

• You need the organization's leadership more than they need you.

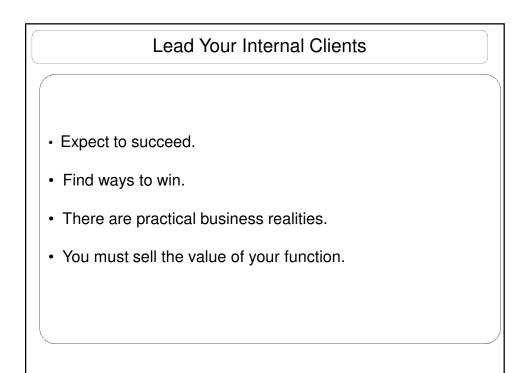
- Management calculates the cost of compliance, and so should you.
- Sell your value to management.
- Know what they think of you.

Understand the Management Mindset

- Business people are expected to make money.
- Fix it and move on.
- The marketplace is gray.
- · Ethics and compliance is a "nice to have."
- Rules are obstacles.
- Investigations are slow and not relevant.
- You can't scare us anymore.



- Learn from your investigations.
- Are people happy to see you?
- How is your role perceived?
- There is fear in your workplace.
- Your value is determined internally, not by external benchmarks.



Keep Trying, Marketing, Explaining and Leading

- You need not always win, but you have to try.
- Try to put yourself out of business.
- Everything we believe in is true.
- Do the right thing, even if it is not always convenient.