


What we’ll cover:

- The challenge of capturing attention – a new old problem
- How to create compliance training that communicates like people do
- SAIC’s program: A real-life case study


Observation 1: Your audience has changed – we all have!

- Internet has re-wired our brains for quick processing – “screen and glean”
- Developments in technology & tools have raised expectations for content & visuals
- All this = competition for ANY content, including your compliance messages



Observation 2: Compliance training isn't for informing employees, but persuading them.

- “Mandatory” doesn't work any more
- Information alone isn't enough – you need to influence culture and inspire action
- Yet most compliance training is still designed around the “prove you told them” model



**Training with impact:
What moves the needle?**

1. FOCUS ON WHAT THE LAW MEANS (NOT SAYS)

Lawyers are comfortable with large amounts of technical detail. Most learners are not.

2. THINK LIKE A LAWYER, TALK LIKE A HUMAN

How would you explain it to a smart 12-year-old? Start there.


3. THINK PERSUASION, NOT INFORMATION

Defensibility only gets you to the table. How can you make your audience care?

4. MEASURE AND MANAGE YOUR IMPACT

“You don't do *anything* in a compliance program without checking to see if it works!”
–Joe Murphy





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Sherman Antitrust Act of 1890

From Wikipedia, the free encyclopedia

The **Sherman Antitrust Act of 1890**⁽¹⁾ (28 Stat. 206⁽²⁾, 15 U.S.C. §§ 1-7⁽³⁾) is a United States antitrust law passed by Congress under the presidency of Benjamin Harrison, which regulates competition among enterprises.

The Sherman Act broadly prohibits (1) anticompetitive agreements and (2) unilateral conduct that monopolizes or attempts to monopolize the relevant market. The Act authorizes the Department of Justice to bring suits to enjoin (i.e. prohibit) conduct violating the Act, and additionally authorizes private parties injured by conduct violating the Act to bring suits for treble damages (i.e. three times as much money in damages as the violation cost them). Over time, the federal courts have developed a body of law under the Sherman Act making certain types of anticompetitive conduct per se illegal, and subjecting other types of conduct to case-by-case analysis regarding whether the conduct unreasonably restrains trade.

The law attempts to prevent the artificial raising of prices by restriction of trade or supply;⁽⁴⁾ "innocent monopoly", or monopoly achieved solely by merit, is perfectly legal, but acts by a monopolist to artificially preserve that status, or nefarious dealings to create a monopoly, are not. The purpose of the Sherman Act is not to protect competitors from harm from legitimately successful businesses, nor to prevent businesses from gaining honest profits from consumers, but rather to preserve a competitive marketplace to protect consumers from abuses.⁽⁵⁾

- The competition (antitrust) laws are designed to protect free and fair competition
- They prohibit competitors from colluding to increase prices, limit options, rig bids, or otherwise disadvantage customers
- We need to comply with these laws.

- Be **VERY** careful when you interact with competitors
- Don't discuss pricing, business strategy, or issues that could affect price.
- Never coordinate your actions with a competitor.
- BE CAREFUL.** It's possible to commit a felony over a cup of coffee. If you have any concerns about a conversation, exit immediately and call Legal.

Why are we talking about hostages in harassment training?

Illegal quid pro quo behaviors include...

- Bribery
- Hostage taking
- Extortion
- Sexual Harassment

A quid pro quo is usually committed by an individual in a higher position of power.

1. Answer the question: What matters here?

Focus on what learners need to know, not lawyers.

- Identify the practical, relevant guidance – what actions must they do or not do?
 - Separate the company's responsibilities from the learner's responsibilities
 - Use the word "you" frequently – this can force you to think in terms of specific behaviors and actions
- Keep legal concepts and definitions (what employees need to know) separate from specific guidance (what employees need to do)
- Once you've identified the key messages, resist the urge to expand on ancillary points

2. Answer the question: What's interesting about this?

"There are no boring topics. There are only boring content creators."



- Malcolm Gladwell got 7 million people to watch a video about spaghetti sauce
- Why? Because he started with an interesting question:
 - "Why do brands sell so many styles of spaghetti sauce when they used to just sell one?"
- Look at your subject and ask who, what, why, when questions
- Even better: find the questions your audience is already asking



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....

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!





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1. Use copywriting tactics to connect with your audience

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

- Remember:** People on the web skim rather than read -- and they skip dense paragraphs
- Write it how you would say it to a friend -- or a smart 12 year old: simply, clearly, in plain English
- Use the word "you" and speak to people directly
- 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

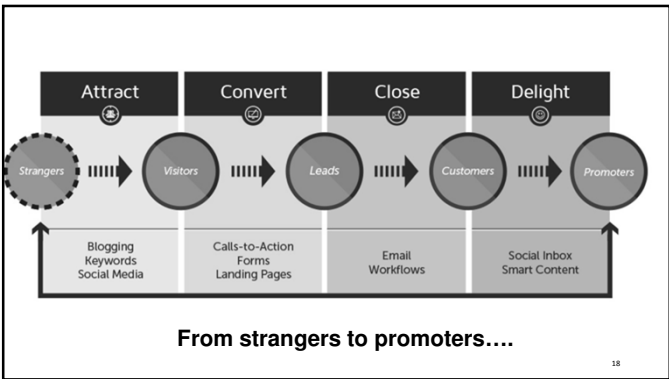




Content marketing is:

- the **marketing and business process**
-for creating and distributing **valuable** and **compelling content**
-to attract, acquire, and engage a...**target audience**
-with the objective of **driving....action**

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Common traits:

- 1 Enjoyable and welcome
- 2 Personal and personalized
- 3 Visual or thoughtfully designed
- 4 Compelling- hooks included: humor, useful advice, shock/anger/emotion, great stories, 'insider' information
- 5 Encourages a deeper relationship and suggests actions

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1. Think like a marketer

Start with your audience and what they care about -- not what you need to tell them.

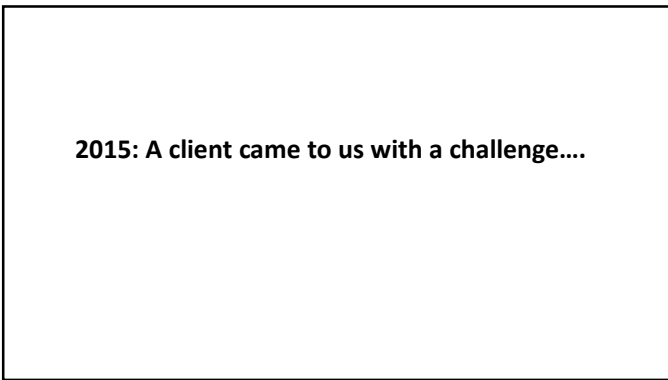
- #1 marketing mistake: Writing about yourself and your concerns, not the audience.
- Customers don't care about you. They care about themselves and their problems.
- Your content should answer some unmet need for your customer. It should be useful.
- Use words and phrases your CUSTOMERS care about, not ones YOU care about.

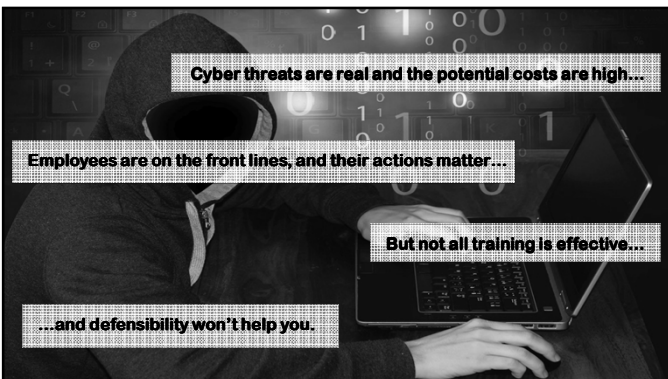
2. Connect THEN send

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







NIST
National Institute of
Standards and Technology
U.S. Department of Commerce

- Awareness = “designed to **change behavior** or **reinforce good practices**”
- **Frequent, engaging communications** are ideal
- **Evaluation and feedback** aimed at ongoing improvement

1. Create feedback loops to improve your impact over time
Because the era of one-way mass communication is over.

- Use two-way conversation to engage & to improve (“People support what they create”)
- Don’t aim for “big data” at first – just get SOME data
- A great way to find out? Ask!
- Another great way? Test.

QUESTIONS?

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