Innovative Strategies for Fostering a Compliance Culture  
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Let’s Kahoot!  
Kahoot.it  
or download the Kahoot App 

Ethics & Compliance Office at Coca-Cola
What do average employees think of ethics & compliance training?

If they think it’s too...
• time-consuming
• boring
• out-of-touch
• interested in covering the behinds of senior leadership...
then we have a problem.

Three Tips to Make Ethics & Compliance Training, Communication and Outreach Effective

1. Keep it human.
2. Focus on real problems and behaviors.
3. Use new technology, where it helps.

Training Trends & Best Practices
A Recipe for Impactful Facilitator-Led Code of Business Conduct Training

- Start with an icebreaker (Kahoot!, others)
- Limit the letters on the page
- Add interesting visuals where you can
- Always add relevant examples and scenarios
- Add a dash (or more) of humanity
Communication & Outreach

• Real Concerns, Real Solutions (Mexico)
• Integrity Messages of the Month
• 1-1 Discussions
• Mobile App

TCCC COBC Launch

Global Message
Global Quiz + 25 Prizes
Activation Toolkit
Atlanta Office Campus Activation

Remember: Work with RNC or other SMEs. Use knowledge and expertise of others.
How to make a Code of Business Conduct launch fun. Seriously.

Introducing sara…

Meet sara. Our Coke Eats virtual assistant.

“We’ve got more to do. Because there’s no way we can aspire to help engage with our consumers and help our customers if we ourselves can’t be at least on the front edge in terms of how things work digitally. So we’ve made a lot of investment and we’re doing a lot of work to bring that up to speed internally. And, we are working with our bottling partners to do that.”

James Quincey, April 2018
Virtual Assistant Ecosystem

What are the key takeaways from our experience deploying chatbots in the enterprise context?

Seamless experience across multiple points of entry.

- Users have come to expect chatbot assistance at every digital interaction point.
- Consistent look and feel and shared chatbot knowledge base is critical.

Personalization of content is key.

- Relevant content is key. Chatbots need to leverage user insights to provide personalized information that drives engagement.
E&C Key Learnings

- Careful consideration of FAQs
- Drive users to a menu and workflow (vs. free-form questions)

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<table>
<thead>
<tr>
<th>Traditional FAQ</th>
<th>Outdoor Question</th>
</tr>
</thead>
<tbody>
<tr>
<td>I have an opportunity to open a franchise with my sibling and my best friend. Can I use the same form?</td>
<td>Can I use a form for the same purpose?</td>
</tr>
<tr>
<td>If I purchase shares in a customer that has become a publicly traded company?</td>
<td>Can I invest in a publicly traded company?</td>
</tr>
<tr>
<td>Can I take a part-time role with a competitor whose focus will not conflict?</td>
<td>May I keep the gift?</td>
</tr>
<tr>
<td>Can I keep the holiday basket filled with supplier promotional materials like a t-shirt and a hat. It also includes an iPad with the supplier's logo.</td>
<td></td>
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