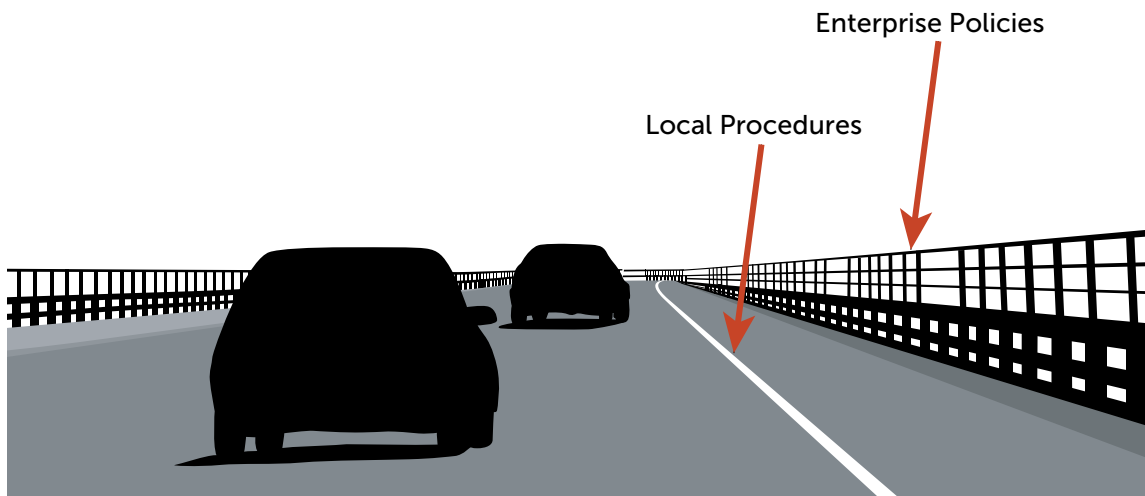




Content for the Enterprise vs Individual Locations

Acadia will become the single source of truth for your organization, but only if everyone trusts that the content is valid.

While developing content, it's important to identify what should be covered by broad enterprise policies, and what flexibility should be given to each region or location to control their own content. Otherwise, you may find that you're sending mixed signals to employees.



Enterprise vs. Local

Enterprise-level content should be viewed as guardrails. These policies and procedures provide the ethical and aspirational borders that everything else operates within.

Local content is tethered to the realities on the ground. Local policies and procedures must follow local regulations and physical constraints while obeying the guidelines set by the Enterprise. It's important that the two types of content

do not conflict with one another.

As you build out corporate and local documents, consider how easy they are for employees to use and understand. Do your local policies and procedures act as an extension of the enterprise materials, or do they conflict?

The table on the next page includes examples of how local policies might conform to or conflict with enterprise policies.

Operational Area	Enterprise Policy Example	Conforming Local Example	Conflicting Local Example
Safety	Every employee must wear a hard hat, safety glasses, and ear plugs while operating any filler machine.	Every employee at the London facility must be equipped with a hard hat, safety glasses, ear plugs, and steel-toed boots to operate the filler machine. ✓	Every employee at the Bruges facility must be equipped with a hard hat and safety glasses to operate the filler machine. ✗
Security	At least two employees must be present when the vault is locked at every branch location.	A manager and one other associate from the Baltimore Inner Harbor branch must be present to close and lock the vault at the end of each business day. ✓	A manager can close and lock the vault at the end of the day by themselves. ✗
Regulatory	All customers must be notified of and given the right to have their data erased.	All organizations handling the data of customers within the European Union must adhere to the General Data Protection Regulation (GDPR), including the erasure of information or "the right to be forgotten." ✓	All customer data must be stored for seven years before being erased, even if it is no longer necessary. ✗
Sustainability	All work instructions must be digital.	Every employee must be equipped with an electronic device to access procedures. ✓	Employees must receive a printed copy of their day's work instructions from their manager. ✗
Professionalism	All office employees must wear black pants and white shirts.	All employees in the Cincinnati office must wear black pants and white shirts that are tucked in. ✓	All employees in the Orlando office may dress casual on Fridays. ✗

Centers of Excellence and Executive Sponsors

It's important to include experts from your organization who can look at content development strategically and involve them in the content approval process.

Consider establishing a Center of Excellence to help with location-specific content. They can be responsible for meeting at a set interval to review global standards and best practices for your organization. With their local expertise, they can help develop

a framework for local regulations and universal standards.

Appointing an Executive Sponsor can also help. Identify someone who understands the implications of corporate policies. HR, legal, or business leaders operating across regions can help you think through how content will scale and align with broader corporate policies, KPIs, and regulations.

We're here to help. Reach out to your CSM if you need help developing guidelines for your content.