

## CEP Magazine – October 2022



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### Are you memorable?

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By Kristy Grant-Hart

When people meet you in a business setting, are you memorable? Personal branding expert Jessica Zweig knows the answer. In her book *Be: A No-Bullsh\*t Guide to Increasing Your Self Worth and Net Worth by Simply Being Yourself*, she states that “consistency plus clarity equals memorability.”<sup>[1]</sup>

We all want to be memorable, and we want our program elements to be as well.

#### Brand memorability

Brands are memorable when they connect emotionally with the individual. Compliance officers frequently use branding with specialty logos, distinctive colors or fonts, or a catchphrase. Branding in and of itself can be useful. But to take your program to the next level, branding must support the compliance program by making it and its elements memorable. According to Zweig, that requires consistency and clarity.<sup>[2]</sup>

Let’s say we have a new gift and entertainment policy. How do we ensure it is memorable?

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