

## How to Use Branding & Storytelling to Create an Engaging and Inclusive Compliance Program How to Use Branding & Storytelling to Create an Engaging and Inclusive Compliance Program

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- How to ensure that your program messaging and policies/procedures are inclusive and not exclusive;
- How to effectively "market" your department both internally and externally; and
- How to create synergy across the organization so that compliance is seen as a "deposit" not a withdrawal

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