

## CEP Magazine – June 2019 Point-of-risk compliance

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By Jeffrey Kaplan

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One of the great challenges of compliance and ethics (C&E) work is imparting knowledge in a way that is fit for purpose, meaning that it will help a company prevent and detect wrongdoing in an effective manner. Although something similar might be said of many types of information in the business world, what makes this challenge especially daunting for C&E is that the information is often boring, technical, unpleasant, and seemingly irrelevant to an employee's job. But the results of several experiments by behavioral scientists may help C&E professionals surmount these obstacles.

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