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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 .

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**Three Tips to Make Compliance  
Training and Outreach Effective**

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

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How to make a Code of Conduct launch fun.  
Seriously.

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### 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

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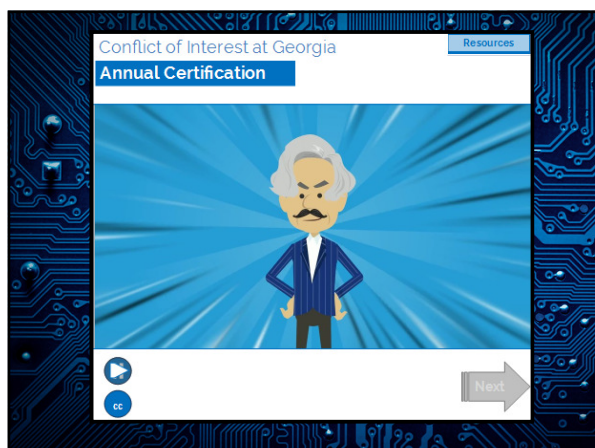
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## Real Concerns, Real Solutions

- 1-1 Discussions
- Mexico City
- Integrity Messages of the Month

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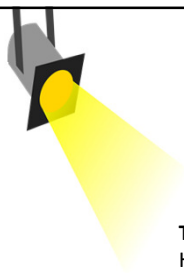
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**The Science of Standing Up**  
How to stand up for what's right,  
even in difficult situations.

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## Helping Good People Stand Up

Good people can be heavily influenced by their situation, and may not even notice a need to act.

15,029 people completed the tutorial.

These participants had time to stop, reflect on their values, and notice a potential need to act.

Good people may feel intimidated into silence, or unprepared to speak up.

111 people registered for Giving and Receiving Feedback.

We already have twice as many registrants as we did for all of 2017. After the registration boom, we now have 8 spots left for the entire year.

Good people may not know who to turn to for help, or whether their concerns will be welcome.

2,161 people visited our Ethics Reporting website.

In the month prior to the campaign, the same page had only 35 visits.

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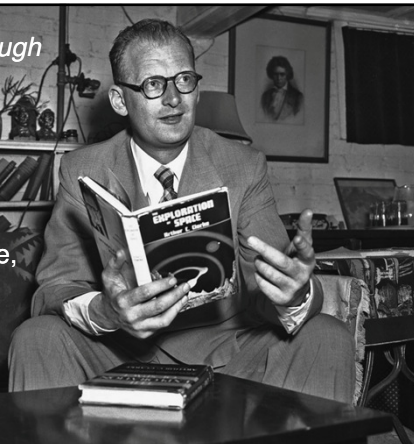
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*Ideas go through three stages:*

1. It **can't** be done.
2. It probably can be done, but **it isn't worth it.**
3. What a **great idea!**



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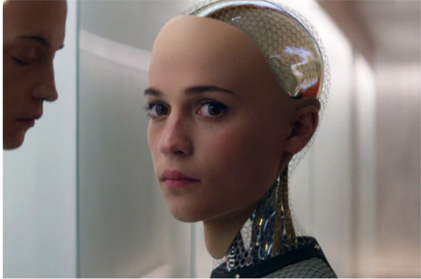
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Imagine Discovering That Your Teaching Assistant Really Is a Robot

Students mostly couldn't tell 'Jill Watson' wasn't human; 'Yep!'



In the 2015 film 'Ex Machina', above, a young man assesses the human characteristics of a beautiful robot. PHOTO: EVERETT COLLECTION

By MELISSA KORN  
May 6, 2016, 10:27 a.m. ET

77 COMMENTS

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### What innovative techniques are you employing, and how's it going?

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