Responding with Poll Everywhere

From Board Reports to Staff Education:
Effective Compliance Communication

“Effectiveness” seems to be everywhere…
What does it mean to be effective?

**effective**

Definition: successful in producing a desired or intended result.

synonyms: successful, effectual, potent, powerful;

Not just in Compliance

So the Question is.. How Do We?
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.’

The 7-38-55 Rule – Myth or Legend…

Experts on communication teach us that the three main ways humans communicate are: words, voice tone and body language
Bringing it All Together – Three C’s

- Context
- Congruence
- Clusters

More than talking...

The 4th “C” - Consistency
Branding your Compliance Program

"Branding iron's in the shop."

Iconic...

Logos are only symbols
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

What makes a Brand effective?

What is a Brand... Really?

• A brand is a promise.
• A symbol of consistency.
• A signal for what to expect.
Brand = Culture

Can You Fake It?

"If you can fake it easily, you can fake pretty much anything."

Someone is Always Watching…

"Sue Facebook & Twitter, it's a lot easier to know if they're bad than God."

Challenge of Multiple Brands

- Corporate Brand
- Compliance Program Brand
- Personal Brand

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

As a Compliance Professional, who is your audience?
Always Keep the Audience in Mind

Communicating Up

The Board
- Set the Perspective
- Context & Landscape
- What is the Risk
- Charts & Summaries
- Death by Detail
- Blizzard of Acronyms & Jargon
Your Boss/Senior Management

LIKE A BOSS

Communicating Sideways

Engagement.....

Enable and Support Your Colleagues

Create strong ties with other departments and peers to build a sense of community
Communicating to Staff
Traditional ways we communicate as Compliance Professionals

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

Critical Compliance Skills

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

Communicating Out

• Attorneys
• Consultants/Vendors
• Auditors/Regulators
• Competitors and Collaborators
Q & C Words
Questions
Queries
Quibbles
Comments
Concerns