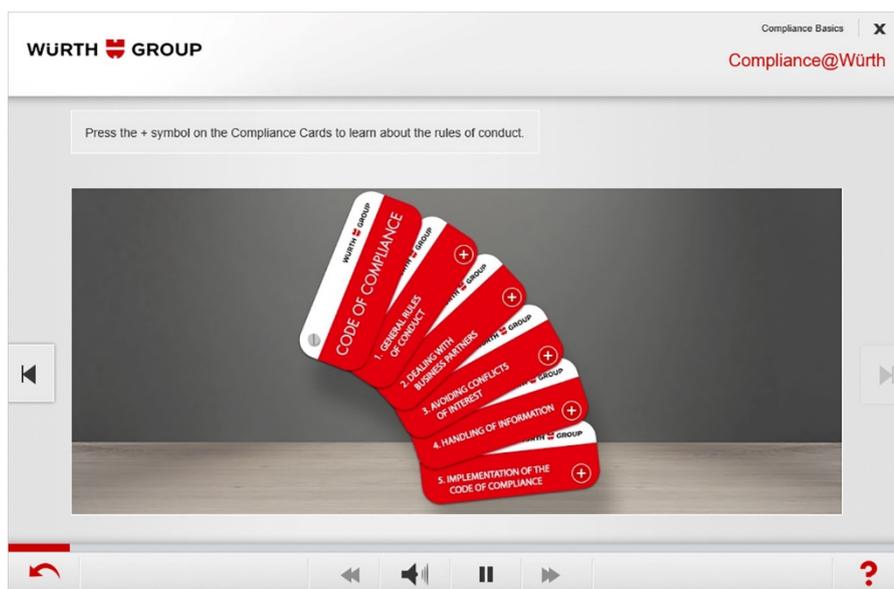# Würth Group: Integrated support in introducing a compliance management system

idox compliance

Overview

> Compliance advice, compliance communication and compliance training from one source

> Client: Adolf Würth GmbH & Co. KG

> Target group: Compliance officers, managers, employees worldwide, for individual topics based on risk exposure

The Würth Group is a global market leader in trading assembly and fastening materials. It consists of more than 400 companies in more than 80 countries, has over 77,000 employees on its payroll (as of 31 December 2018) and generated sales of EUR 13.6 billion in the 2018 fiscal year.

Compliance as guarantor for the preservation of common values

The medium-sized family business has a special corporate philosophy, the values of which must be upheld. Mutual trust, dependability, honesty and directness both inside and out are basic principles deeply enshrined in the Würth Group. This not only involves compliance with all applicable regulations and laws, but also a suitable inner attitude on the part of its employees. This attitude is crucial to the sustainable corporate success of the Würth Group.

In view of the ever-increasing challenges of compliance organisation, Würth decided to restructure the already existing compliance building blocks in a group-wide compliance management system (CMS) while significantly enhancing its compliance organisation. It intended to introduce a CMS which met the demands of modern corporate governance and reflected the company culture. Those basic conditions meant that the CMS needed to be adjusted in an appropriate company- and industry-specific manner that would also conserve resources, while at the same time being made compatible with standard ISO 19600 for compliance management systems.

Precursor for subsidiary which acts as a model

For one business area of the Würth Group, Idox Compliance had already provided support in setting up a CMS.

Building on its positive experiences and outcomes, Würth turned to Idox Compliance again for comprehensive support in introducing a CMS throughout the group, from the initial risk analysis to the implementation of training and communication measures.

Case Study

Keeping an eye on ISO 19600

Because Würth's CMS needed to be compatible with ISO 19600, Idox Compliance came up with a set of measures based on the Plan, Do, Check, Act (PDCA) cycle of the standard.
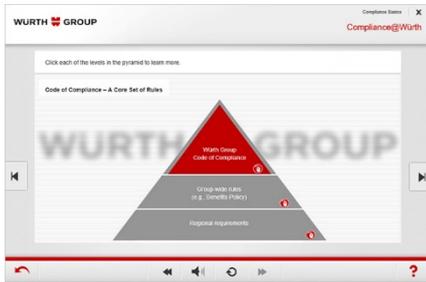
Risk analysis

An initial risk analysis ensured that the compliance measures would address the actual risks at Würth. After experienced Idox Compliance consultants had examined the specific legal and business environment, the heads of high-risk business areas were surveyed. That was followed by a half-day on-site workshop with experts and decision makers from the corporate management. The findings resulted in a risk report, with the risks identified and prioritised. They also formed the basis for selecting the appropriate content of the compliance training.

Fundamentals of the compliance policy

The fundamental orientation, objectives and scope of the Würth CMS were fixed in its compliance policy and a roadmap was outlined. Closely connected with that was the description of the basic structure of the compliance organisation, the responsibilities and the reporting obligations and methods of those involved. Moreover, suggestions for reporting templates were provided and a guideline for gifts and gratuities developed.

Communication and Training

Würth adopted a communicative approach from the outset. With the help of multipliers, the highest possible identification with compliance should be achieved within the Group.

Idox Compliance developed a corresponding training concept for basic compliance training and a presentation with a trainer guide for future internal training.

"Compliance day"

A "compliance day" was held for the managers involved and the compliance officers in the business areas as a kick-off event. There, the training materials and their use, the CMS and the "Tone from the Top" were introduced to these multipliers.

Compliance trailer as another central training element

A versatile animated video clip in smartLesson format serves to raise awareness and motivation. Specifically adapting it to Würth brings about a high degree of identification among the employees.

Compliance e-learning

To roll out consistently high-quality compliance throughout the decentralised company structure, training programmes from the standard portfolio of Idox Compliance were used. Based on the identified risks, the appropriate content was selected and adapted as required, with unnecessary lessons omitted.

Moreover, the individual lesson "Compliance@Würth" was prepared in cooperation with Würth. Based on the value-oriented corporate culture (including the Tone from the Top video with Prof. Reinhold Würth), users are given an overview of the Würth Code of Compliance, the compliance organisation and ways of reporting violations.

This way, a training campaign tailored to Würth's specific risk exposure could be implemented with little effort. The following topics were addressed in eight languages:

- Basics of compliance (including the individual lesson "Compliance@Würth")
- Protection against corruption
- Fair competition (Antitrust)
- Information security

The SCORM-compatible training programmes were rolled out for the different subsidiary companies via a learning management system purchased by Würth separately.

Conclusion: Best practice in introducing compliance

"Idox Compliance has managed to provide Würth with optimal support in introducing compliance within a short project term while taking our value-oriented company culture appropriately into account and addressing the individual risks. The holistic approach and "hands-on" mentality of Idox Compliance also corresponded with our understanding of successful cooperation."

Klaus Roth, In-house Lawyer and Group Compliance Officer

Case Study