Compliance Learning Excellence:
How Are Multi-Nationals Succeeding in Creating Effective, World-Class Compliance Training Programs

- Why does compliance training matter for the 2020 workforce?
- How learning can build a culture of compliance and ethical behaviour, and instructional principles for reaching large, multi-national workforces
- Join us for a discussion about how CWT is building compliance training programs that work

AGENDA
F O R  T O D A Y

1 CULTURE OF COMPLIANCE
2 HOW TO MAKE TRAINING EFFECTIVE
3 DEPLOYMENT & ROLL-OUT
4 MEASURING EFFECTIVENESS
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FOR TODAY

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We have a strong culture of compliance

A Agree
B Partly Agree
C Disagree
D It’s Complicated
Culture Of Compliance
I see compliance as….

Competitive Advantage
An insurance policy
Hygiene
Something else…

FOR TODAY
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CULTURE OF COMPLIANCE
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How to Make Training Effective
What's the greatest training challenge you face in 2020?

A. Being asked to do more with less
B. Consolidating and improving our program
C. Adapting to changing regulatory environment
D. Something else…

E-Learning Instructional Design Model
A simple, three-step model for e-learning courses

LEARN IT – The facts. The figures. What to do. What not to do. Learn what you need to learn in a fast, snappy fashion. Content is targeted and profiled by role and location.

WORK IT – A chance to practice and apply what you just learned. Explore a scenario. Make a decision. Learn from your mistakes and get feedback from experts.

PROVE IT – Time to walk the walk: use this assessment to demonstrate you know how to keep yourself and the business safe.
Make unlimited edits to ALL text fields all screens. This tool can be used to reference your company's policies, set the scenarios within your industry or make any other changes that make learning resonate with your audience.

**AGENDA FOR TODAY**

1. Culture of Compliance
2. How to Make Training Effective
3. Deployment & Roll-out
4. Measuring Effectiveness
Deployment & Roll-Out
How do you create your content?

- A: 3rd Party off the shelf
- B: 3rd Party off the shelf with customisation
- C: Internal
- D: Other...

Building a Culture of Ethical Behaviour

- Diagnostic Assessment
- Role-Profiler
- Language Packs
- eLearning
- Campaign Learning Kit
- Refresher Quiz
COMPLIANCE CALENDAR

1. Kick-Off Campaign
2. 100% Workforce Competency
3. Compliance Is Everyday
4. Sustain the Buzz
5. Support Me In the Moment
6. Keep Me Updated

Intranet blog series on specific topic for each quarter
Each quarter has a separate focus area, e.g. conflicts of interest.
Physical posters/banners in main offices, stickers on computers
Intranet vlogs with a twist each quarter
Topical online self service- SME support
Quarterly focused training

Driving Completion
How is compliance training perceived in your organisation?

A
B
C
D

Necessary evil
Useful reminder
Great way to boost compliance culture
Something else…
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How to Make Training Effective
You know your training is effective because…

A We measure carefully and have hard data
B We have anecdotal evidence but no hard data
C Actually, we don’t know that our training is effective
D Something else…
Measuring Effectiveness

- LMS
- Role Profiling
- Existing metrics
- Qualitative feedback
- Leveraging Goodwill
5 Key Take-Aways

1. Training should reflect and drive culture
2. Relevance is key
3. Training is not a one-time event, use multiple touch points/interventions
4. Use all avenues available to get the compliance message out there
5. Leverage what you’re already measuring

APPENDIX
How to Make Training Effective

Know your audience

• Role Profiling
• Test-down
• Include video from senior leader or real-life employees
• Imagery reflecting how people dress and other nuances of your work environment
• Include real-life policies and hotline information
• Set scenarios within your industry to create experiences in which learners can identify
• Map topics to specifics of your firm’s Code
• Branding matters – logo and colour scheme

Measuring Effectiveness

• LMS configuration up front, relationship with LMS team
• Compare competency by job role – how do people in Sales perform on ABC vs people in R&D?
• How do tenured employees perform vs new hires – how does this reflect on your compliance onboarding?
• Review performance for key topics and individual questions – are employees consistently struggling with a particular topic or question?

• What else matters in your organisation that you can measure?
• What are you measure already?

• Qualitative feedback:
• From learners
• From peers in other departments who deploy other types of training e.g. sales, product, HR
Measuring Effectiveness
Leveraging goodwill from well executed training – Questions for Audience

Ask audience – What have you experienced? How did you leverage the goodwill generated? how did we make a flagship program.

• What are the one or two things you want to improve?
• I’ll know it was successful when….
• What components parts of the process need to change
• Change one or more components in pursuit of aspiration