

Responding with Poll Everywhere



Web voting



Text voting



From Board Reports to Staff Education: Effective Compliance Communication

"Effectiveness" seems to be everywhere...



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What does it mean to be effective?

ef·fec·tive

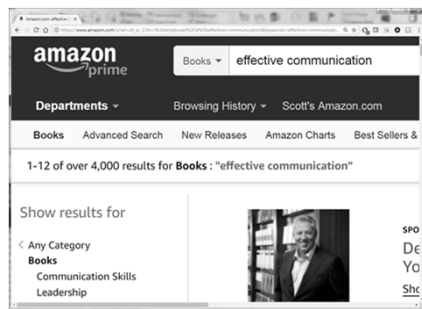
Definition: successful in producing a desired or intended result.

synonyms: successful, effectual, potent, powerful;

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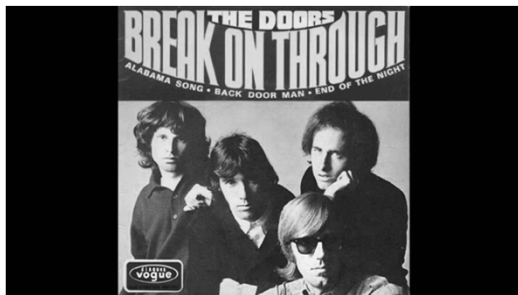
Not just in Compliance



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So the Question is.. How Do We?



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What types of Compliance Communication can you think of?

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The Many Ways Humans Communicate

- Written Communication
- Verbal Communication
- Non-Verbal Communication


'It is not what you say, but how you say it'

'Actions speak louder than words.'

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The 7-38-55 Rule – Myth or Legend...

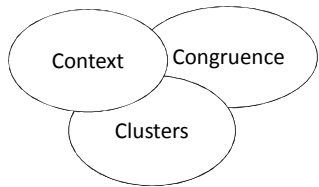
Experts on communication teach us that the three main ways human communicate are: words, voice tone and body language



Communication Method	Percentage
How You Look	55%
How You Sound	38%
What You Say	7%

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Bringing it All Together – Three C's



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More than talking...



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The 4th "C" - Consistency



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Branding your Compliance Program

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"Branding iron's in the shop."


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Iconic...



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Logos are only symbols



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What is a brand – Wikipedia Version

A brand is a name, term, design, symbol, or other feature that distinguishes an organization or product ... in the eyes of the customer.

- *Wikipedia*

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What makes a Brand effective?

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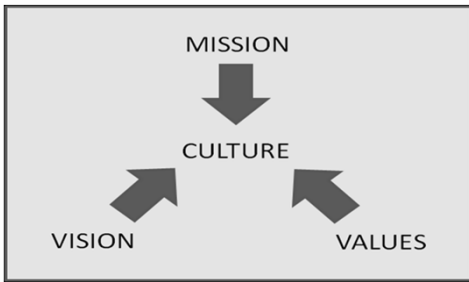
What is a Brand... Really?

- A brand is a promise.
- A symbol of consistency.
- A signal for what to expect.

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Brand = Culture



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Can You Fake It?



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Someone is Always Watching...



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Challenge of Multiple Brands

- Corporate Brand
- Compliance Program Brand
- Personal Brand

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Up, Down & Sideways – Shaping the Message for Your Audience



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As a Compliance Professional, who is your audience?

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Always Keep the Audience in Mind



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Communicating Up



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The Board

- Set the Perspective
- Context & Landscape
- What is the Risk
- Charts & Summaries
- Death by Detail
- Blizzard of Acronyms & Jargon

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Your Boss/Senior Management



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Communicating Sideways

Engagement....



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Enable and Support Your Colleagues

Create strong ties with other departments
and peers to build a sense of community



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Communicating to Staff

Traditional ways we communicate as Compliance Professionals

- Training
- Posters
- Compliance Week
- Reminders
- Road Shows & Town Halls

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Critical Compliance Skills

- Consistent messaging
- Walking the Walk
- Accessibility and Availability
- Building Trust and Confidence

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Communicating Out

- Attorneys
- Consultants/Vendors
- Auditors/Regulators
- Competitors and Collaborators

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Q & C Words

Questions

Queries

Quibbles

Comments

Concerns

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