

# Using Branding & Storytelling to Create an Inclusive & Engaging Compliance Department

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- Understand the conscious and unconscious ways in which storytelling influences the way we see ourselves, our organization, our department, our colleagues, society and products.
- Tips to ensure that your "branding & storytelling" for your department and services is inclusive, not exclusive.
- How to tell an authentic story to effectively communicate with your workforce.
- Case studies of popular brands & pop-culture. (including Disney, WeWork, L Brands, Santa Claus, etc.)

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