The Power of Story
Insights for Communicating Ethics & Compliance

Agenda

• From Candy to Colbert to Compliance
• Five Ideas
  1. Affecting Corporate Culture
  2. Importance Of Storytelling
  3. Comedy, Context Setting & Truth
  4. Audiences Want In On The Act
  5. Vitamins vs. Inoculations
• Final Thoughts & Takeaways
  for Communicating Ethics & Compliance
From Candy to Colbert to Compliance

Alums include:
Alan Arkin, Alan Alda, Robert Klein, Fred Willard, The Belushi’s, Bill Murray, Harold Ramis, Gilda Radner, John Candy, Eugene Levy, Catherine O’Hara, Jeff Garlin, Chris Farley, Mike Myers, Tim Meadows, Steve Carrel, Tina Fey, Amy Poehler, Stephen Colbert…

The Second City: 55 Years of Social, Political & Corporate Satire
• The world’s largest training organization - improv & comedic theater - 25,000+ students/yr
• Chicago, Toronto and Hollywood and National Touring Companies that travel the world

Second City Works: Make Work Better
• Improv to Build Communication & Leadership Skills
• Humor to Socialize Learning & Improve Employee Engagement
• Custom Live and Digital + RealBiz Video Communications – Ethics, Talent, Sales
1. Actively Affecting Corporate Culture

Mitigate Risk by Focusing on Communication & Culture

- Not playing to a “warm room.” Changing the Brand.
- Shifting from Rules & Enforcement to Behaviors & Learning
- Embracing Role as a Coach and Collaborator
- Building Trust – People Won’t Go To the Office of “NO”

A Conservative Approach to Training & Communication Puts The Org. at Risk

- You can’t change behaviors until you change attitudes and you can’t change attitudes until they pay attention.

2. Storytelling

Separate the WHAT from the HOW

- Corporate Communication
  - Reaching people with media they are familiar with

- Individual Communication
  - An improvisers toolkit can help – A Crash Course.
  - Improv = A set of skills focusing on communication, collaboration, awareness and support.
“Yes, And”
Affirmation not Agreement
Build on the ideas of others to engender empathy, respect and trust.

Yes, And
Reserve
Judgment of Yourselves and Others

Be “Others” Focused

Be grateful for information

Active Listening
Listen to understand, not wait to talk
Let go of your agenda, read audience and adjust

Communication & Awareness
Positive communication
Collaboration builds trust

Bring a Brick

3. Comedy, Context Setting & Truth

• Retention: Humorous messages are noticed, shared and retained more

• Recognition: Entertainment is one of the main ways people consume information in their daily lives.

• Context Setting & Truth – Not “making fun of”
  • Breaks down barriers. Makes tough topics accessible & digestible
  • Mirror to society. Laughter comes from shared recognition.
  • To Heighten or Exaggerate Behaviors.
  • Emotional vs. Cognitive learning

Global: does humor translate?
4. Audiences Want in on the Act

Dialogues beat monologues.
Web and social make dialogues possible with remote audiences.

Give voice to your audience.
Represent their point of view. Create a feedback loop.

Provide stimulus to get a response.

5. Vitamins vs. Inoculations

87% of learning is lost within the first month.
Average person has a shorter attention span than a goldfish!

Say it, and say it again.
In a noisy environment, reinforcement is key.

Ongoing “In-vertising” Shorter, Regular, Proactive, Positive. Variety of Stimulus is Key.
Try New Things.

Use existing communication channels.

Drive Traffic to Policies & Learning Resources
Some Takeaways

• Boring Doesn’t Work.
• People Crave Authenticity. Humanize the issues, the people, the office.
• Try New Things. Don’t Over-Engineer.
• Involve Your Audience.
• Balance “Carrots” and “Sticks”

Culture and Trust is Key
You Can Actively Affect Culture By How You Choose To Communicate
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Thank You!

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