Creating Innovative, Personalized Training that Gets Results

Our Creative Team

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We believe that software has the power to unlock new possibilities for people and our planet. Our software forms a digital foundation that powers the apps, services, and experiences transforming the world.

Our Approach

Engage employees with personal, relevant and customized training designed to foster a sense of accountability for compliance.

Leverage a values and principles-based approach to help employees learn to navigate ethical and compliance dilemmas.

Our Process

1. BRANDING
2. INSIGHTS AND MESSAGES
3. CUSTOMIZED TOPIC AREAS
4. CREATIVE DIRECTION
5. PRODUCTION, FILMING & DESIGN
The Branding Challenge

Objective: Get VMware teams and employees, especially people managers, to:

**Think**
“I own compliance.”

**Feel**
Personally accountable for compliance in their own behaviors and actions and as part of the processes and programs in which they participate.

**Do**
Act to protect VMware’s brand and reputation by operationalizing compliance, reporting concerns and issues, and proactively engaging with subject matter experts for guidance.

E&C Message

“Ethics and Compliance: We All Own It”

The Insights

**Insight**
“What I love about working here is I have the freedom to innovate.”

“IT’s somebody else’s job to worry about compliance.”

**What I want**
I want lots of freedom and limited bureaucracy.

I want to focus on my work.

**What I need to hear**
E&C is here to help you better understand the risks, so you can make risk-based decisions while moving quickly. Compliance is inherent in your job.

E&C Message

* Knowing the rules helps you get your job done better and faster
* Compliance is your responsibility
* There are going to be some gray areas
 Ethics & Compliance: We All Own It

The Nitty-Gritty

What It Took

- 4 months to plan, write, review script
- 4-day on-site shoot
- 30 VMware employees on screen
- 3 months to edit, review, build course

The Results

- 90% of survey respondents felt more confident navigating ethical dilemmas
- > 650 individuals self-registered
- “Fun, energetic, well paced, and informative. Five stars!”
- “…was expecting this to be like a visit to the dentist! But what a delightful surprise!!...entertaining, educational, creative and authentic.”
Lessons Learned
How You Can Create Innovative, Personalized Training that Gets Results

- Start with your audience
- Make it personal
- Engage internally early
- Don't despair about your budget
- Repeat and Reinforce