

Tone at the Top: Getting the Culture Right

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- Understanding that ethics is why and compliance is how—making sure that clear messages are sent. Don't let ethics be left unsaid on any level; integrate compliance into the life of the company at every level
- Compliance is leadership. Management must lead by example—visible leadership and management commitment to a compliance program and to the culture of compliance and ethics. Management must walk the talk with complete credibility and authenticity
- Doing the right things in the right ways for the right reasons—training across the organization. The tone at the top is not enough; it has to be in the middle and everywhere else. There must be a unity of corporate identity with regard to compliance

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