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

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
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

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.”

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?
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.”

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

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.

Generous funding for this program was provided by the Public Entity Risk Institute (www.riskinstitute.org)
Strategies

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.

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?
Emphasize Active Role of ALL Staff

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

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

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
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*