



KEYE PRODUCTIVITY CENTER

Coming to a City
Near You in 2006:

PRESENTS

THE BASICS OF WRITING POLICIES AND PROCEDURES

A One-Day Seminar

For managers, supervisors — anyone who is responsible for developing or writing policies and procedures

- Words and phrases that can “turn off” employees and how you can avoid them
- Handbooks: Learn what experts say you should — and shouldn’t — include in them
- The biggest mistake businesspeople make when putting policies or procedures in writing
- . . . and much more

Register online at
www.NationalSeminarsTraining.com
or call 1-800-258-7246

Ever Wondered if There Were an Easier Way to Write Policies and Procedures?

Perhaps you've been asked to put your department's policies and procedures on paper for the first time. Or, because of company changes, you need to revise procedures, handbooks, manuals or other materials you already have.

And now you're wondering . . . how can you make sure your writing is clear and that employees don't misinterpret it? What should — and shouldn't — you include? And how can you make sure employees read and understand what you've written?

Now, there's a unique, one-day seminar coming your way that will teach you how to write policies and procedures clearly, so that there's no problem with employees who thought you

meant something else . . . and no hassles getting employees to read the "rules."

You'll Learn a Wealth of Valuable Information

In just six information-packed hours, you'll learn valuable techniques we've gathered after months of studying and comparing written policies from firms of all types and sizes.

The first step is to sharpen your writing skills. We'll teach you the keys to keeping your text clear and concise . . . how to word policies and procedures so they don't sound patronizing or condescending . . . and, just as importantly, how to eliminate loopholes that make it easy for employees to "bend" the rules.

You'll also learn valuable time-saving tips for writing rule books, application forms, procedure manuals, and other critically important materials. You'll find out what you must include and what you must leave out to protect yourself legally . . . information no professional can afford to be without in today's fast-changing business world.

As an extra bonus, you'll get a one-of-a-kind update on how companies are writing policies and procedures covering OSHA regulations and safety guidelines, performance evaluations, ADA job descriptions and other important issues in the field of company policies and procedures. It's valuable insight you could never expect to gather on your own . . . insight you'll gain here in just one powerful day.

One More Reason You Won't Want to Miss This Seminar

Finally — and we've found many of our customers value this part the most — we'll teach you the secrets to getting employees to read and understand the policies you've given them . . . a no-nonsense system that will work at all levels, from clerical through senior management. (The best part about this new technique is you can use it without seeming pushy, and it won't take up a lot of anyone's time.)

Plus you'll gain insight into how to present rules to employees positively, so you can gain their support from the start . . . how to field gripes when you must issue an unpopular policy . . . and how to respond to those who resist rules in general.

Your Satisfaction Is Guaranteed

This seminar contains the most thorough, up-to-date information on company policies available today. And we're convinced the fresh, new skills you'll learn will make the job of writing policies and procedures easier and will eliminate many headaches. In fact, we absolutely guarantee your 100 percent satisfaction . . . or your money back.

Have You Ever Experienced These Problems?

Felt uncomfortable writing policies or procedures because you weren't sure how to word them correctly?

Been asked by several people to clarify a certain policy or procedure you've written?

Taken the heat for an unpopular policy you've implemented — even though someone else initiated it?

Issued a new policy or procedure and realized later that many people misinterpreted it?

If you have experienced any of these or other frustrations, attend this seminar. You'll learn how to write policies that are easy to understand, how to implement them with fewer hassles and how to deal with the "people" problems that may follow.

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What You Can Expect To Learn:

Putting Policies and Procedures in Writing

- How to determine what policies and procedures should be put in writing
- Legal considerations to keep in mind when writing policies and procedures
- When you have to write a policy fast — a 6-point checklist to make sure you've covered all the bases
- 3 sure signs that a policy or procedure needs to be revised
- A proven formula for determining if a policy or procedure is discriminatory
- When should “unwritten” rules be put in writing? Signals to watch for
- The best way to handle changes in your company's policies and procedures
- What's the real purpose of writing policies and procedures? Experts share their views

Writing Policies Everyone Will Understand

- How to keep your personal feelings from affecting how you phrase a policy

- 3 common types of policies every company has and pitfalls to watch for when wording each
- How to write dress codes or personal hygiene guidelines that don't offend anyone
- The secret to writing policies and procedures that sound friendly, yet firm
- How to use the simple “HISI” test to ensure the clarity of everything you write
- How to use simple graphic techniques to make handbooks and manuals easy to read
- 2 times when it's better not to put a policy in writing . . . and why

Implementing Policies With Ease

- Announcing a new policy? When to use a memo and when to use a meeting
- How to defend policies employees feel are silly or trite
- A terrific way to update manuals or handbooks without rewriting them
- An amazingly simple plan for making sure employees read — and understand — the policies and procedures you write
- When announcing a policy verbally . . . how to be sure everyone gets the same message

- How many rules are too many rules? You'll be surprised by what employees told us
- 2 situations in which you should ask for employees' signatures as proof they've read and understood a policy
- Where policies and procedures should be kept — and how they should be controlled

Meeting Company Writing Needs

- The key to writing employee performance evaluations that will make formal reviews less stressful
- 2 simple, but vital, elements often left out of procedures manuals
- 3 questions you should never include on employment application forms . . . and why
- Mind-mapping: What it is and how it'll help make writing policies and procedures a breeze
- A 3-step formula for writing concise and accurate job descriptions . . . and keeping them up to date
- Flow-charting techniques that can reduce 3 typewritten pages to a single page
- Rules of thumb for writing disclaimers — and when you need to

**Workshop hours: 9 a.m. to 4 p.m.
Registration begins at 8:30 a.m.**

Test Your Knowledge

These samples were taken from first drafts of policies and procedures. Can you spot what is wrong?

(Write your response in the space provided. Answers are given below.)

1.

POLICY:

If a member of your family dies, you will receive three days off.

WHAT'S MISSING?

ANSWER

This policy should list family members specifically (for example: mother, father, sister, brother, child) and explain whether the employee is allowed days off with or without pay.

2.

PROCEDURE:

When the morning shift arrives as the late shift is leaving, everyone needs to be sure to avoid gathering and talking at the entrances to facilitate transfer.

WHAT'S MISSING?

ANSWER

Nothing is missing, and that's why this procedure is so wordy. It could be shortened and clarified by writing "Please minimize socializing at the entrances during shift changes because it hinders smooth operations."

3.

POLICY:

Employees are required to work eight hours per day, and are allowed one hour for lunch.

WHAT'S MISSING?

ANSWER

This policy should tell specifically between what hours employees are required to work (for example, from 8 a.m. to 5 p.m. with one hour for lunch). Or it should explain if they're allowed to set their own hours as long as they meet the eight-hour requirement.

Attend this seminar and learn proven, step-by-step guidelines for writing your company's policies and procedures so they're crystal clear and free of loopholes.

Enroll online at www.NationalSeminarsTraining.com or call 1-800-258-7246.

Learn From an Expert . . .

The men and women who present our seminars were handpicked for their extensive backgrounds in business. So you can count on reliable information from experienced pros who've been in your shoes.

These trainers won't bore you with textbook theories unrelated to the problems and challenges employees face on the job today. Rather, they'll share with you real-life techniques that you can use immediately . . . and that'll produce results just as fast.

Unlike other companies, Keye Productivity Center doesn't offer seminar "packages" that come with unqualified trainers — or that "fit" trainers into programs they're not familiar with. Instead, we carefully and deliberately search for business professionals with just the right mix of experience, knowledge, and expertise. Then, we intensively train them in presentation techniques that have been tested and proven effective.

The result is a group of high-quality, incredibly effective public speakers who are experts in every aspect of their subjects. And they're also expert at presenting the seminar clearly and powerfully . . . so you can count on getting a lot of useable information in a short period of time, plus you'll be inspired by what you hear and learn.

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- **A Personalized Guidebook** . . . you'll use it during the seminar to take notes, and it's a valuable on-the-job reference you can use again and again.
- **Guidelines to Effective Policies and Procedures** . . . complete, step-by-step plans for writing employee manuals, handbooks, and other materials.
- **A Certificate of Completion** . . . an attractive award for your training achievement. It's suitable for framing and a great addition to your personnel file.

Expect the Best From *Keye Productivity Center*

If there's one thing business owners and managers will agree upon, it's this: Improving their company's bottom line is their No. 1 goal.

To help businesses meet that goal, Keye Productivity Center was created several years ago . . . a seminar company that teaches employees innovative, but proven, skills that will dramatically improve their on-the-job performance and their company's productivity.

So, if the thought of performing at a peak level sounds good to you, say "yes" to this seminar. You can bet you won't regret it.

BRING THIS TRAINING TO YOUR ORGANIZATION



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In just two days of exciting, interactive training, you'll discover how to:

- Transform your writing from clunky and boring to sparkling and crystal clear.
- Stop staring at a blank computer screen, and learn techniques to unlock your ideas and let the words flow.
- Banish embarrassing grammar, spelling, and punctuation errors from your writing – for good!
- Draw your readers in with attention-grabbing language that gets results.

Exceptional writing skills are the mark of exceptional professionals. We guarantee the solid skills you'll gain during *Business Writing and Grammar Skills* will increase the effectiveness of your business communications, shorten your writing time, and add professional polish to every document you produce. You'll receive all this and more in your two energizing days with us – GUARANTEED!

Only \$299 when you attend *The Basics of Writing Policies and Procedures* workshop. Save \$100!

(Attend separately for \$399)

**This workshop is not available in all areas.*

Recommended Resources From Our Training Experts ...

Take the pain out of writing policies and procedures with *Policies Now!*

Policies Now! is a phenomenal program designed to help you write customized personnel policies in minutes. Starting with a set of generic policies to help develop a legally appropriate document, you will then be able to edit and tailor the document to your specific business with a few simple steps. You'll also get helpful advice from HR and legal experts. This will be such a valuable resource you will wonder how you tackled this laborious task without **Policies Now!** So order your copy today to discover more free hours in your day!

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Your Price Only \$179



Satisfaction 100% guaranteed!

To order, call 1-800-258-7246 or see order form on page 7.

To Enroll ...



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Or call toll-free
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Or fax the completed
registration form to
1-913-432-0824



Or mail the form to:
**Keye Productivity Center
P.O. Box 419107
Kansas City, MO 64141-6107**

Registration Information

Our Registration Center is open weekdays from 7 a.m. to 7 p.m. CST. Enrollments taken online 24/7.

Group Discount: When 3 enroll from your organization, a 4th may attend for FREE!

Check-in begins at 8:30 a.m. The workshop schedule is 9 a.m. to 4 p.m. Lunch is on your own.

Cancellation. If you cannot attend, you may send a substitute or receive a credit memo toward a future workshop. If you cancel your registration up to five business days before the workshop, your registration fee will be refunded less a \$10 enrollment charge.

CEUs: Continuing education credit may be recognized by your professional board. Contact your own board to find out what's required. Call our CEU/CPE specialist at 1-800-258-7246, ext. 3100, if you have any questions. RUCEC is an approved provider of continuing nursing education by the Missouri Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.

Tax Deduction. The expense of continuing education, when taken to maintain and improve professional skills, is tax deductible. Please contact your accountant for complete details.

FED ID #43-1576558

REGISTRATION FORM

Workshop Schedule

1. Enrollment Fee:



Attend all 3 days: \$548

Attend *The Basics of Writing Policies and Procedures Workshop* (1 day): \$249

Attend *Business Writing and Grammar Skills Workshop* (2 days): \$399

2. Check all workshops you wish to attend ...

(Please list additional registrations on a separate sheet and attach.)

Policies and
Procedures
1 day

Writing and
Grammar Skills
2 days

1. Mr./Ms. _____ Title _____		
E-mail Address _____	<input type="checkbox"/>	<input type="checkbox"/>
City/Event #: _____		
2. Mr./Ms. _____ Title _____		
E-mail Address _____	<input type="checkbox"/>	<input type="checkbox"/>
City/Event #: _____		
3. Mr./Ms. _____ Title _____		
E-mail Address _____	<input type="checkbox"/>	<input type="checkbox"/>
City/Event #: _____		
4. Mr./Ms. _____ Title _____		
E-mail Address _____	<input type="checkbox"/>	<input type="checkbox"/>
City/Event #: _____		

Please send me _____ copies of **Policies Now!** (Item No. BKPP013) at \$179. Add 7% or applicable sales tax to your product payment. Shipping fees are \$6 for first item; \$1.50 for each additional item. Method of payment is indicated in step 5.

3. Company Information (Please Print)

Organization _____

Address _____

Mail Stop _____ *Phone _____

City _____ State _____ ZIP _____

Approving Supervisor: Mr./Ms. _____

E-mail Address _____

**Fax _____

**Your fax number will be used to send confirmation of your registration as well as to notify you of upcoming events in your area.

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Bill my organization; Attn: _____

(Note: Full registration fee due and payable prior to start of workshop)

Our purchase order is attached (government, educational and health care organizations only)

6. Important: Your VIP Customer Number

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Fill in your VIP Customer Number as it appears above the name on the mailing label. (Record the number even if the label is addressed to another individual.)

SD, WV and CT residents, please add applicable sales tax to your payment. If you are tax-exempt, enter your tax-exempt number here: _____ and attach a copy of your tax-exempt certificate.

Program hours: 9 a.m. to 4 p.m. • Registration begins at 8:30 a.m.



KEYE PRODUCTIVITY CENTER

PRESENTS

THE BASICS OF WRITING POLICIES AND PROCEDURES

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[www.NationalSeminarsTraining.com/
ptonsitetraining.cfm](http://www.NationalSeminarsTraining.com/ptonsitetraining.cfm)

See *Business Writing and Grammar Skills* on page 6.