The Effectiveness Era

Oonagh van den Berg | Book introduction

Moves from proving that a financial crime framework exists to proving that it works. Covers FATF Immediate Outcomes, governance, AI explainability, data integrity, management information and evidence that controls reduce risk.

Who it is for

Boards, MLROs, compliance officers, risk and audit professionals, and supervisors.

Published themes at a glance

• Effectiveness and supervision: FATF Immediate Outcomes, outcomes-led oversight and the limits of framework theatre.

• Governance and operating reality: accountability, defensible decisions and evidence that controls reduce risk.

• Data, MI and AI: integrity, explainability, evidentiary reconstruction and predictive supervision.

How it helps in practice

Test whether your controls demonstrate outcomes rather than simply documenting activity. Use the diagnostics and challenge questions to examine the evidence behind governance, data and AI decisions.

Practical material

Practical frameworks, diagnostics, board challenge questions and operational strategies.

This overview summarises published themes, not a chapter-by-chapter contents list.

View the book on Amazon

BOOK LAUNCH

THE EFFECTIVENESS ERA

Modernising Compliance. Delivering Real Impact.



THE ERA OF FRAMEWORKS IS OVER. THE ERA OF EFFECTIVENESS HAS BEGUN.

NOT ABOUT TICKING BOXES	NOT ABOUT DOCUMENTATION	NOT ABOUT DETECTION	NOT ABOUT COMPLIANCE
It's about outcomes, not outputs.	It's about evidence, not volume.	It's about intelligence, not alerts.	It's about resilience, not routine.

WHY THIS BOOK MATTERS NOW

The world has changed. So have the risks.
Yet too many institutions remain trapped in yesterday's compliance playbook.

INEFFECTIVENESS. INFORMATION OVERLOAD. REPUTATIONAL RISK. REGULATORY PRESSURE.

This book shows how to move beyond activity and embed a culture, capability and operating model designed to deliver measurable impact.

> "Effectiveness is not a destination.
> It is a discipline.
> It is a decision.
> It is the future of compliance."

WHAT YOU WILL FIND INSIDE

A NEW EFFECTIVENESS PARADIGM	THE EFFECTIVENESS OPERATING MODEL	DATA, EVIDENCE & INTELLIGENCE	AI AS AN ENABLER OF EFFECTIVENESS	PEOPLE, CULTURE & LEADERSHIP	RISK ADAPTABILITY & RESILIENCE
Understand the shift from framework compliance tto measurable impact.	A practical model to embed intelligence, assurance and continuous improvement.	Build a defensible evidence architecture that drives insight, decisions and action.	Use AI responsibly to enhance decision-making, efficiency and supervisory outcomes.	Build the right culture, skills and leadership to sustain effectiveness over time.	Develop adaptive capability to stay ahead of evolving financial crime threats.

WHO SHOULD READ THIS

- Boards and Non-Executive Directors
- Chief Risk, Compliance & AML Officers
- MLROs and Financial Crime Leaders
- Internal Audit & Model Risk Teams
- Regulators and Supervisors
- Chief AI & Data Officers
- Transformation & Strategy Leaders

★★★★★

A PRACTITIONER PLAYBOOK.
NOT THEORY.
NOT HYPE.
REAL-WORLD STRATEGY FOR REAL-WORLD IMPACT.

WHAT MAKES THIS DIFFERENT

- ✓ Written by an experienced operator
- ✓ Bridges compliance, intelligence, technology and human judgement
- ✓ Practical frameworks, models, checklists and decision tools
- ✓ Built for institutions that must be effective, accountable and future-ready

DESIGN BETTER GOVERNANCE | MAKE STRONGER DECISIONS | BUILD OPERATIONAL INTELLIGENCE | DRIVE MEASURABLE IMPACT | STAY EFFECTIVE UNDER PRESSURE

BECAUSE IN THE EFFECTIVENESS ERA,
INSTITUTIONS THAT PROVE THEY WORK WILL LEAD. OTHERS WILL FALL BEHIND.