



7. Work with clear and concise rules

Challenge

As a company, you are obliged to communicate your internal rules to employees. Practice shows that employees are generally not inclined to go through large policy documents. That is why it is important to create clear and concise policies and to communicate these in an appealing way within the organization.

Solution

This tool provides a number of practical tips for creating clear and concise policies and for the – effective – communication of them.

Policy

Introduce each policy document with an accessible (concise and pleasantly written) introduction, in which the following points are discussed:

1. Why is this policy in place?
2. Why is this relevant for me as an employee?
3. What is expected from me in this context? Emphasize that the employee is responsible for consulting and complying with the policy, but that there is also sufficient support to ask questions if necessary.

Practical means of communication

Create communication tools for each policy document (or per topic), for example using clear one-pagers with the most essential rules / principles or 'Do's and Don'ts'. Infographics can also be very useful to briefly and concisely visualize compliance topics or processes.

Make policies and communication tools easily accessible

Create an easy-to-find intranet page that looks attractive and is easily navigable as a central library for all compliance policies and communication tools (such as one-pagers, Do's & Don'ts, Q&As and images/cartoons) and refer to that page for every compliance communication.

Monitor the intranet page visit and use every opportunity/ communication to generate 'traffic' to this site.



Actors

- Compliance Professional
- Communication department
- IT

Techniques

Techniques that can be used are summaries emphasizing the most important elements. Furthermore, a clear writing style that everyone will understand and appealing, accessible design are important. Use positive, including language. For example: "We respect each other", rather than "You may not discriminate". The writing style plays an important role in the way the message gets across to the recipient.

Role Compliance Professional

The role of the Compliance Professional consists of coordinating the development of communication material, both (legally) substantive, but especially in the field of understandable language. The Compliance Professional should ensure that information and summaries are accurate, but not over-complete.

With regard to communication: ensure awareness among employees regarding the existence of an integrity page or platform. In addition, the Compliance Professional should ensure that the communication material and the underlying policy documents remain up to date (maintenance).