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Compliance in someone else's shoes

by Gerry Zack

The Wall Street Journal recently reported that the CEO of Uber spent time driving for the company under an assumed name. He filled out the forms like any prospective driver and drove around customers.^[1]

Not surprisingly, some of it went well, and other parts not so much so. He discovered numerous ways the company made things unnecessarily difficult for drivers.

It's a perspective he never would have had if he had not invested the time to drive a few miles in their shoes.

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