



5 Key Principles that will **Transform** your **Ethics and Compliance** Training Program

Your annual compliance and ethics training is the flagship communication for you to reach your global workforce and a well-designed learning program can:

- ➔ Shape the culture of your organization, creating a workplace in which employees are empowered to speak up and inspired to act with integrity in their day-to-day role
- ➔ Validate compliance and ethics as a business enabler, helping to attract new hires, build trust within the marketplace and foster a partnership with your industry regulators
- ➔ Strengthen the reputation of your compliance team as a creative and pragmatic business function aligned with the firm's overall vision and strategy

In this white paper, [Interactive Services](#) shares lessons from rolling out its Integrity Compliance and Ethics eLearning program with Chief Compliance Officers who are responsible for training 4+ million learners each year in 110 countries.

Learn More About Integrity by Interactive Services, visit us online [here](#).

Principle #1

Know Your Audience

As learners, our engagement is maximized when compliance and ethics training speaks to us as individuals, reflecting our unique job-role, competency and local market needs. The more tailored the training the more impactful the learning experience, resulting in improved outcomes for knowledge retention and on-the-job behavior change.

Learning should be aligned around **three key pillars** that adapts training to each employee:

Adaptive Learning

Practice

Outcome

Role-Profiler

An online profiler identifies the employee's tenure, business function and responsibilities and adapts learning to their specific needs



Training is mapped to the learner's specific role and responsibilities.

Test-Down

A series of diagnostic quiz questions determines the learner's prerequisite knowledge and delivers contents tailored to where they need development.



Learners focus on just the areas they need to improve on, saving time

Regionalization

Learners are able to identify their region and language preference to study learning specific to their local market in their preferred language.



Training covers local laws & is available in learners' preferred language.



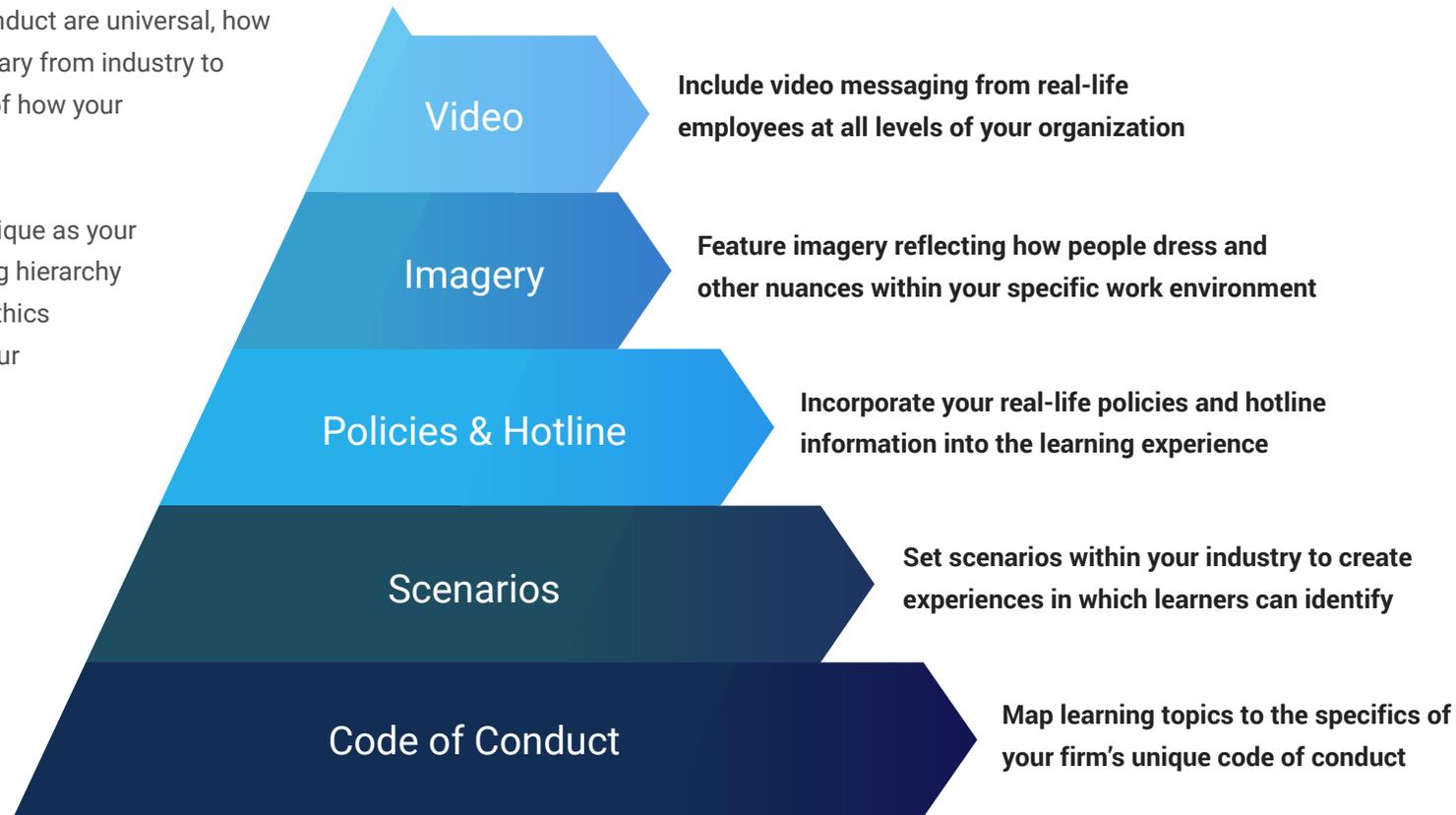
Explore a **real life of example** of a role profiler and diagnostic assessment that allowed one organization to shorten annual compliance training from 70 minutes to 20 to 30 minutes without compromising its commitment to regulators.

Principle #2

Deliver Compliance and Ethics Learning as Unique as Your Organization

While standards of ethical conduct are universal, how these principle manifest will vary from industry to industry and are at the heart of how your organization does business.

Your learning should be as unique as your organization; use the following hierarchy to create a Compliance and Ethics Program as exceptional as your organization.



Principle #3

Your Branding Matters

Your firm's brand identity represents one of your organization's most valuable assets in reaching your market but is also at the heart of engaging your own employees. Branding your compliance training program means so much more than adding your corporate logo to a ready-made compliance training program.

- ✓ Your eLearning user experience should be customized to align with your firm's corporate colors, including all navigation elements, to feel consistent with your public website
- ✓ The voice and tone of your compliance and ethics training should reflect how people speak at your organization, using the right nomenclature to refer to employees and departments
- ✓ Artwork, photos and characters in learning should feature dress and imagery set within your organization whether that is a global manufacturing plant or tech startup
- ✓ Speak to your firm's unique principles and standards of ethical conduct that mark your brand as unique
- ✓ Feature video of your CEO and other champions of your brand who carry firm's ethics and compliance message to employees and the marketplace

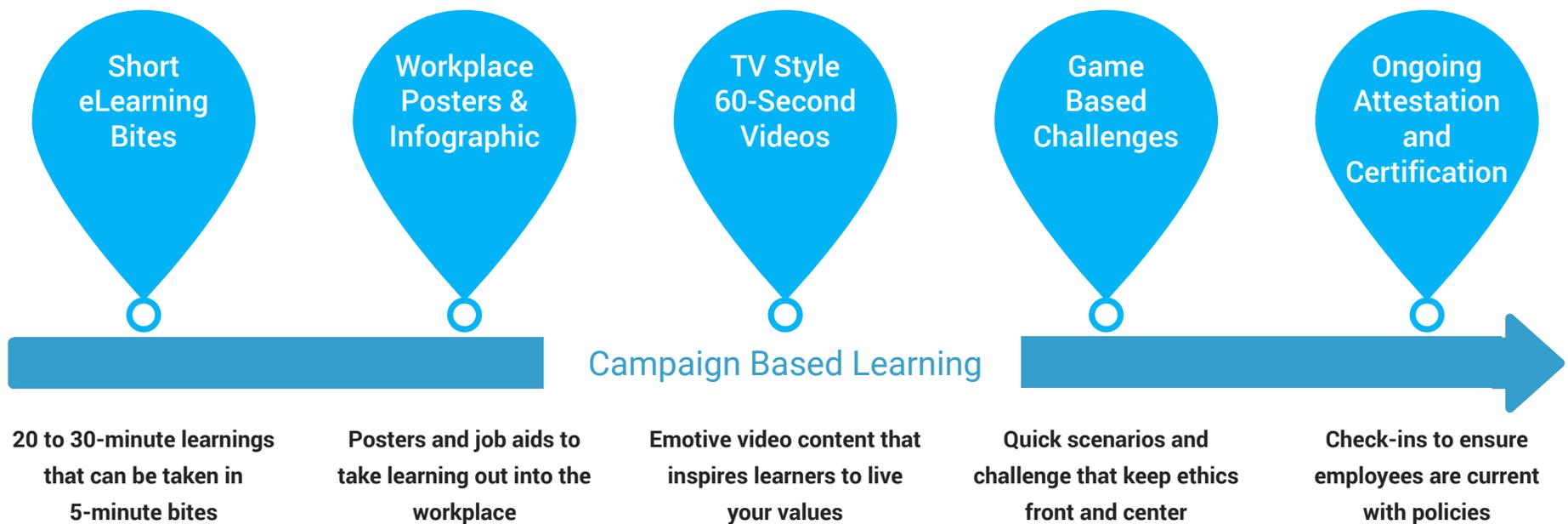


Principle #4

Utilize Campaign Learning

Compliance and ethics training is more than a onetime annual training.

Instead, think about how compliance and ethics can be cascaded throughout your organization to keep them front of mind. A model learning campaign should include:



Explore this [60-second video](#) that can be used as part of a compliance and ethics campaign to encourage employees to Speak Up and ensure the integrity of your workplace

Principle #5

Measure What Matters to Your Organization

Advances in Learner Manager Systems (LMS) means Compliance Officers and their teams, even with global workforces of 100,000+ employees, can now drill down to individual question responses for every employee regardless of their location or job role.

While providing powerful reporting to boards and regulators is key, the true value is in measuring the efficacy of training and driving constant improvement to the quality of your learning.

Question level reporting allows you to:

Compare competency by job role for each key element of your Code

How have your R&D specialists performed in their harassment training versus other job functions such as customer service or sales?

Trend performance over time for greater insights

Tracking how new hires perform versus tenured employees can provide valuable insight on how to shape your compliance onboarding program for new hires or better engage current workers

Review performance for topics and individual questions

If employees are consistently struggling with a particular topic or individual question, it can provide guidance on where to focus remedial training in your ongoing training efforts

About Interactive Services

We are your strategic partner for ethics and compliance training.
Our learning technology enables multinationals to build a global culture of integrity where employees feel empowered to speak up and do the right thing.

We believe people want to work for a company with integrity.
The right content, delivered via the right technology, helps your people do the right thing, at the right time, in the right way.

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