

CEP Magazine – June 2019

What you call it matters

By Kristy Grant-Hart

Kristy Grant-Hart (kristygh@sparkcompliance.com) is the Managing Director of Spark Compliance Consulting in London, and author of the book, *How to be a Wildly Effective Compliance Officer*.

- ComplianceKristy.com
- twitter.com/KristyGrantHart
- linkedin.com/KristyGrantHart

“A rose by any other name would smell as sweet,” wrote William Shakespeare in *Romeo and Juliet*. If a rose were called a lungwort* or toad lily*, it might smell the same, but it wouldn’t evoke the same sense of romance. Words evoke emotions. What you call something matters. That’s true in love and also in compliance.

This document is only available to members. Please [log in](#) or [become a member](#).

[Become a Member](#) [Login](#)