

# Compliance & Ethics Professional

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Senior Deputy General Counsel  
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Houston, TX

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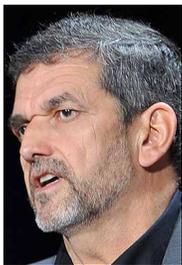
by Roy Snell, CHC, CCEP-F

# CEO video

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Someone gave me this idea the other day. In fact, their company implemented this idea. I neglected to ask permission, so I will not mention where the idea came from.



Snell

They had their CEO do a video. It wasn't the usual Ken Lay, from Enron, "We are an ethical company" video. They went beyond that to a more substantive approach. They had the CEO tell everyone about the hotline and that the CEO wanted everyone who

encountered a reportable event to call it. I thought it was genius.

Think about it. You could have your CEO talk about the various ways to report an issue. The CEO could also talk about very specific aspects of reporting an issue.

- ▶ Talk to your supervisor
- ▶ Call the compliance officer
- ▶ Call the hotline
- ▶ Talk to Human Resources
- ▶ There will be no retaliation
- ▶ Report retaliation
- ▶ All issues will be investigated
- ▶ People who choose to share their identity will be contacted throughout the process

Maybe give a couple anonymized examples of how previous issues were reported and resolved.

**You could have your CEO talk about the various ways to report an issue. The CEO could also talk about very specific aspects of reporting an issue.**

A CEO who really wanted to send a message could give out their direct dial number. I know this is considered by some to be extreme, but this is a serious problem we are battling. In my opinion, leadership doesn't have a problem with tone at the top; leadership has a problem communicating that there is tone at the top. We have all tried the usual methods to get the message out that leadership supports compliance and in my opinion, it's not working. If you really want to shake things up, you have to do some startling things, like doing a CEO "call me" video. The message that sends would be indelible. \*