

Solvency II

Gabrielle O'Donovan

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Your stakeholder communications needs to be robust, at every level, to secure Solvency II compliance and gain internal buy-in for Solvency II as the new business-as-usual. If your Chief Executive fails to communicate to the markets your organization's ability to deliver on the E.U. Directive, or if a local Regulator finds that your Board has been slipshod in communicating and embedding a risk culture internally, leading to a fail in the 'culture test', your ability to operate in the Solvency II world will be questioned. "Solvency II: Stakeholder Communications and Change" explains how to avoid these and other related risks. Gabrielle O'Donovan demonstrates how to approach stakeholder management and communications in a structured and disciplined way, which is framed by the EU Directive's general governance requirements. She shows you how to use stakeholder - and change - management techniques to establish, implement and maintain effective cooperation with all levels of the undertaking and with external constituents. She outlines the basis for effective programme reporting and communication to internal and external stakeholders and shows how stakeholder communications has a key role in supporting people through change. She also reveals how to use the Risk Culture Framework to embed risk consciousness into your culture, helping you secure Solvency II approval and operate successfully in the Solvency II world. Based on the author's original research, "Solvency II: Stakeholder Communications and Change" is well-structured, readable and above all essential for all involved in Solvency II implementation.



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