

## Compliance Today – June 2018 Gaining buy-in requires relatable content, Part 1: The Triple SSS

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by Jay P. Anstine

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One of the biggest hurdles we face daily is getting people to buy in to compliance, including the privacy and security programs. Finding out about breaches after the fact, “forgetting” your meeting invite, and defensiveness towards safeguards — these are some examples of the struggles we all face for gaining buy-in. One step towards overcoming these challenges is communicating your compliance message (e.g., “don’t do this”) through relatable content. Two versions of relatable content I find most helpful are: The Triple SSS (Similarly Situated Stories) and Communicating Business Impact. This month, I’ll touch on the Triple SSS.

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