

Obtaining Buy-In and Support for Your Critical Risk Management Policies

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Web Seminar

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What does "buy-in" refer to?

- Understanding
- Commitment to the mission and vision for the risk management program
- Acceptance of personal role – "my participation is key"
- Willingness to ask questions and help improve the process or elements

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Why is "buy-in" important?

- Risk management in a nonprofit is never the work of one individual
- Many eyes are needed to spot hazards; many hands are needed to address them in a timely fashion
- Lack of support for your risk management program will impair its ultimate success



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What are your "risk management activities"?



- Development of RM Plan
- Table-top exercises, testing the crisis management plan
 - Element: evacuation
- Periodic risk assessment
- Development of policies to protect paid staff and volunteers, clients, members of the general public, the organization itself (reputation, financial assets)
- Timely filing of claims; reporting of incidents and accidents

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Many Opportunities to Engage Your Staff

- **Position announcements; recruitment process**
 - "Protecting the safety of staff and clients is a top priority here at ABC Nonprofit."
- **Orientation**
 - "We take safety seriously. A portion of today's briefing will be devoted to teaching what that means and how your participation is crucial."

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Many Opportunities to Engage Your Staff

- **In-Service Training**
 - Topical training; add safety message and relevant components
 - Dedicated RM training; emphasis on risk and safety topics
- **Performance Review/Assessment**
 - What do you expect of your staff?
 - Have they met, exceeded or fell short of your expectations?



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Common Reasons for Disinterest

- **Optimism/Pessimism** – “This subject is so depressing! I’m here to make a difference!”
- **Ultimate Faith** – “We’re protected by a higher being.”
- **Time Crunch** – “If I spend all of my time worrying about what could go wrong, we’ll never do anything right.”

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Banish Disinterest

- Taking care of one another is what safety is all about.
- Success requires risk-taking.
 - Turn your RM activities into a call to action

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Banish Disinterest

- Losses and mishaps interfere with mission fulfillment.
 - It’s all about focusing maximum resources on mission-critical programs
- RM is all about the efficient use of resources.
 - Prevention is always less expensive than clean up.

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Strategies

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There's No Need to Frighten; Use Believable Examples

- Once in a lifetime examples add drama but may lead to "buy-out."
- Be wary of urban legends. Truth is stranger than fiction.

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Use Your Own Experience as a Case Study

- Past history with losses, accidents, near-misses
- Consider post-accident review:
 - How effective was our response?
 - Was our planning helpful?
 - What changes are in order?
 - Do we need independent help to evaluate our response?

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Emphasize Active Role of ALL Staff

- What roles?
- Chain of command (e.g. crisis)
- Keeping supervisors informed



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Consider Action-Oriented Training

- Teach skills rather than theory
 - How to help an accident victim or keep floors free from hazards versus why some people are more prone to serious injury when they fall
- Consider training follow-up
 - Help staff use their new knowledge or understanding

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Be Open to Policy Change

- The personnel who are required to follow your policies can provide valuable help improving your policies
 - Invite feedback
 - Use feedback going forward



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Appreciate Policy Fatigue

- More is not better
- Voluminous policies will be disregarded
- Consider what changes would cut the fat while keeping the substance



Keep it simple!

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Summary

- There are many opportunities to obtain buy-in.
- Framing risk management in a way that resonates is key: it's all about mission fulfillment.
- Policies can always be improved and often require updating. Remember that policy "users" are a great source for insight into needed improvements.
- Action-oriented training is best; how can I use what I learned?

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Next Web Seminar

■ **June 6**
2-3 pm EDT

■ **Volunteer Risks:**
*Guarding Against and Insuring Harm
Suffered by and Caused by Volunteers*

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