



## 30. Think outside the box

### Challenge

Making employees think about integrity in a surprising way. Activities and meetings that have to do with compliance and integrity do not automatically exert a huge attraction on employees. An activity whose usefulness and necessity are not immediately recognized, for which they are not immediately willing to invest time and effort. In addition, it is the natural tendency of many compliance professionals to reason from the content: what content do I want to convey, what information should be conveyed? The form in which the information is conveyed often receives less attention. This tool is an invitation to compliance professionals to think outside the box.

When employees are surprised by an activity that they had not directly associated with compliance and integrity, engagement with these topics within the organization can be boosted. A message that is delivered in an original way often sticks better. A surprising kick-off that can be built on with more formal activities.

### Solution

There are many possibilities to stimulate thinking about integrity in an original way. Outside the box, the possibilities are in principle unlimited. Some suggestions.

Provide extra activities that can be done outside of 9 to 5 hours. For example, during a staff event, briefly address the values and vision of the organization. Let these or other integrity themes come back in the activities in an original way. For example: CDD, Customer Due Dilligence. Go archery on images of people you wouldn't want as a customer: terrorists, for example, or big known fraudsters. Have the Sales department work with Compliance to achieve goals like who comes the fastest and safest way across a river. Then evaluate by making the connections with the work practice. Let a hacker into the organization and make sure the CEO is a guinea pig. Originality is obviously not an end in itself. A well-chosen way to draw attention to integrity in a less mundane way can have a big effect. When developing ideas for an event, it is important to start broadly. In order to develop activities to encourage employees to think outside the box, the compliance professional will also have to think outside the box. Then select on the basis of predetermined criteria and work out 1 or 2 alternatives to submit to the board / senior management.

### Actors

Depending on the event.



## **Techniques**

Again, this depends on the activity. For example, look for team building experts and individuals who rely heavily on their team to achieve their goals. As an example: a mountaineer is very dependent on support from others, must achieve the goal himself and must properly assess risks in advance. For archery, however, only an outdoor event location is needed.

## **Role Compliance Professional**

Argue that employees are not always waiting for the formal compliance training. Then talk to HR and senior/middle management for the organization.