

Compliance Today – August 2018 Gaining buy-in requires relatable content, Part 2: Communicating business impact

by Jay P. Anstine

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As mentioned in the June issue (page 49), one of the biggest hurdles we face daily is getting buy-in to compliance, including privacy and security programs. One step towards overcoming this challenge is communicating your compliance message (e.g., “Don’t do this”) through relatable content. In June, I mentioned one version of relatable content, The Triple SSS (Similarly Situated Stories). This month, I’ll cover a second version: Communicating business impact (CBI).

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