## PwC Research Conduct First

When your organisation needs to define and measure conduct risk related behaviours of employees





**Predicts behaviour** Predicting areas of potential conduct risk



**Benchmarking:** Identifies risk across key demographics; interventions based on key performance indicators (KPI's)



**Gap Analysis:** Identifies the gap between expected and actual behaviours



**Changes behaviours** Suggests interventions to address tricky behaviour



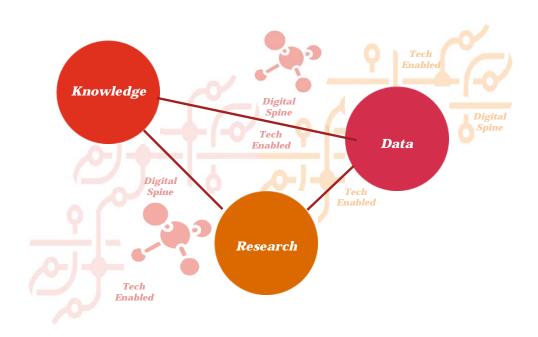
**Pro-active measures:** Provides evidence to regulators of conduct related behaviour

**Conduct First** 

Our conduct risk diagnostic

## PwC Research

## Connecting insight, unlocking opportunity



## Connect with us



Honor Mallon Partner 07841 954129 honor.mallon@ pwc.com



Alison Blair Director 07711 589018 alison.b.blair@ pwc.com



Duncan Wardley
Director
07887 702248
duncan.wardley@
pwc.com



Michelle Norman Director 07827 309738 michelle.norman @pwc.com