



1

In This Section

- How to create training with impact
- Focusing on what the law means (not says)
- Plain language communication
- Adding tactics of persuasion
- Thinking globally

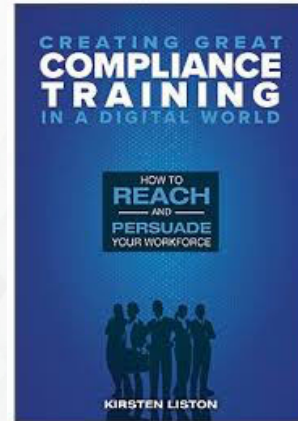
 **SCCE**
Society of Corporate
Compliance and Ethics

 **HCCA**
Health Care Compliance
Association

2

Training with Impact: What Moves the Needle?

1. Focus on what the law MEANS, not what the law SAYS
2. Think like a lawyer, talk like a human
3. Aim for persuasion, not just information



SCCE & HCCA



3

Pop Quiz: Complete the Sentence:

According to Knowles, adults need to be involved in the _____ and _____ of their instruction.

_____ (including mistakes) provides the basis for learning activities.



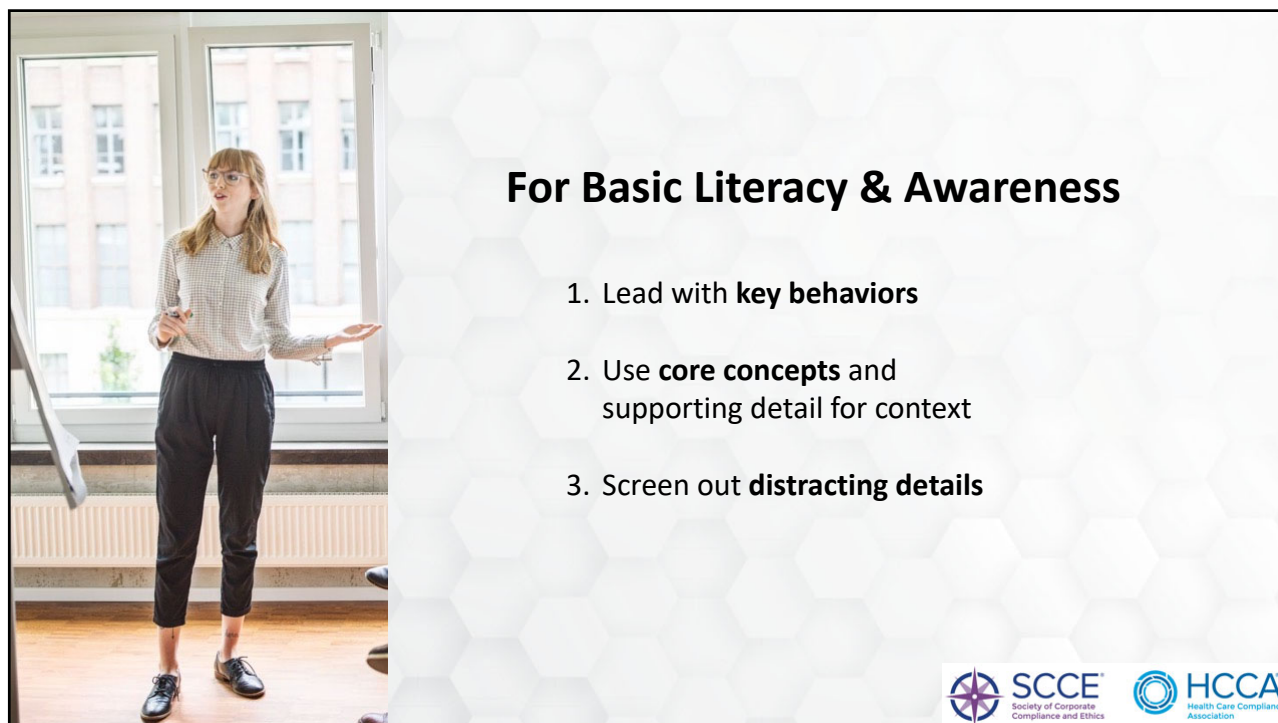
4



Focus on what the law **MEANS**, not what the law **SAYS**



5



For Basic Literacy & Awareness

1. Lead with **key behaviors**
2. Use **core concepts** and supporting detail for context
3. Screen out **distracting details**

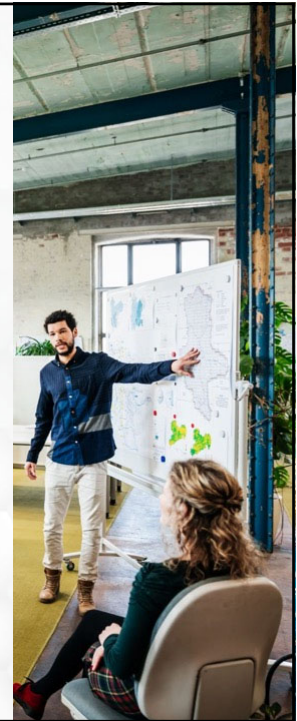


6

Key Behaviors

Specific behaviors and actions you want from learners:

1. Involves concrete actions and common situations an individual employee could reasonably encounter
2. Can be written as a “we/you” or “do/do not” statement

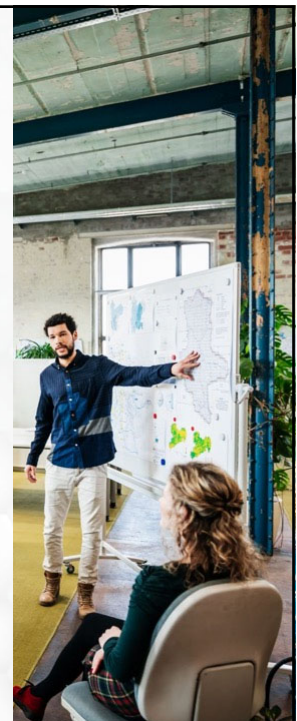


7

Core Concepts

Provide important context for what you’re asking employees to know and do:

1. Why does this law exist? Why should anyone care?
2. If you could tell employees only three things...?
3. What’s the worst that could happen if someone gets this wrong?
4. What constitutes basic literacy?



8



Distracting Details

Things only experts or lawyers need to know:

1. Technical terms; certain legal concepts and definitions
2. History of the law
3. Subtle nuances



9



For Basic Literacy & Awareness

1. Lead with **key behaviors**
2. Use **core concepts** and supporting detail for context
3. Screen out **distracting details**



10



11

Use copywriting tactics to connect with your audience

This can be surprisingly hard for people used to communicating in a formal way!

- People on the web skim rather than read—and skip dense paragraphs
- Write it how you would say it to a friend—or a smart 12-year-old: simply, clearly, in plain English
- Style your text so it's easier to read:
 - Use more line breaks
 - Break up content with subheadings
 - 1 idea per paragraph; 3 sentences max per paragraph
 - Use bulleted and numbered lists
 - Highlight content strategically



12

social triggers. Blog About Menu Free Updates

HERE'S WHAT SOCIAL TRIGGERS IS ALL ABOUT

Hey, what's up? I'm Derek Halpern, the founder of Social Triggers, and if you ever asked yourself:

- "How can I get more customers?"
- "How can I persuade someone to work with (or help) me?"
- "How can I negotiate lower prices, higher salaries, and better rates?"
- "How can I price my products profitably (and entice people to buy them?)"
- "How can I convince people to listen to me?"

Or if you've ever just needed someone else to do something (whether it's talk about you, buy from you, refer people to you)...

...You're in the RIGHT place!

Photo credit: Mike Folden

GET FREE UPDATES
Enter your name and email below and click "Get Free Updates!"

First Name
Email Address

GET FREE UPDATES

We will never sell, rent, or share your email.

Free Ebook: How to Get

SCCE Society of Corporate Compliance and Ethics HCCA Health Care Compliance Association

13

Colgate

OBAL CARE CENTER OBAL CARE PRODUCTS BRIGHT SMILES. BRIGHT FUTURES. SPECIAL OFFERS BUY NOW

Colgate

It's time to give your inbox something

Fresh

Sign up and get \$4.50 in coupons right away

email address... Start Saving

The next care is he grinning

We use cookies and similar technologies to understand how you use our website and to create more valuable experiences for you. By using this website, you consent to our use of cookies and similar technologies, as described in our Cookie Policy. You can change your preferences at any time through our Cookie Preferences Tool.

SCCE Society of Corporate Compliance and Ethics HCCA Health Care Compliance Association

14

Fair competition, or antitrust, laws are designed to encourage fair competition in the marketplace. They protect both companies and consumers from unfair competitive practices.

As a large, global company, we must be very aware of our often dominant position in the marketplace. We are committed to complying with both the letter and the spirit of fair competition laws.

Our Company believes in vigorous competition, but we do not use illegal or unethical means to gain an advantage over a competitor. In this module, you'll learn what this means and what behavior is expected of you in this respect.



15

Fair competition, or antitrust, laws are designed to encourage fair competition in the marketplace. They protect both companies and consumers from unfair competitive practices.

As a large, global company, we must be very aware of our often dominant position in the marketplace. We are committed to complying with both the letter and the spirit of fair competition laws.

Our Company believes in vigorous competition, but we do not use illegal or unethical means to gain an advantage over a competitor. In this module, you'll learn what this means and what behavior is expected of you in this respect.

The competition laws help support a free and fair marketplace.

We're a large company in a high-visibility industry.

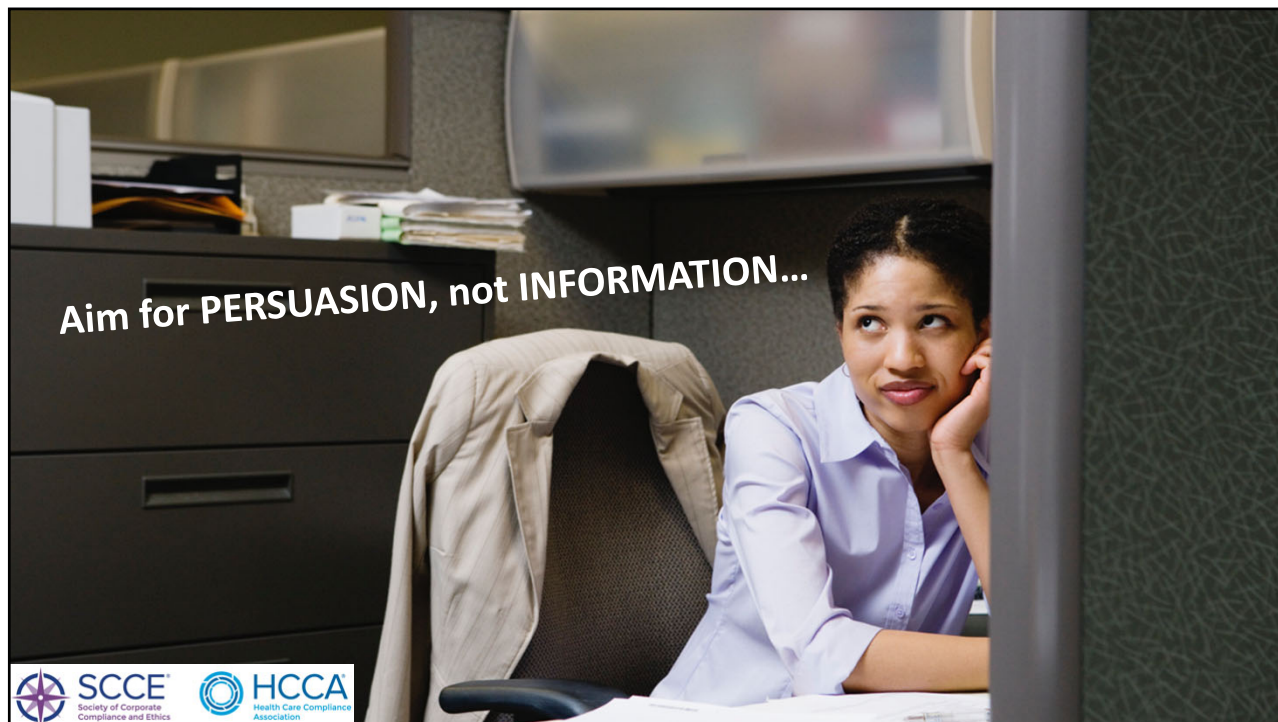
We **need** to follow these laws.

We will never take illegal or unethical actions, even if it helps us win.

Let's review some key concepts....




16



17


Think Like a Marketer

Start with what your audience cares about.
Only then can you move them where you want to go.



This Girl Can, Sport England

SCCE Society of Corporate Compliance and Ethics
HCCA Health Care Compliance Association

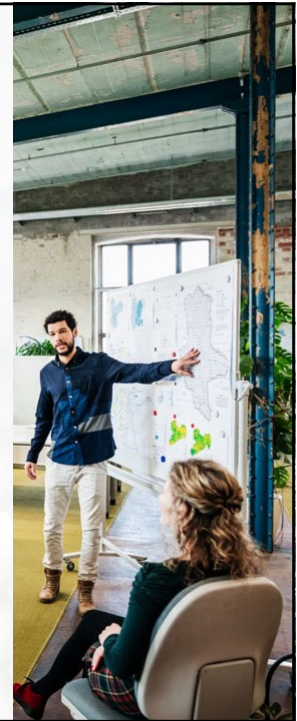


18

Find Out What Matters

Your audience doesn't care about you. They care about themselves and their problems.

- #1 marketing mistake: Writing about yourself and your concerns, not the audience.
- Customers don't care about you. They care about themselves and their problems.
- Use words and phrases your CUSTOMERS care about, not ones YOU care about.

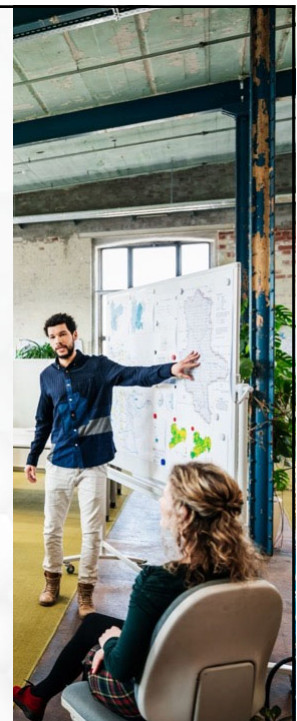


19

Connect THEN Send

Get your audience's attention and interest before you deliver your message.

- People are constantly interrupted by one-size-fits-all messages—and great at screening them out.
- But what if your audience looked forward to receiving your messages?
- Ask: What matters about your message? What's compelling? What would make someone say, "That's interesting!"
- If you can't be interesting, at least be useful.



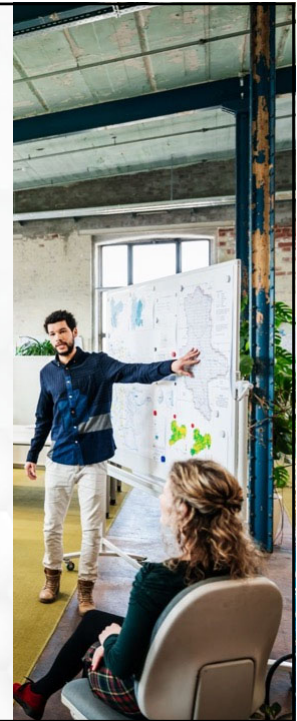
20

Short can be Powerful

Giant brands are built on 30-second spots and billboards.
Your messages don't need to be long to be effective.

Remember these? Match the product to the slogan:

- Gives you wings
- I'm loving it
- Just do it



21

Taking Your Content Global

- Consider global audience from the start
 - Vernacular: Avoid American idioms
 - References: World Cup, not baseball/football; "authorities" not SEC/DOJ
 - Visuals: Clothing, light switches, offices
- Look for ways to introduce a global feel
 - Company pictures from around the world
 - Videos/messages in range of native languages
 - Stories set in specific countries/regions



22