

Session 5.1

A Panel Discussion on Culture as a Competitive Advantage

Culture is a key differentiator for any company as it can't be copied in the same manner as a strategy. Additionally, corporate culture has a fundamental influence on the overall compliance and ethical posture of a company. To truly serve as a competitive advantage, the culture must be represented by more than words on a wall. Organizations need to ensure that its culture is reflected in the actions of its employees every day and in every scenario.

Panelists will discuss the investments their organizations are making in culture as a strategic imperative and the efforts their Internal Audit functions are taking to evaluate and report on tone at all levels