

# What is “the Right Thing”? The Cultural Translation of Compliance

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The more you look at  
the world, the more  
you recognise people's  
different values.

HSBC   
The world's local bank



**bride** in delhi or **rebel** on 8th street?

in a world of differences you need a bank that has  
experience in 77 countries and territories.

[us.hsbc.com](http://us.hsbc.com)

HSBC   
The world's local bank

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Integrity

“The Right Thing”

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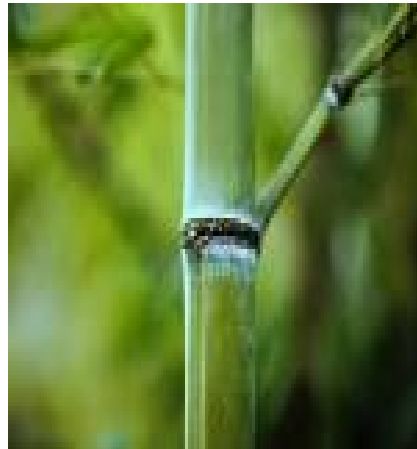
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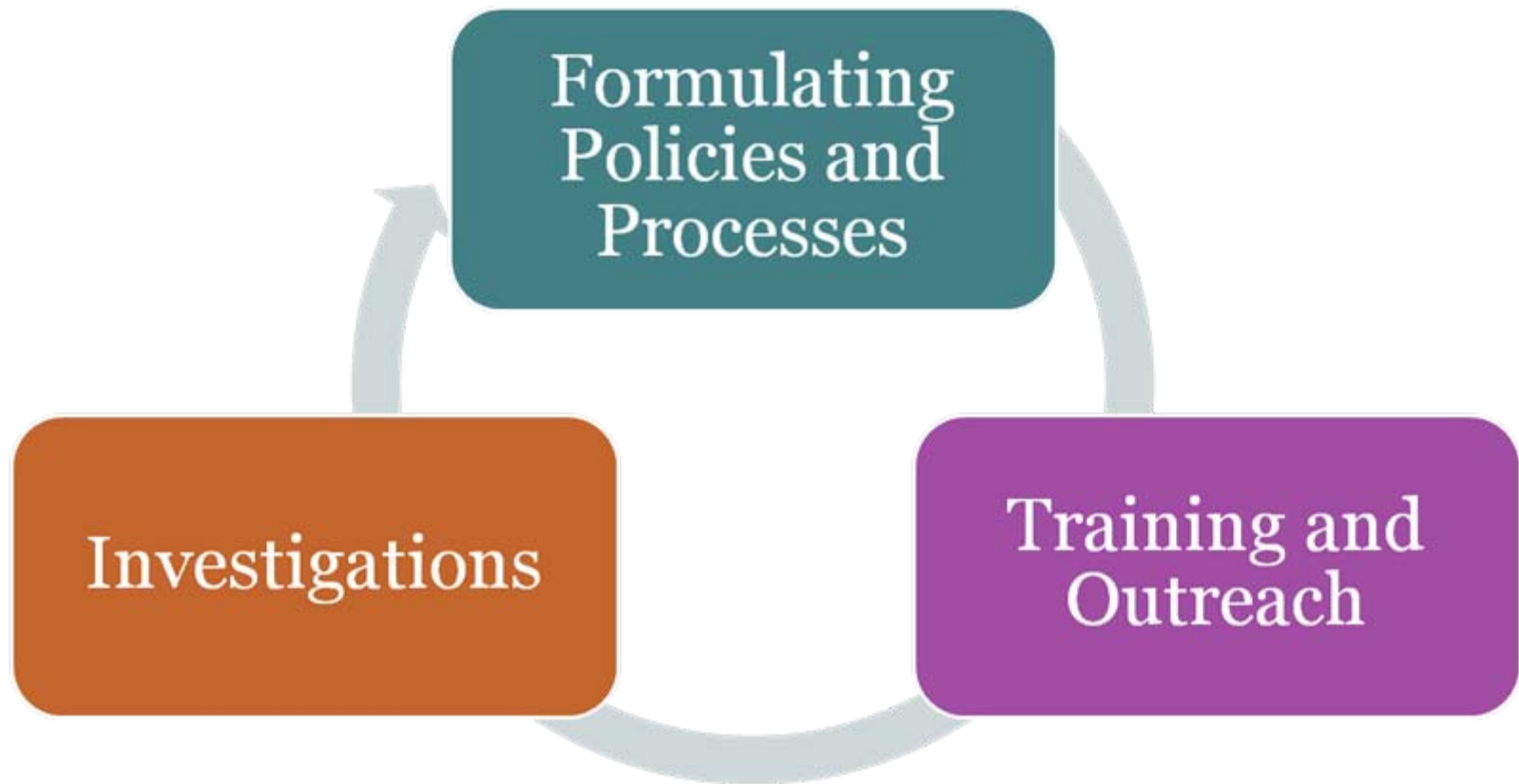
# Images of "Ethics"



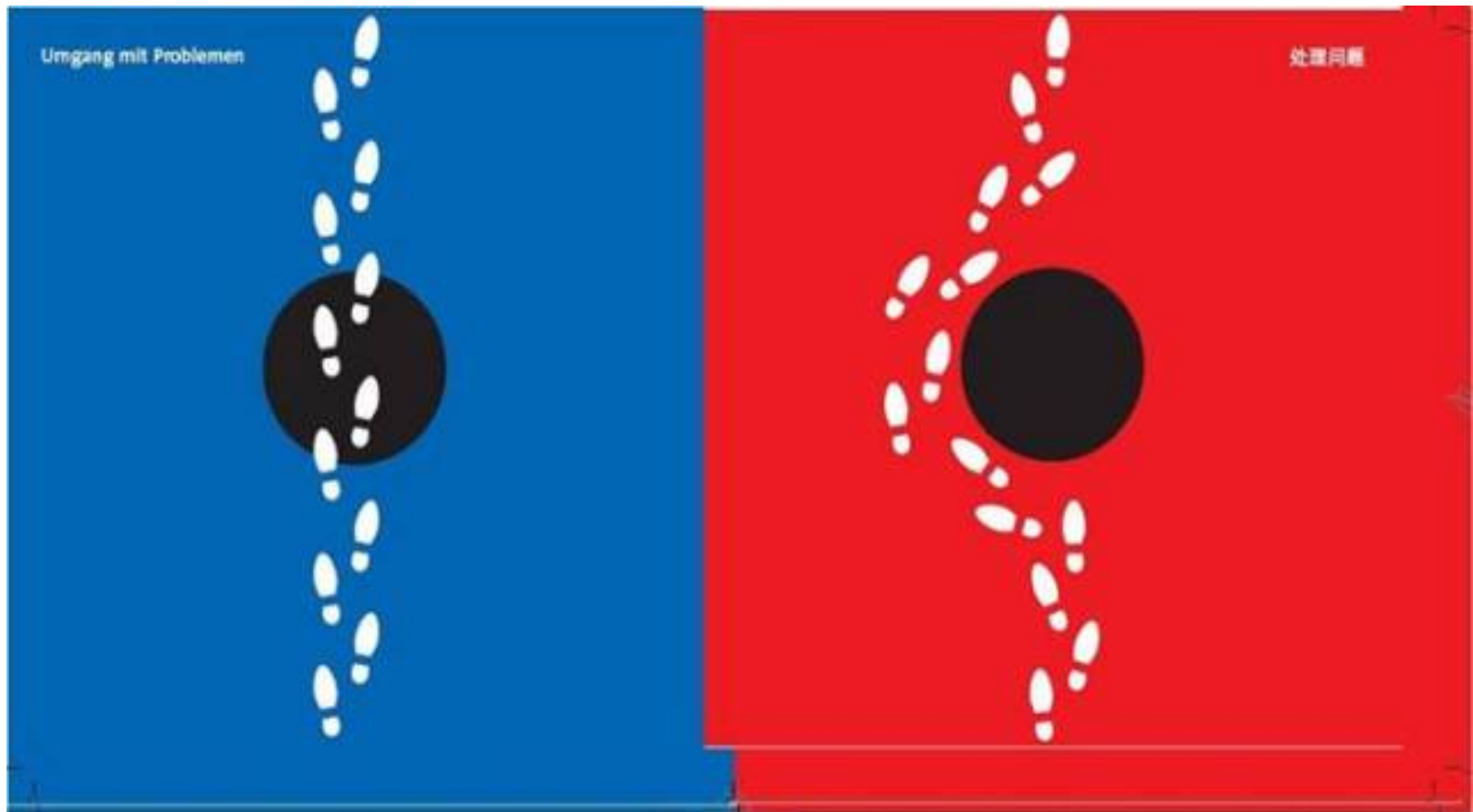
# Images of "Integrity"



# What Does This Mean for YOU?



# Formulating Policies and Processes



# Formulating Policies and Processes

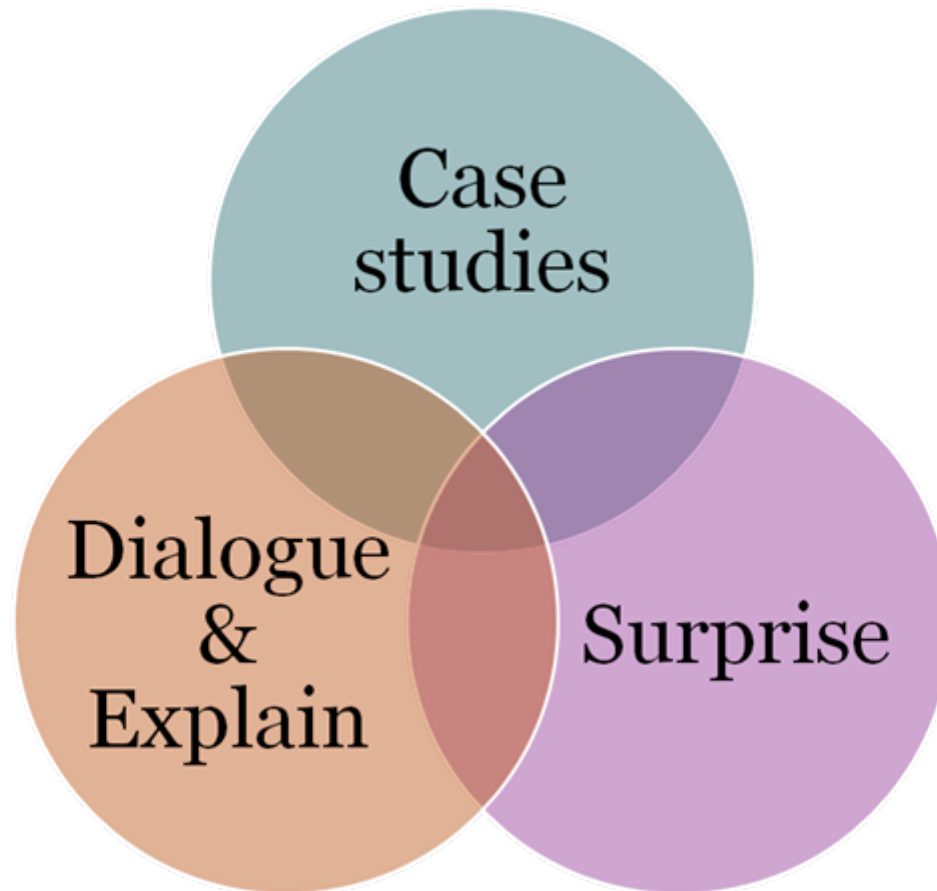
Involve local stakeholders

Educate HQs about local realities

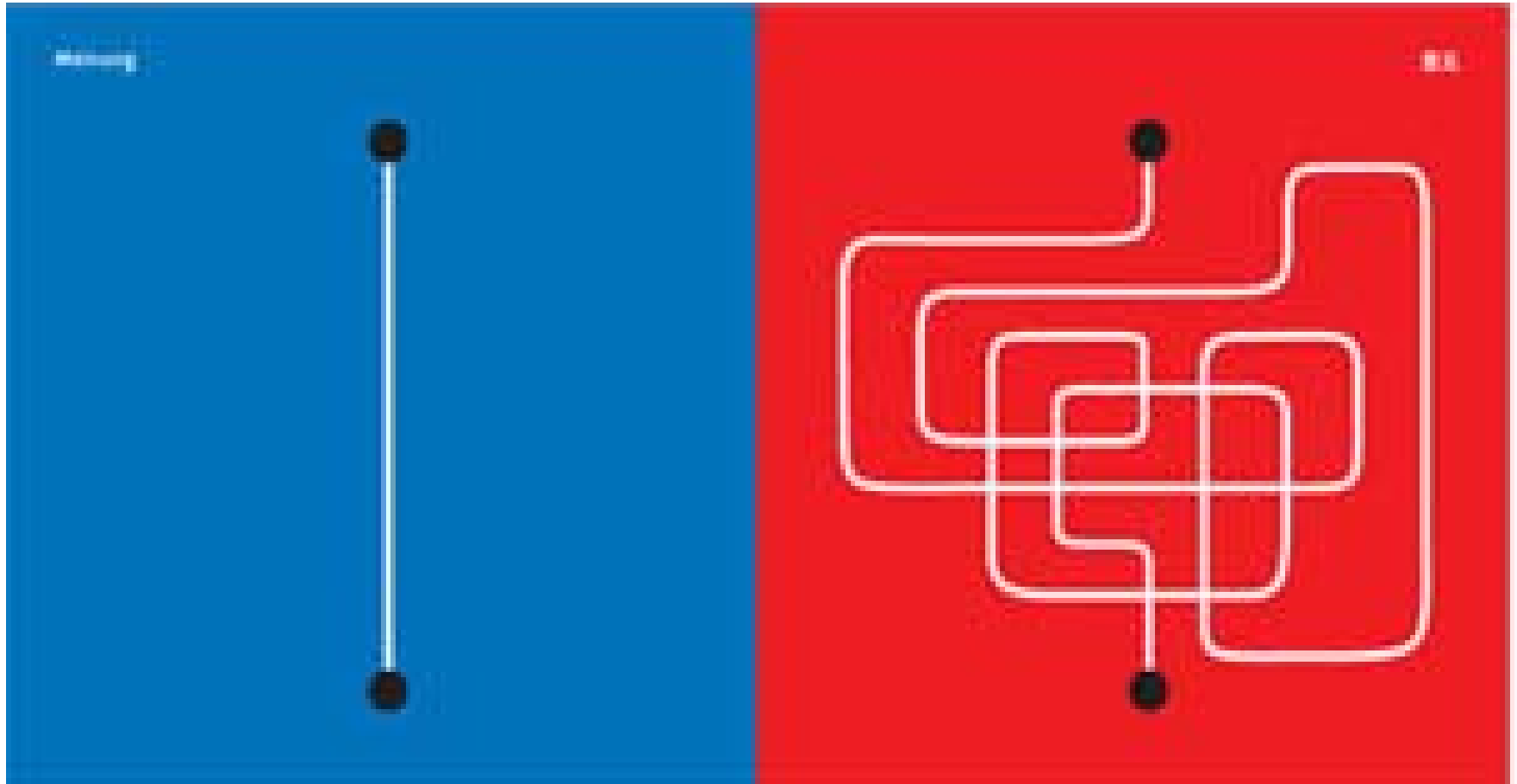
Ensure local policies are more than a literal translation of corporate policies



# Training & Outreach



# Investigations

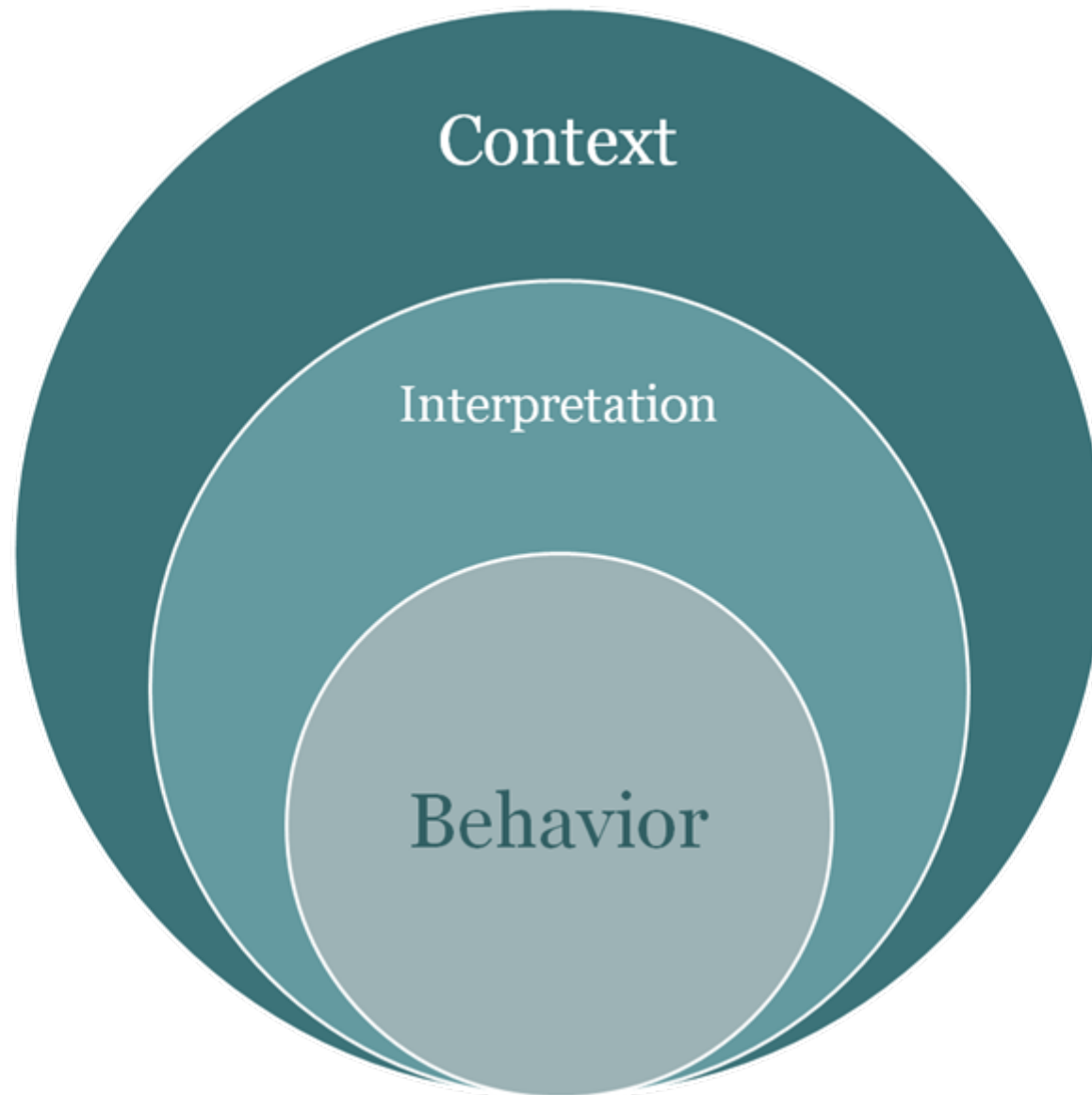


# Investigations

DON'T get straight to the point

Be extra courteous & understanding

Sensitivity to concerns



Context

Interpretation

Behavior