COMMERCIAL FINANCE LAUNCH PROGRAMME · MAKE CLIENT COMMUNICATIONS FAIR, CLEAR AND NOT MISLEADING

Financial promotion sign-off workflow

A simple approval path (draft, sign-off, publish) with a fair-clear-not-misleading pre-flight checklist. It routes to the sign-off owner; it does not grant approval.

01 The standard

This is a signpost, not compliance advice. Promotions must be fair, clear and not misleading.

Confirm the piece is balanced and does not overstate a rate or an outcome

The disclosures your compliance requires, including commission (see Get Compliant)

02 The sign-off owner

Sign-off authority is your network's or your compliance function's, not this workflow's.

Who signs off a financial promotion before it goes live: your network, principal, or compliance function

How you reach them, and how long sign-off usually takes

03 The workflow

Your approval path: draft, sign-off, publish, with nothing skipping the middle step

Where the review step sits in your content workflow so nothing publishes unchecked

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