

Building the Business Case for Compliance

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Options Clearing Corp.



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Diversified Global Media & Entertainment Business

Broadcast Television & Cable Programming



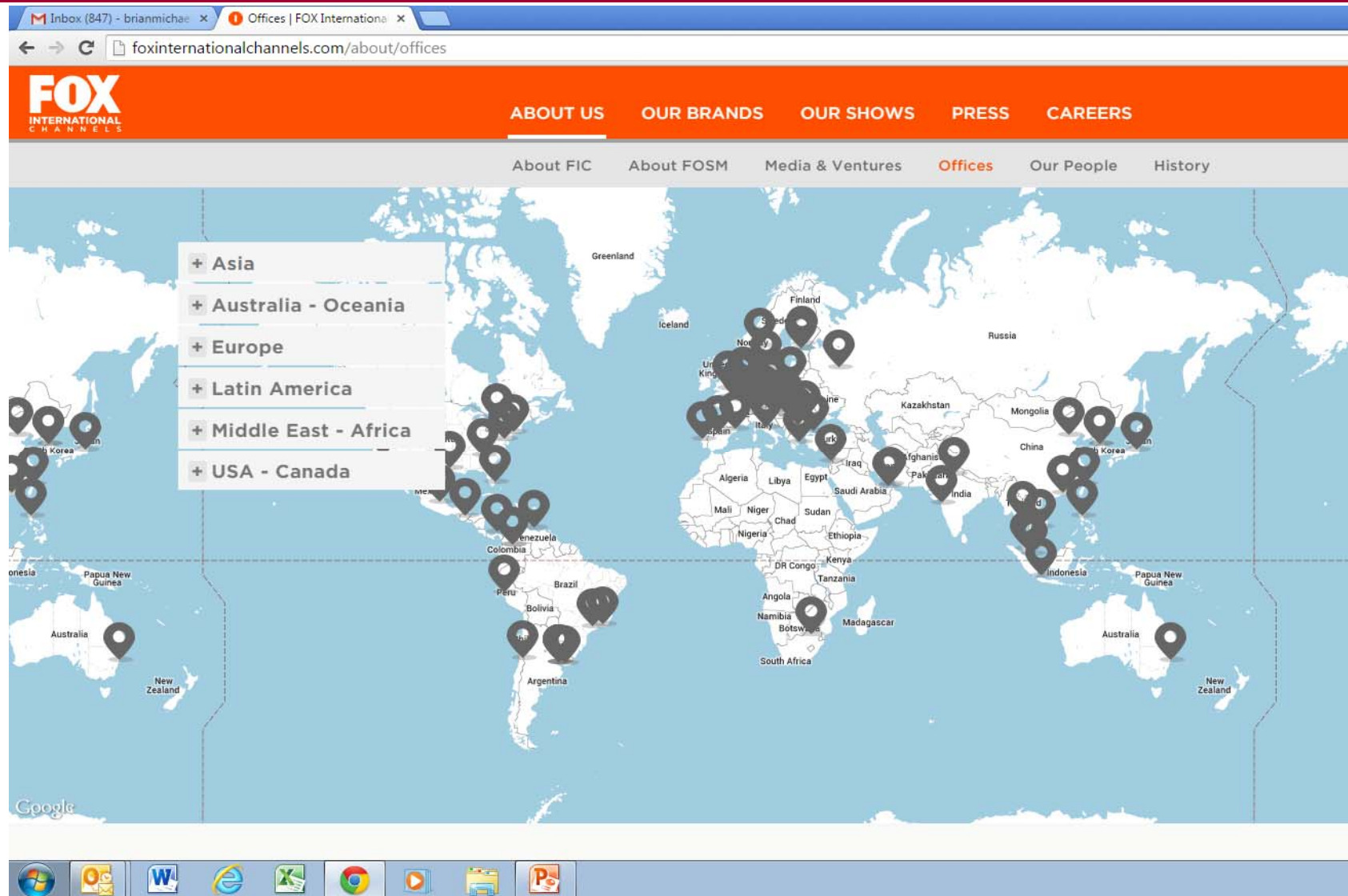
Generally Low Risk Business Activities



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Global Business Operations



How Do You Get Business Buy-In?

- Be a counselor and adviser, not just an enforcer



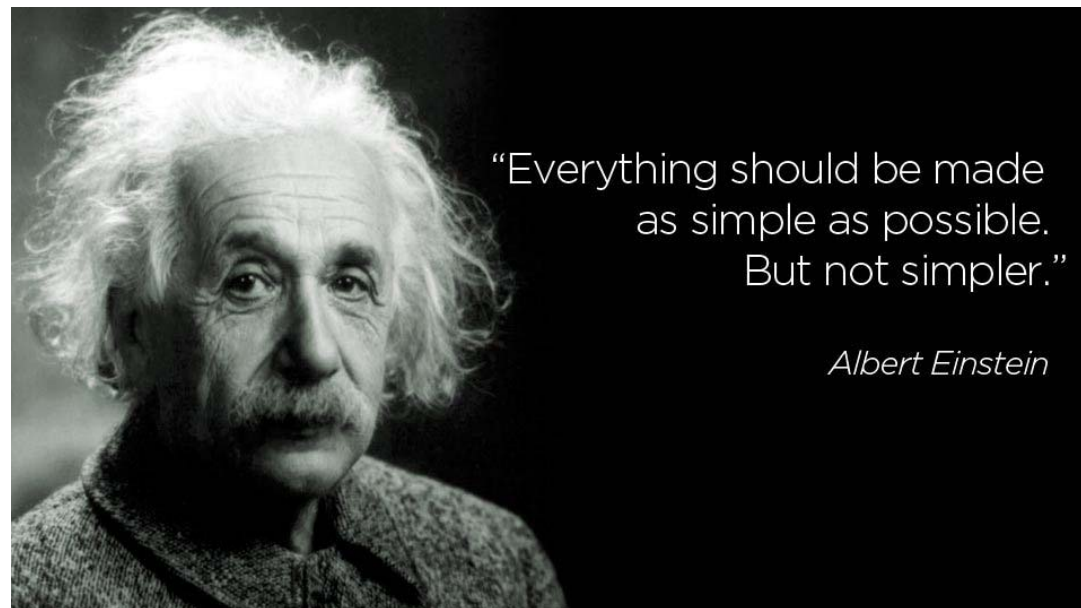
How Do You Get Business Buy-In?

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- Develop personal relationships and build trust



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How Do You Get Business Buy-In?

- Be a counselor and adviser, not just an enforcer
- Develop personal relationships and build trust
- Keep it simple and practical, yet still effective
- Understand business demands and drivers...

Understanding Business Demands and Drivers...

- Spend time with the business people and speak their language



- Seek business input and feedback
- Educate with real examples that resonate



Marubeni
CORPORATION
Indonesia
\$88 million

hp
Russia, Poland,
& Mexico
\$108 million

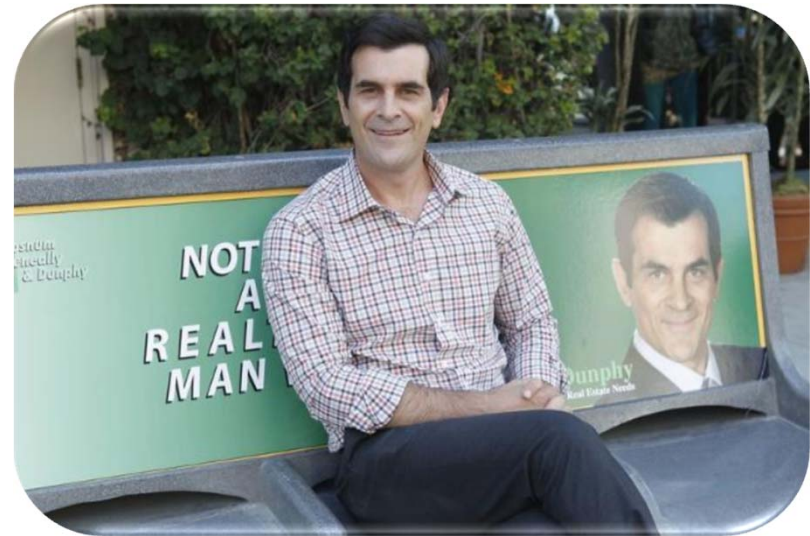
A V O N
the company for women
China
\$135 million

ALCOA
Bahrain
\$384 million

ALSTOM
Indonesia, Egypt, Saudi Arabia,
& Bahamas
\$772 million

How Do You Get Business Buy-In?

- Be a counselor and adviser, not just an enforcer
- Develop personal relationships and build trust
- Keep it simple and practical, yet still effective
- Understand business demands and drivers
- ***Use common sense***



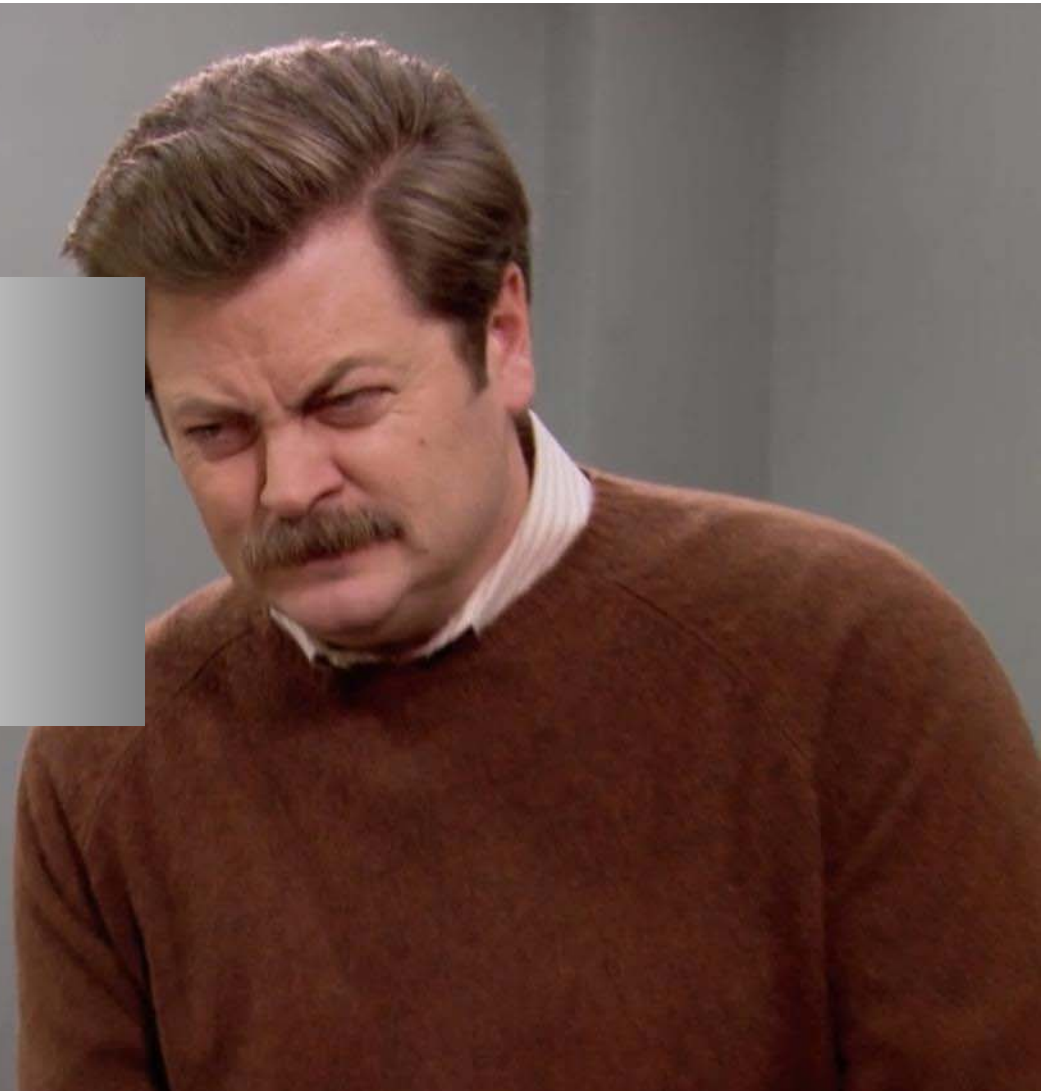
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What is your Hook?

Define your problem broadly and look for business motivators beyond the obvious.



Where do you find the Hook?



Business input is critical:

**You have to invest time
and build relationships
to find the motivators.**

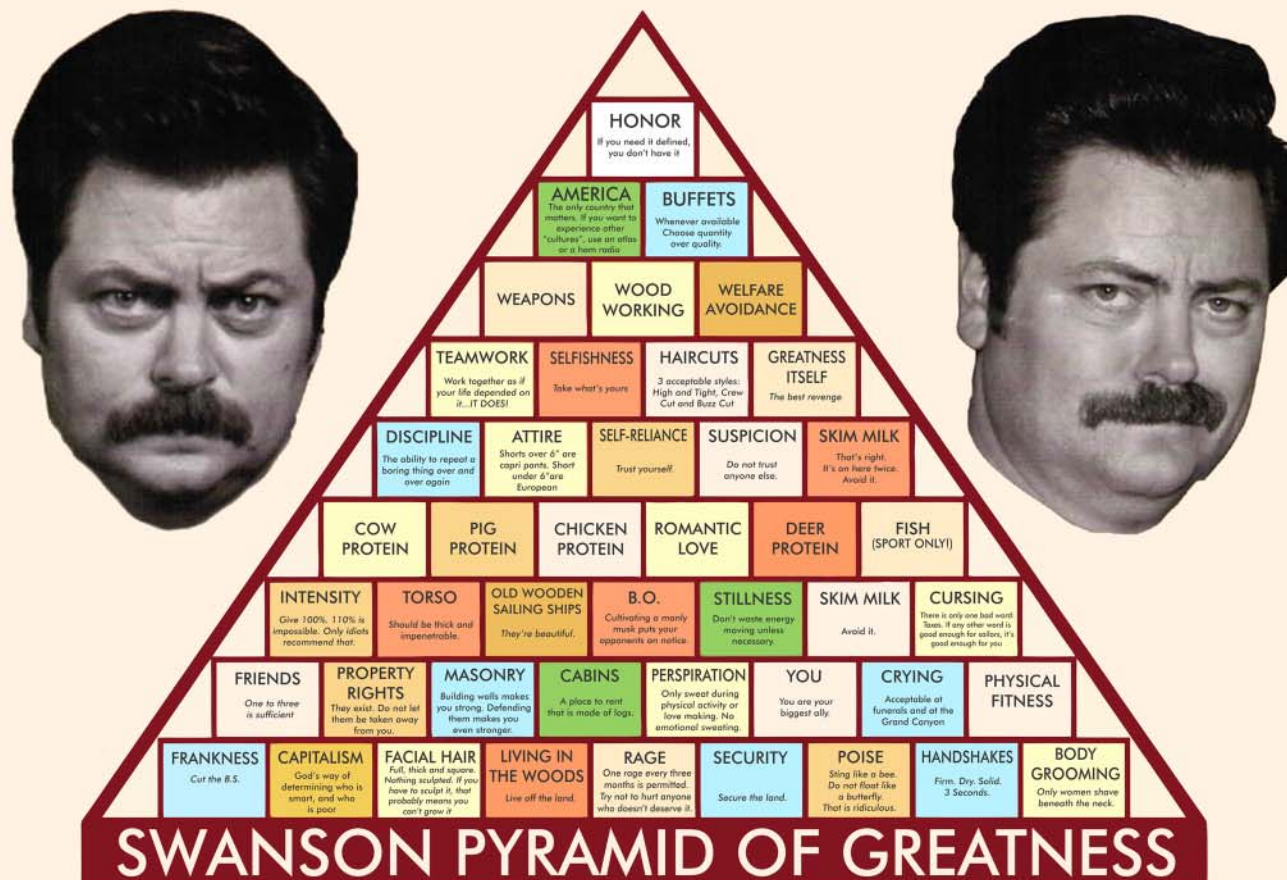
How to use the Hook?

**Use the motivator
to find a champion:**



How to use the Hook?

Build your business case around the motivator:



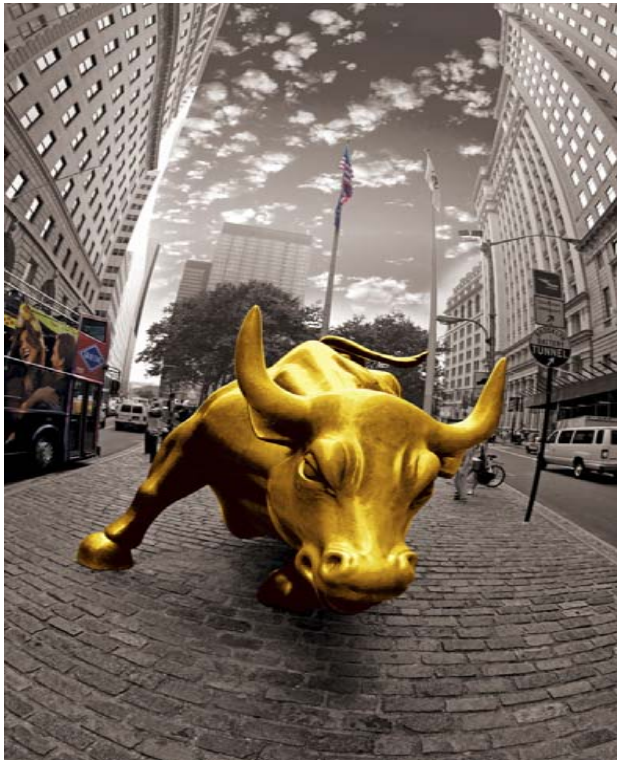
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Overview of OCC

World's largest equity derivatives clearing house



- Industry utility (SIFMU designation 2012)
- Provide clearance and settlement of options / futures
- Promote financial stability
- Guard against systemic risk
- Increased degree of regulatory oversight

Phased Construction Approach

- Relationship with stakeholders
- Assist in build of infrastructure
- Prepare for multiple exams
- Drive sustainable remediation of issues
- Incremental organizational change to address vulnerabilities

“The rung of a ladder was never meant to rest upon, but only to hold a man’s foot long enough to enable him to put the other somewhat higher.”

Thomas H. Huxley, English biologist and educator

Building the Business Case

- Relevant placement of resources
- Investing in compliance culture
- Stakeholder commitment
- Build scalability in changing environment
- Enhance governance and accountability structure
- Remain consistent and courageous



Partnership



- 90/10 to get to 50/50
- Support resource to the business
- Provide different perspective and constructive challenge
- Strong public and private partnership with leadership
- Communicate your support to business leaders and their teams

Building the Business Case for Compliance

DISCUSSION

Thank you

We want your feedback! Use the conference app or visit the Registration desk.

Be sure to join the Twitter conversation: @CW_2015