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"Can't you do something like this for our program.....?"

The Most Epic Safety Video Ever Made #AirNZSafetyVideo

An Interpretive Dance For My Boss Se...

It's 4:30 am and I am at work.

advert: save a

Build this C

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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

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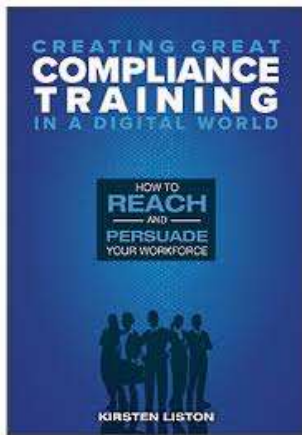


Observation 2: Compliance training isn't about **informing** employees, but **persuading** them.

- “Mandatory” doesn't work any more
- Information alone isn't enough – you need to influence culture and inspire action
- Most compliance training is still designed around the “prove you told them” model
- Even regulators/prosecutors want proof of effectiveness

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What we'll cover:



- Focus on what the law MEANS, not what the law SAYS
- Think like a lawyer, talk like a human
- Aim for persuasion, not just information
- Measure and manage your impact

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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

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For basic literacy & awareness:

1. Lead with **key behaviors**
2. Use **core concepts** and supporting detail for context
3. Screen out **distracting details**

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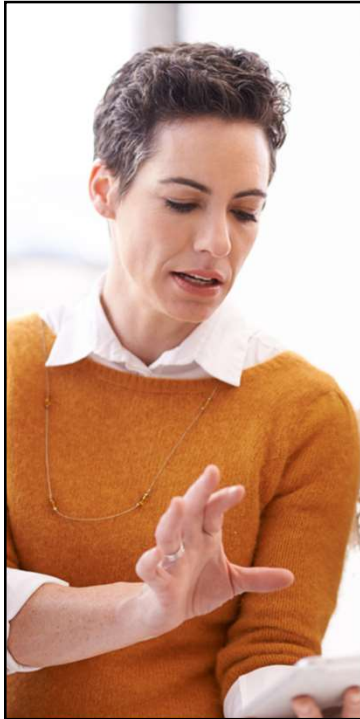


Key Behaviors

Specific behaviors and actions you want from learners:

1. Involves concrete actions and common situations an individual employee could reasonably encounter
2. Can be written as a “we/you” or “do/do not” statement

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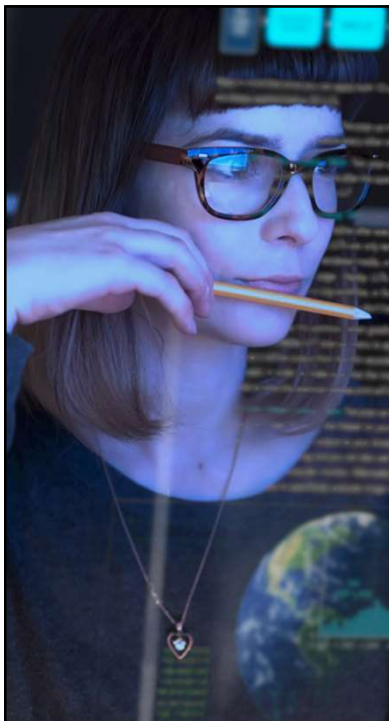


Core Concepts

Provide important context for what you're asking employees to know and do:

1. Why does this law exist? Why should anyone care?
2. If you could tell employees only three things...?
3. What's the worst that could happen if someone gets this wrong?
4. What constitutes basic literacy?

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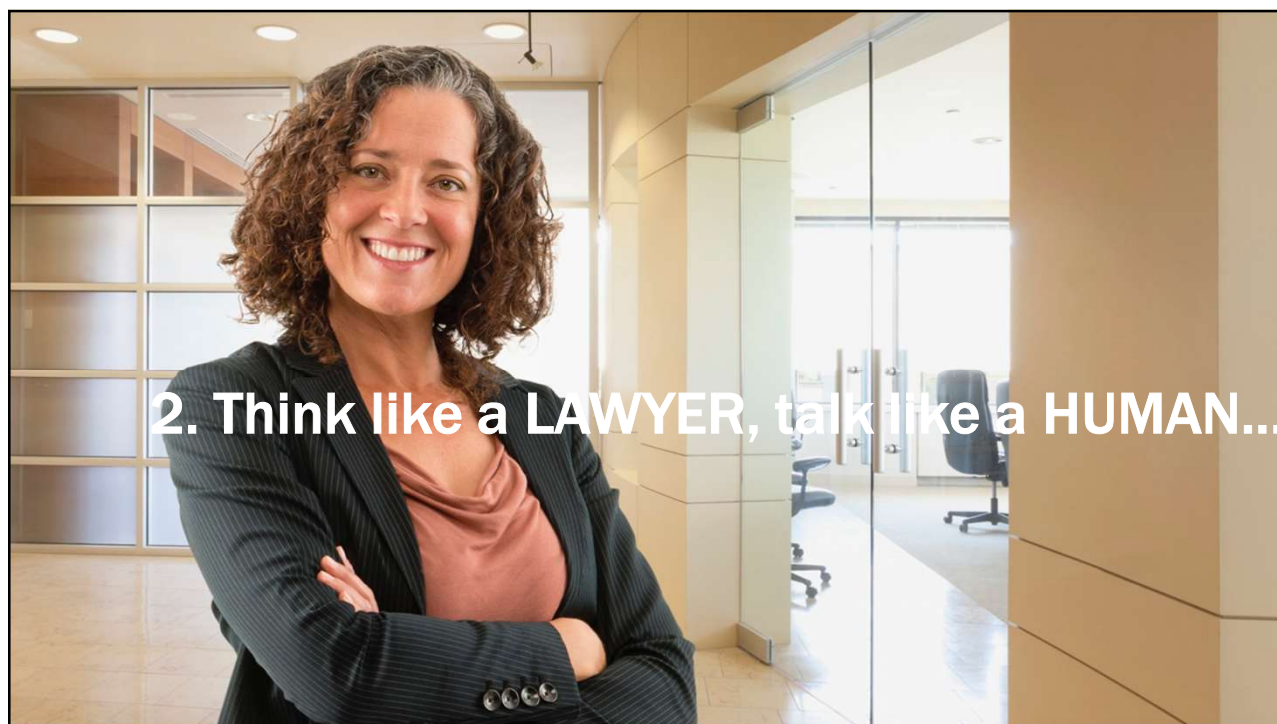


Distracting Details

Things only experts or lawyers need to know:

1. Technical terms; certain legal concepts and definitions
2. History of the law
3. Subtle nuances

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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!





Photo credit: Mike Folden



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Copywriting Tactics Can Help

People online skim rather than read:

1. Write like you're explaining to a smart 12 year old
2. Use "you" – be a person talking to a person
3. Style text – headers, bullets, line breaks, etc.



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DATA PRIVACY

When we are entrusted with personal information about individuals, we safeguard it and take appropriate steps to protect it from misuse. We observe all applicable privacy laws when we collect, use, and share personal information about individuals.

For You, This Means:

- Follow company guidelines when collecting, storing, using, or sharing personal information about individuals.
- Do not access personal information stored on our systems, except for business purposes that reflect the scope for which the information was collected.
- Let your manager know if you have access to personal information about individuals that you don't need.

PROTECTION PROCEDURES

Politely challenge strangers who do not have appropriate identification and notify building security

Protect company laptops and other mobile devices from theft or loss

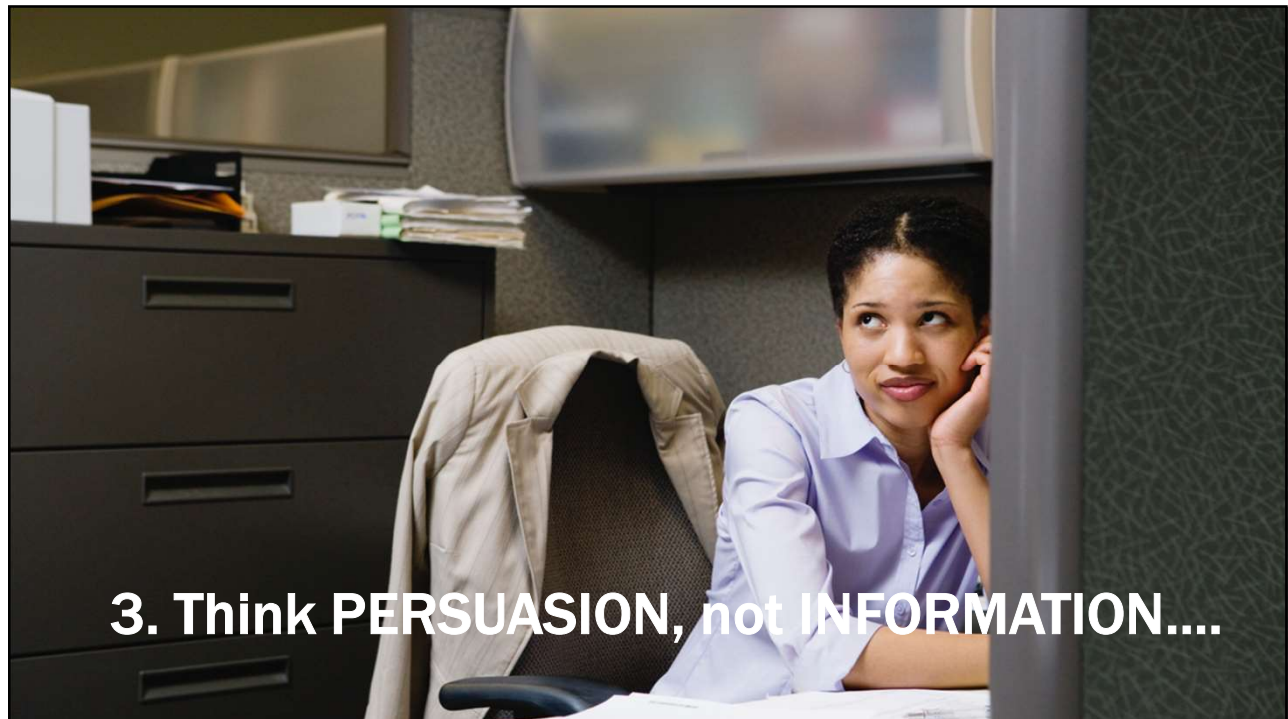
Use strong passwords and do not share your individual passwords

Securely store any removable media, including flash drives, CDs, or external drives

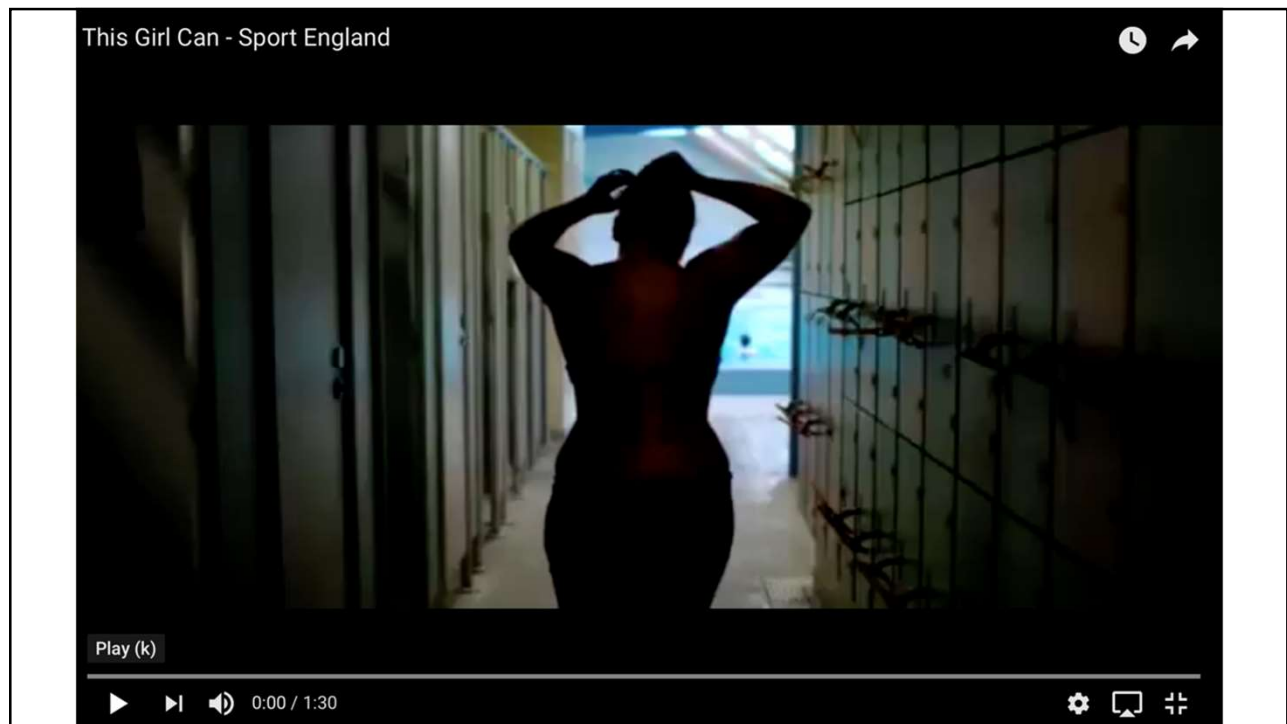
When working with [redacted] information, use only approved Company equipment and services

Use your company email account for all work communications— do not use personal email accounts to conduct company business

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Persuasion is about Emotion (Not Information)

- Often lack of information is not the problem
- Impact comes from audience insights
- You can do a lot in 90 seconds

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“People generally are going about learning the wrong way.

[R]esearch into how we learn and remember shows that much of what we take for gospel...turns out to be largely wasted effort.

But there’s a catch: the most effective learning strategies are not intuitive.”

“Make it Stick: The Science of Successful Learning



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To learn, retrieve.

- Since 1885, psychiatry has recognized a “forgetting curve”
- We lose 70% of what we learned quickly; the last 30% falls away more slowly
- To improve learning, we must interrupt the forgetting curve

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Key fact: Fast learning leads to fast forgetting.

- Retrieval is like exercise for a memory
 - it makes it stronger
- To be most effective, retrieval must be repeated, in spaced out sessions
- Repeated retrieval can make skills a reflex – the brain acts before the mind has time to think

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