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Seeing through new eyes

By Kristy Grant-Hart

Famous French author Marcel Proust wrote, “The only real voyage of discovery consists not in seeking new landscapes, but in having new eyes.” Too often, when we find ourselves bored in our roles, we search for new jobs. Instead of seeking new landscapes, perhaps we should look at our program with the eyes of others experiencing it for themselves. Why not try looking through the eyes of...

External viewers

How does your program look to the outside world? If someone were to Google “compliance and ethics” and your company’s name, what would come up? The code of conduct on a publicly available site? A section of the annual report dedicated to compliance? Or nothing?

Looking through the eyes of an external viewer can give you great insight into how others see the program. Prospective job hunters, potential investors, and those considering your products will be affected by what they see (or don’t see) online.

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