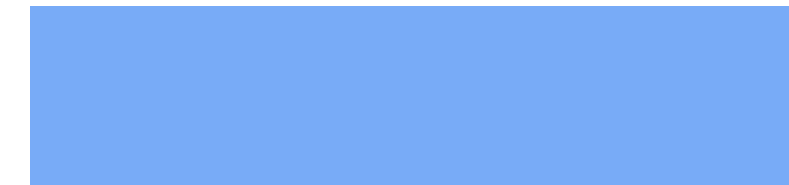
#B97DA0



#C455F2



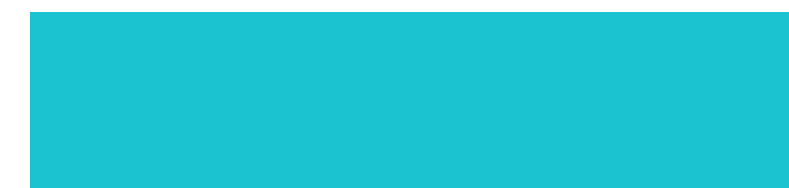
#6698F5



#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:

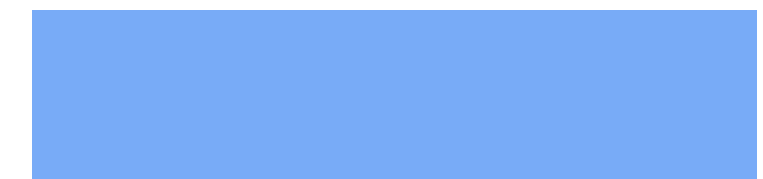
- #B97DA0



- #C455F2



- #6698F5



- #907F01



- #20B7C4





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.***



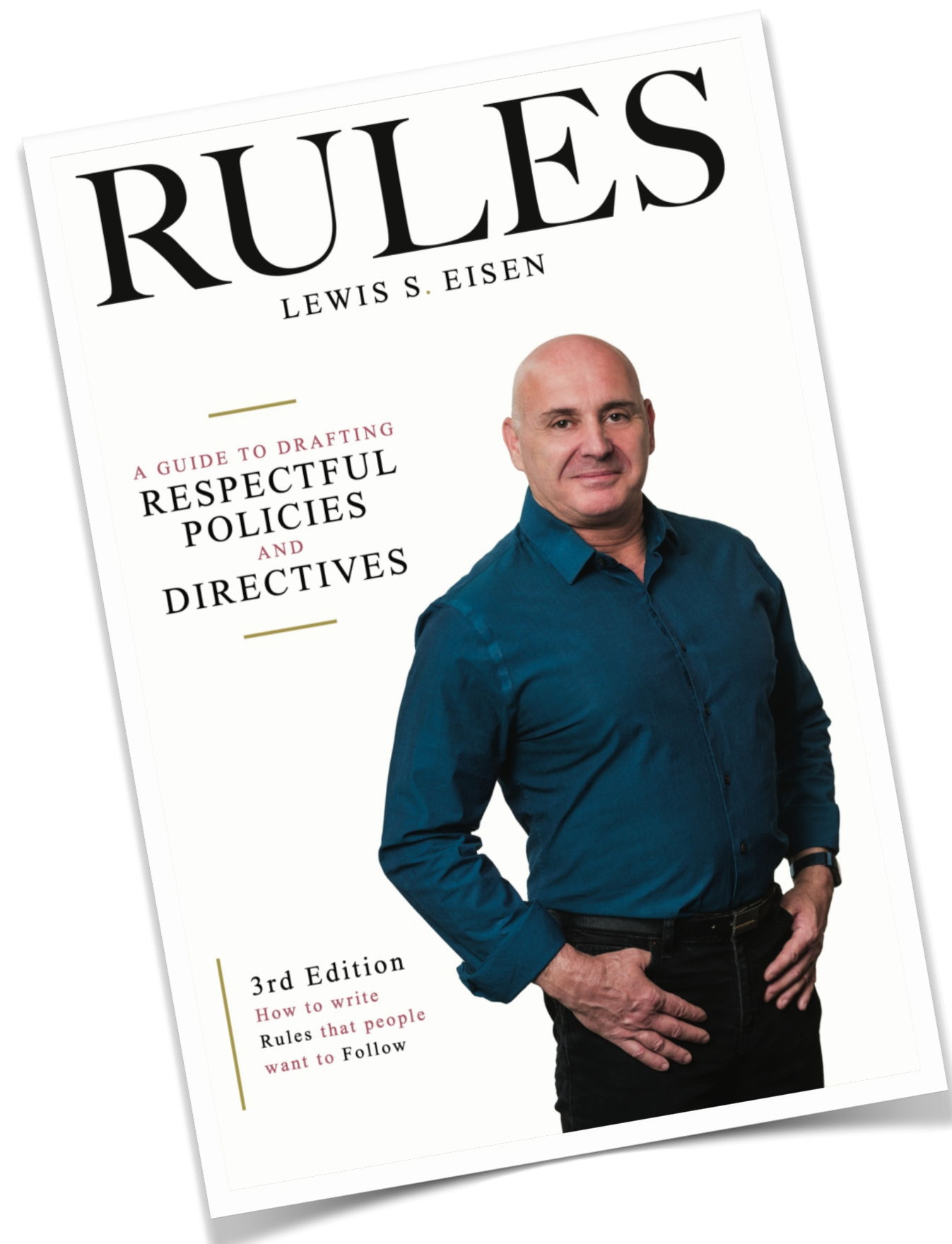


THANK YOU
for treating our staff
with *courtesy* and *respect*.



Your organization can't demonstrate that it values cooperation, teamwork, inclusiveness, and respect if the wording of its policies conveys that the objective is obedience.





How to Draft Policies that People Want to Follow

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