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Being right isn't enough.

To have impact, you need influence as a core skill that permeates all you do.

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3 STEPS

to gaining
compliance
program influence

- 1 Become a Deep Scholar
- 2 Manage Relationships Intentionally
- 3 Right Message, Right Audience, Right Time

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BECOME A DEEP SCHOLAR

in your organization



SCHOLARS:

- Are navigators
- Are in-demand resources
- Command respect

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CHARACTERISTICS OF THE BEST SCHOLARS

- Ethics & Integrity
- Persistence
- Presence
- Focus
- Openness
- Collaboration



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HOW YOU DO IT

- 1 Review your org's website & public statements regularly
- 2 Research what your org says & does on traditional & social media
- 3 Become a financial sleuth
- 4 Get deep into company culture
- 5 Gain industry insights
- 6 Learn to ask great questions

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YOUR TURN!

UNDERSTANDING YOUR ORGANIZATIONAL BRAND

INTERNAL CHANNELS WHERE INFORMATION IS SHARED

Channel/Links as Applicable	Frequency of Publishing	Notes/Observations on Content, Tone, etc.

EXTERNAL CHANNELS WHERE INFORMATION IS SHARED

Channel/Links as Applicable	Frequency of Publishing	Notes/Observations on Content, Tone, etc.

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MANAGE RELATIONSHIPS INTENTIONALLY

to win people over in the
maelstrom

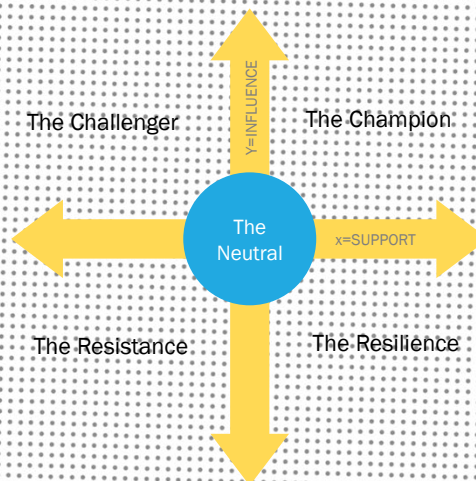
“England and America are
two countries separated by a
common language.”

- GEORGE BERNARD SHAW

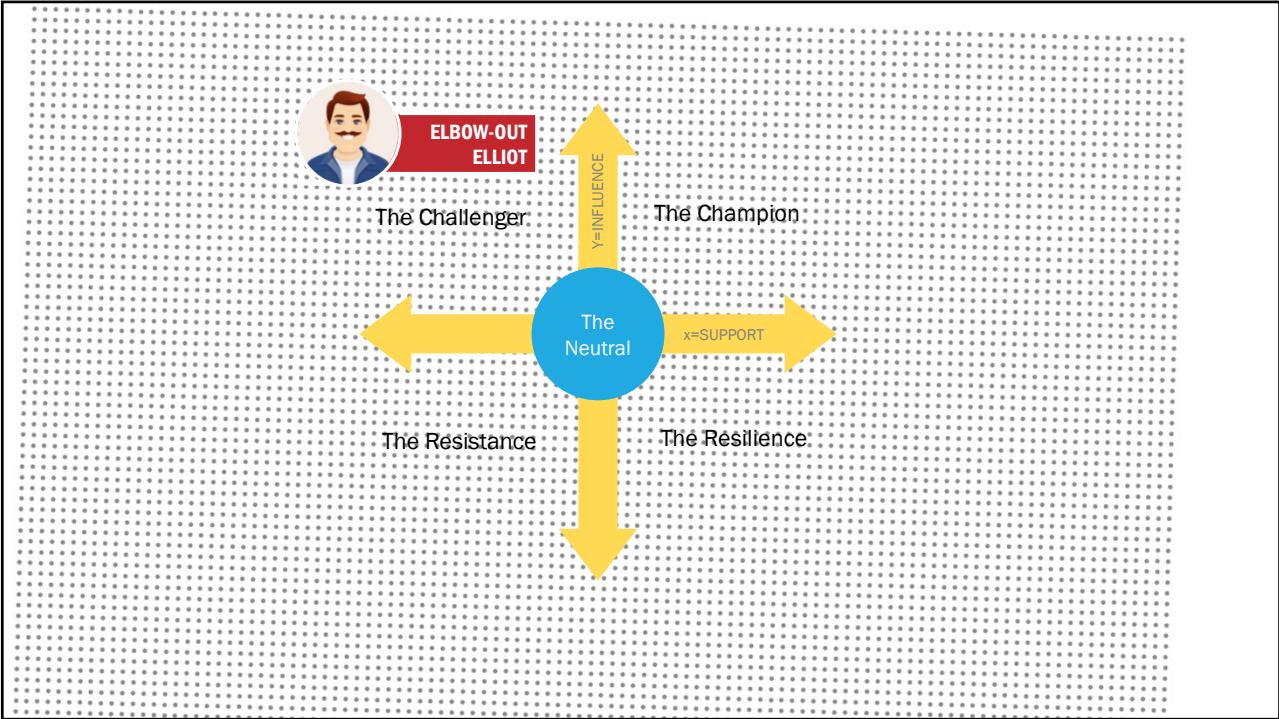
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MANAGE RELATIONSHIPS INTENTIONALLY

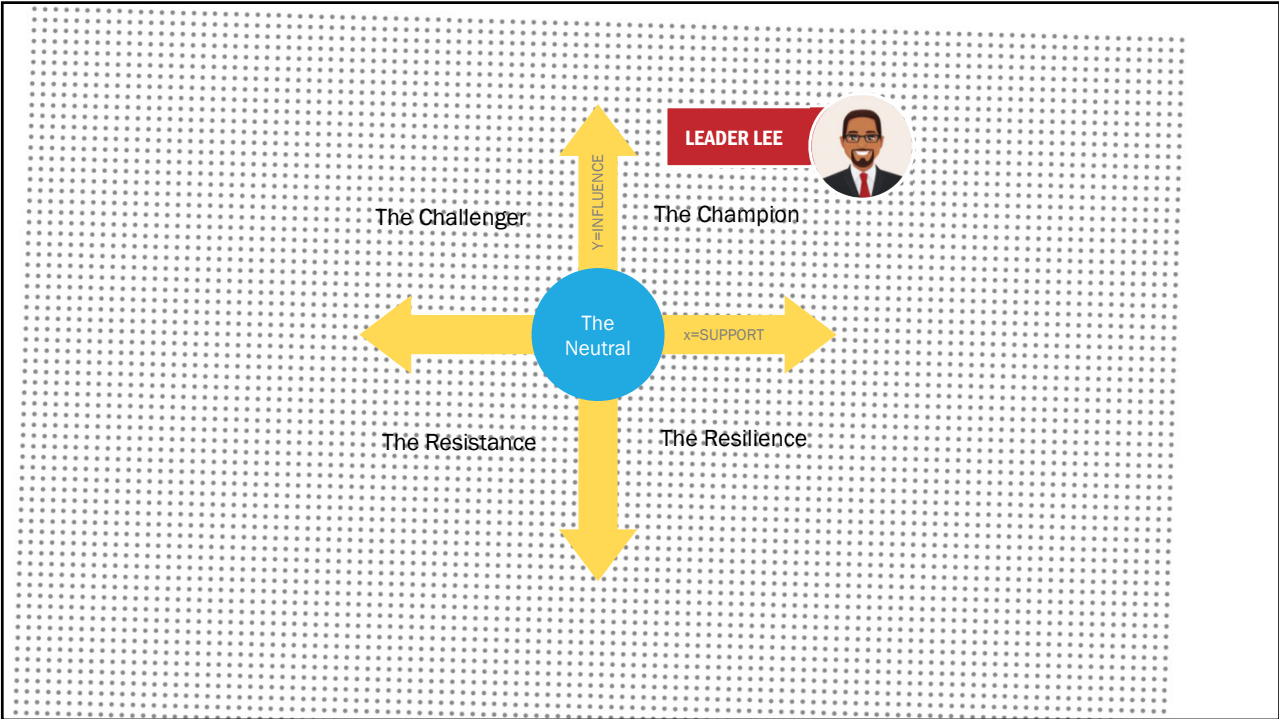
- Understand where they stand
and where you want them to be



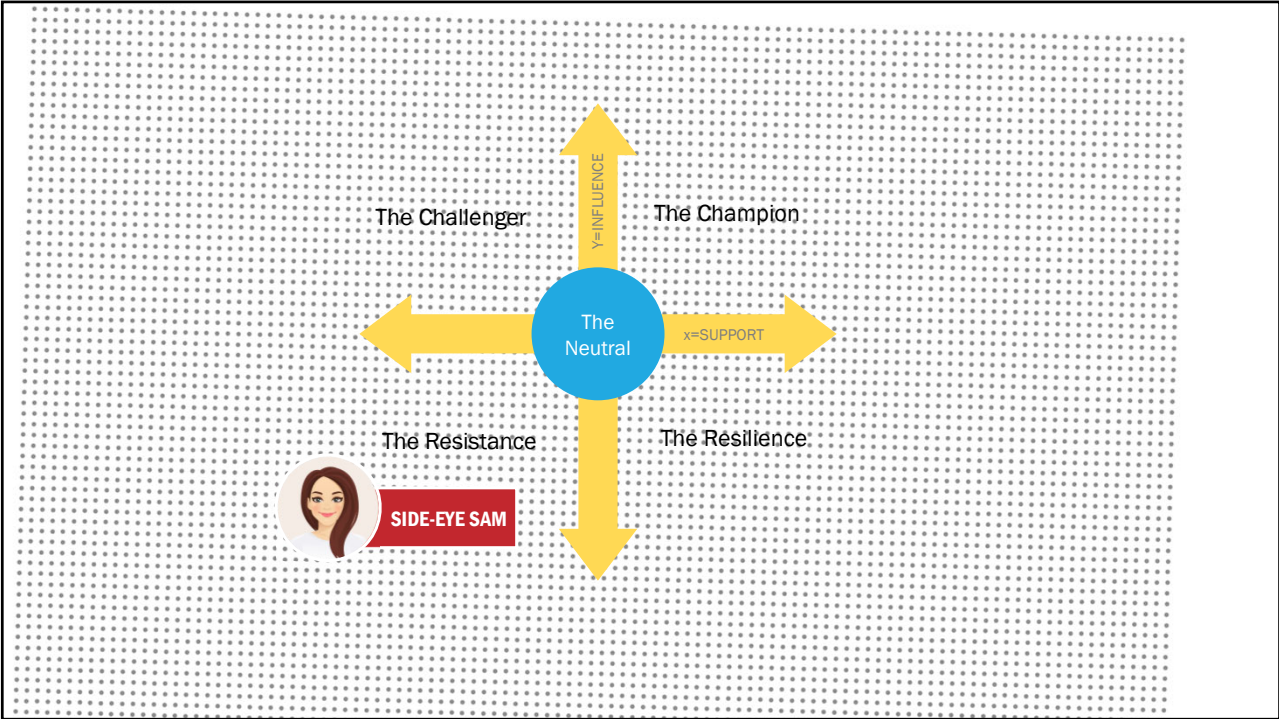
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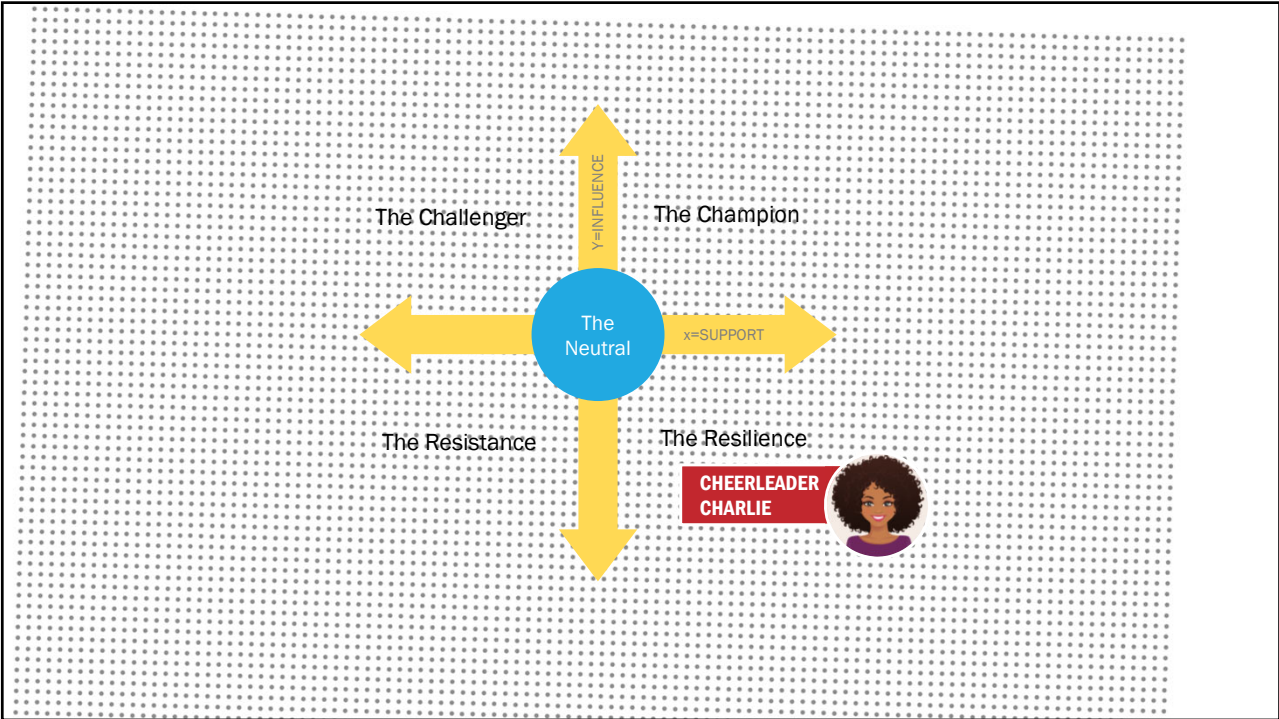
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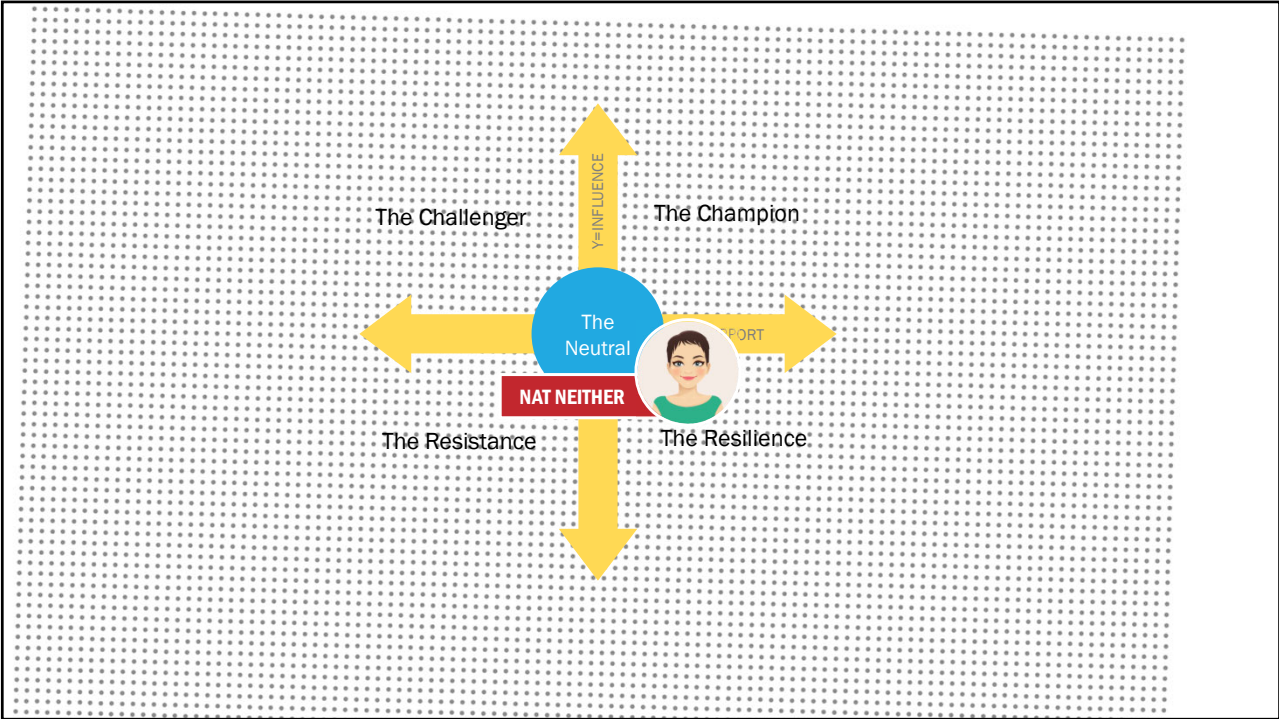
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5 ACTIONS TO CULTIVATE MORE INFLUENCE

- 1 Be as transparent as possible
- 2 Make optimism your North Star
- 3 Connect & engage personally and professionally
- 4 Be transparent up, down & across
- 5 Be open, objective & observant

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YOUR TURN!


On your own:

- Consider five key stakeholders in your role
- Where are they today?
- Where do you want them to be tomorrow?
- What 1-3 concrete actions can you take to move them along? Be specific!

PERSONAL STAKEHOLDER MAP

Stakeholder Name	Last Contact	Neutral	Challenger	The Resistance	Champion	The Resilience	Desired State
Bob	3/1, 4/21	Next Steps & Approaches: Identify Bob's critical deliverables and find ways compliance can make his life easier.					Champion

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**RIGHT MESSAGE,
RIGHT AUDIENCE,
RIGHT TIME**



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Attention is hard to come by.

If you don't communicate from your audience's perspective, you won't reach them. Period.

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START WITH WHAT YOU WANT TO COMMUNICATE

- "SO THAT"

Audience: Employees

Goal: Inspire them to accomplish the company mission.

How: Consider the "so that" to connect the goal to the company mission.

"Employees need to know about this policy change SO THAT they can do their jobs more effectively SO THAT they can eliminate errors SO THAT doctors get the equipment they need SO THAT doctors can do more timely surgeries SO THAT we can accomplish our mission of being the most reliable ambulatory surgery center in Cincinnati."

Whereas you might not have made the connection before, now your communication can say *"This policy will ultimately help doctors do more timely surgeries, furthering our mission to be the most reliable ambulatory surgery center in Cincinnati."*

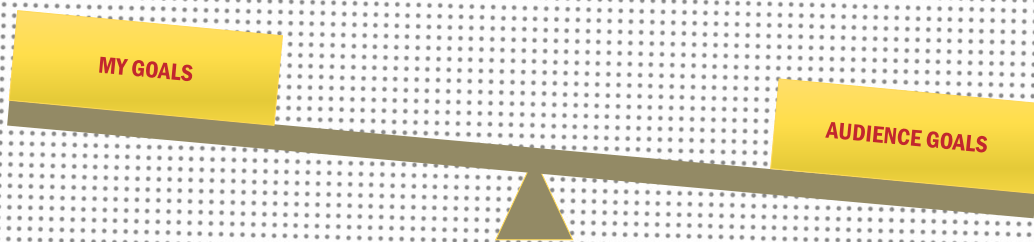
When you can help people connect how the small things they do support the broader purpose of the company, you're more likely to get their attention.

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BALANCE YOUR GOALS WITH THOSE OF YOUR AUDIENCE

- Line up your perspective with theirs and look for differences
- Reconcile them; HINT - theirs should win out!



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YOUR TURN!

- Clarify any differences in your goals vs. your audience's
- Plan for how you'll handle it

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BALANCING STAKEHOLDER NEEDS WITH COMPLIANCE GOALS

Audience: General Employees

Audience Wants/Needs		Compliance Wants/Needs	
<i>They care about:</i> Receiving perks & recognition from vendors around the holidays	<i>Why?</i> Everyone loves gifts!	<i>We care about:</i> Enforcing our corporate gifting policy	<i>Why?</i> It's our job to manage company risk
<i>They need to know:</i> That giving and receiving corporate gifts must be done within very specific parameters	<i>Why?</i> So they're not unintentionally putting the company at risk	<i>We want audiences to know:</i> That we have a corporate gifting policy, why we have it, and how they can abide by it	<i>Why?</i> To help employees avoid unintentionally putting the company at risk
<i>Timing for when they need to know:</i> Mid-November, before holiday gifting starts	<i>Why?</i> Gifting will be top of mind at this time	<i>Timing for when we want them to know:</i> Mid-November, before holiday gifting starts	<i>Why?</i> Gifting will be top of mind at this time
<i>They need to:</i> Understand and abide by the policy; report out-of-policy gifts to the compliance department	<i>Why?</i> Do the right thing to protect the company	<i>We need them to:</i> Understand and abide by the policy; report out-of-policy gifts to the compliance department	<i>Why?</i> Do the right thing to protect the company
<i>Timing for when they need to take action:</i> Mid-November through the New Year	<i>Why?</i> That's the time period when gifts are most likely to be given and received	<i>Timing for when we want them to act:</i> Mid-November through the New Year	<i>Why?</i> That's the time period when gifts are most likely to be given and received
<i>Benefits/What's in it for them:</i> Still able to give and receive gifts within company policy	<i>Why?</i> Employees enjoy giving and receiving gifts and may be accustomed to being able to do so	<i>Benefits/What's in it for us:</i> Ensure compliance within corporate gifting policy	<i>Why?</i> Managing company risk by ensuring compliance with the corporate gifting policy

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QUESTIONS?

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