

CEP Magazine – May 2020 Are you relevant?

By Kristy Grant-Hart

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Amir Kassaei said, “Create relevance, not awareness.” “Relevance” is the new buzzword in compliance. Where once providing training was enough, now it is supposed to be engaging, thought provoking, and, above all, relevant. But what does relevance mean anyway, and what concrete steps can you take to meet this magical threshold?

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