

Compliance & Ethics Professional

January
2014



A PUBLICATION OF THE SOCIETY OF CORPORATE COMPLIANCE AND ETHICS

www.corporatecompliance.org

Congratulations, Brian!

an interview with Brian Patterson
the 6,000th person actively certified by the CCB

See page 14



23

**Risk
Management:
A primer for
leadership**

Mike Walker

31

**The cyber-response
curve: Reducing cyber-
attack response time
from months to minutes**

Colin McKinty

37

**Introducing the
Compliance
Training
Matrix**

Jan Sramek

41

**Ethics & Compliance
excellence in the
Middle East:
A pioneering model**

Aley Raza

by Roy Snell, CHC, CCEP-F

Compliance officers are wealth creators and major contributors to economic growth

Please don't hesitate to call me about anything any time.
612 709-6012 Cell • 952 933-8009 Direct
roy.snell@corporatecompliance.org

NEW DELHI: Pitching for “lesser regulations and better compliance”, India’s Corporate Affairs Minister Sachin Pilot said that “something dramatic” needs to be done to make India a much more welcoming place for the investors.

This headline from *The Economic Times* signifies the beginning of one of the most significant trends in compliance. Countries (and companies) want to be effective players in the global economy. Some countries are being left out of the global economy because the international business community doesn’t trust them. Some countries don’t protect company assets, intellectual property, copyrights, or trademarks, and they convolute the free market system through bribery. Companies may still do business in untrusted countries, but trusted countries have greater involvement in the global economy and a higher standard of living as a result.

As this revelation spreads throughout the world, compliance professionals and compliance programs will not only become common place but will be one of the foundations for economic success.

Whenever I talk about something positive like Pilot’s comments, I am reminded of the problems. India is not perfect and I am not interested

in Pilot’s political persuasion. What is important is, at the moment, he is supporting the solution to a very important problem. Everyone loves to talk about which country is the most corrupt. Social media is awash in story after story about the latest company that has been fined and penalized. “This shouldn’t happen. Aren’t they terrible? This is awful. Everyone is corrupt.” Whining is sexy; it sells papers, boosts Neilson ratings, and increases hits on your blog and followers on Twitter. Bad news had many fathers. If whining was the answer to the regulatory compliance problem, we would have solved this problem years ago. Whiners have proven their case a thousand times over, the world isn’t perfect. You win, now start helping and focus on the solution.

Success requires relentless focus on the solution. Sachin Pilot is talking about and supporting the solution. The solution is compliance with the rule of law. The best way to comply with the rule of law is for companies to hire a compliance officer and implement a compliance program. Regulatory enforcement is helpful, but it’s a sporadic post-mortem solution and government resources are needed elsewhere. Real-time in-house company compliance programs are a consistent, preventive, and far more effective solution. Some countries believe that more regulations build trust. They are failing. Regulations don’t build trust, compliance with regulations builds trust. Sachin Pilot’s comments and leadership in this area are part of the solution. As more countries (and companies) realize this, compliance professionals and compliance programs will be deemed wealth creators and major contributors to economic growth. *



Snell