



LIVE SEMINAR

Learn to Write Effective Policies & Procedures



THIS SEMINAR AT A GLANCE:

- Wording that could land your company in a legal landmine
- The differences between a policy and a procedure — and how to reflect them in your writing style
- Red flags that tell you a policy should be reconsidered or communicated more effectively
- How to keep your personal feelings out of policy and procedure writing
- Special graphic techniques that enhance readability and complement your message
- Shortcuts that trim hours off your writing and compilation time

You'll learn how to:

- Recognize the differences between policies and procedures — and ensure that they fulfill their particular roles
- Write for clarity and design for ease of use
- Streamline the approval process
- Get the staff to read, and refer to, your written materials
- Handle changes and updates easily

Learn to Write Effective Policies & Procedures

S E M I N A R S U M M A R Y



Create well-written policies that are easily understood and legally sound

Well-written, concise policies and procedures are the framework that holds your organization together and makes everything run smoothly and efficiently. If you need real help writing, editing and implementing policies and procedures, you won't find a better program than this. By day's end, you'll be ready to take on your most demanding assignment with confidence.

Do these questions sound familiar?

- Should the text be written in a positive connotation or should I clearly state what employees should NOT do?
- I know there are legalities that I need to be aware of when writing, but what exactly are they?
- Is it better to post this on our website — or is distributing hard copies more beneficial?
- How can I write in a way that will be acceptable to everyone? I don't want to offend anyone.

Get the help you need and answers to all these questions — including dozens you haven't even thought to ask — at this information-packed one-day training.

How we present this material:

Your seminar leader will tailor the content of this one-day training program to address your needs. Discussions, group exercises and hands-on practice will drive home key skills. Plus, participants will get their questions answered on the spot, receive "real time" coaching and benefit from the synergy of learning with their co-workers.

PROGRAM AGENDA

The Basics

- Policies and procedures defined — and how they're different from each other
- Telltale signs that your organization needs a written policy or procedure
- The very real risks of poorly written policies and procedures
- What the law says about a company's employee communications
- The role of HR in developing documentation — what your department can and cannot do

The Critical Pre-Writing Phase

- Four foolproof steps to designing an on-target policy or procedure
- When it's best to start from scratch, and when you should revise existing documents
- Great ideas for communicating complex procedures
- The four critical phases of development
- When it's better not to put a policy in writing

The Written Word

- Wording tips from the pros to help you craft clear, concise and correct documentation
- What you don't include, and why it's as important as what you do include
- The four essential elements of every workbook or manual
- Phrases that connect with employees — and others that are turnoffs
- The art of cutting text without mortally wounding your message
- Strategies for avoiding language that creates an uncomfortable, legally binding contract
- How to set aside personal feelings about policies you don't agree with

The Final Development Phase: Approval

- How to determine who should — and who shouldn't — review your document
- A proven way to speed up the review process without sacrificing quality
- How to diplomatically put a limit on further changes once the document has been circulated
- The complete revision process, start to finish, and how to manage it

Implementation and Enforcement

- A surefire way to get employees to read your policies and procedures
- Techniques for defending a policy that employees dislike
- How to handle "fear of change" among doubters
- Three proven guidelines for announcing changes that you know will be unpopular
- The secret to being firm and committed without seeming like a steamroller
- Tips for preventing the misunderstandings that often develop when employees are notified of a change as a group

Maintenance — How to Keep Up Your Good Work

- Why you should have a timetable for updating policies and procedures
- A sure sign that it's time to bring things up to date
- The hidden danger in not regularly reviewing old policies and procedures
- How to know whether your organization has too few — or too many — rules
- Going digital: what it means, when and how you should make the leap

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