

CEP Magazine – May 2019

Three simple tricks to create powerful commitment

By Kristy Grant-Hart

Kristy Grant-Hart (kristygh@sparkcompliance.com) is the Managing Director of Spark Compliance Consulting in London, and author of the book, *How to be a Wildly Effective Compliance Officer*.

- ComplianceKristy.com
- [@KristyGrantHart](https://twitter.com/KristyGrantHart)
- [linkedin.com/in/kristygranthart](https://www.linkedin.com/in/kristygranthart)

“I do,” say the lovers in front of friends and family. “I now pronounce you husband and wife,” says the officiant, followed by cheering and clapping. Marriage ceremonies happen in public. For a marriage to be legally binding, nearly every jurisdiction requires that the ceremony is witnessed. Why? Because commitments made in public are much stronger than those made privately. Social science research has borne this out time and again.

This document is only available to members. Please [log in](#) or [become a member](#).

[Become a Member](#) [Login](#)