17. Write blogs with examples

Challenge

It can be a challenge to make the Tone at the Top (good governance, correct attitude and behavior of the management) clearly visible and noticeable throughout the organization. In addition, it can be challenging to generate attention for certain ethical/compliance dilemmas.

Solution

Writing blogs about current topics regarding the desired behavior of employees within the organization can be a way to influence the behavior of employees and to show exemplary behavior yourself.

The top (senior management) can write blogs about dilemmas that they themselves have been confronted with, or about current topics regarding (un)desired behavior and / or other relevant compliance / ethical topics. In this, senior management can indicate how management itself has dealt with these dilemmas and how it has found the desired solution direction, or senior management view on the specific matter. Employees understand that the top of the organization also encounters ethical / compliance dilemmas (including undesirable behavior). By writing such blogs, the top can set a good example (of course there are also other possibilities for this) and share which considerations it makes.

You can also ask a manager/employee to write a blog. For example, managers can write about how they involve integrity in making decisions. This requires managers to actively think about how they deal with integrity and dilemmas. This not only allows the Tone at the Top to be visible and clarified, but it also creates more awareness and makes it easier to discuss integrity issues. In this sense, management blogs can support and empower the compliance professional in generating attention to specific compliance/integrity dilemmas.

Actors

The top/higher management is primarily the body to use this tool. In addition, middle and lower management and also employees can be asked to participate in writing blogs. The Communication Department can support management in writing about integrity issues and dilemmas.

The compliance professional who wants to promote behavioural changes can pay attention to exemplary behaviour of management. In addition, the compliance professional can draw (extra) attention to (compliance) topics, by having a blog written about this by management.

The fact that such a blog is sent by a manger sometimes helps to draw the attention of employees to something. This can give the compliance professional a helping hand in conveying his message. The compliance professional can support the manager by providing him with (partial) input for a blog.

Techniques

Influencing behaviour by publishing blogs on intranet (or via e-mail). A good blog is structured as follows:

- A catchy title: with this you "force" the reader to continue
- Option: A striking photo
- A brief introduction
- The content itself, divided into paragraphs
- A suitable wrap-up
- And finally, a Call to Action: The most common is a question, so that readers are more likely to post an interesting response. This way you can also enter into a discussion with your readers, get an impression of opinions / experiences within the organization or answer questions when something is not clear.

More on writing blogs: https://www.masterclass.com/articles/how-to-write-a-blog-post#eV3cthZVm42RplBo22D96

Role Compliance Professional

Facilitating or initiating. Compliance can provide input or suggest a setup, or provide content for the blogs as needed or desired. It must of course be a blog of the manager / director / employee him-/herself. If not it is clear to see that it was written by someone else and subsequent blogs will no longer be taken seriously.