

The ACR Brief

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In-House Insight on Practical Compliance Strategies

Nurturing a strong compliance environment and conveying the compliance message effectively are two of the most difficult aspects of a compliance officer's job. A merger or acquisition, and the accompanying cultural issues that often [make program integration difficult](#), amplify these challenges. My colleague Nicole Di Schino recently [spoke with Stacey Hanna](#), who stepped into the role of general counsel for global ethics and compliance for Swiss life sciences company Lonza after it acquired Capsugel. Hanna took on the tough job of enhancing the newly merged company's compliance program, and shared with our readers how she approached the task, including conducting a [risk assessment](#), creating a [hotline](#) and instituting a "compliance champions" program.

Hanna also branded ethics and compliance anew – a strategy many compliance officers are using to boost their programs. The ACR's Megan Zwiebel got a [behind-the-scenes look](#) at how Charles River Labs rebranded compliance using their "I-Comply" logo and the Comply Ant™ mascot. Compliance officers Matt Daniel and John Dalton told her how they realized that if their compliance trainings and other messages were going to compete effectively for employee attention, the compliance program was going to need a brand that would make it stand out from the crowd.

Our archive features an array of conversations with in-house professionals about the creative strategies they are using to overcome common obstacles, such as insight from WD-40 on [making every employee a keeper of the culture](#), Under Armour on [handling generational issues](#) and NBCUniversal on [using "nudge" theory](#). We also recently featured an extensive analysis of the Wells Fargo scandal and the [behavioral science lessons](#) it holds for compliance officers.

More on-the-ground advice and insight on these issues is coming, including more on another core compliance task – crafting [codes of conduct](#).

Warmly,

Rebecca Hughes Parker
Global Editor-in-Chief