




Creating Innovative, Personalized Training that Gets Results

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Our Creative Team




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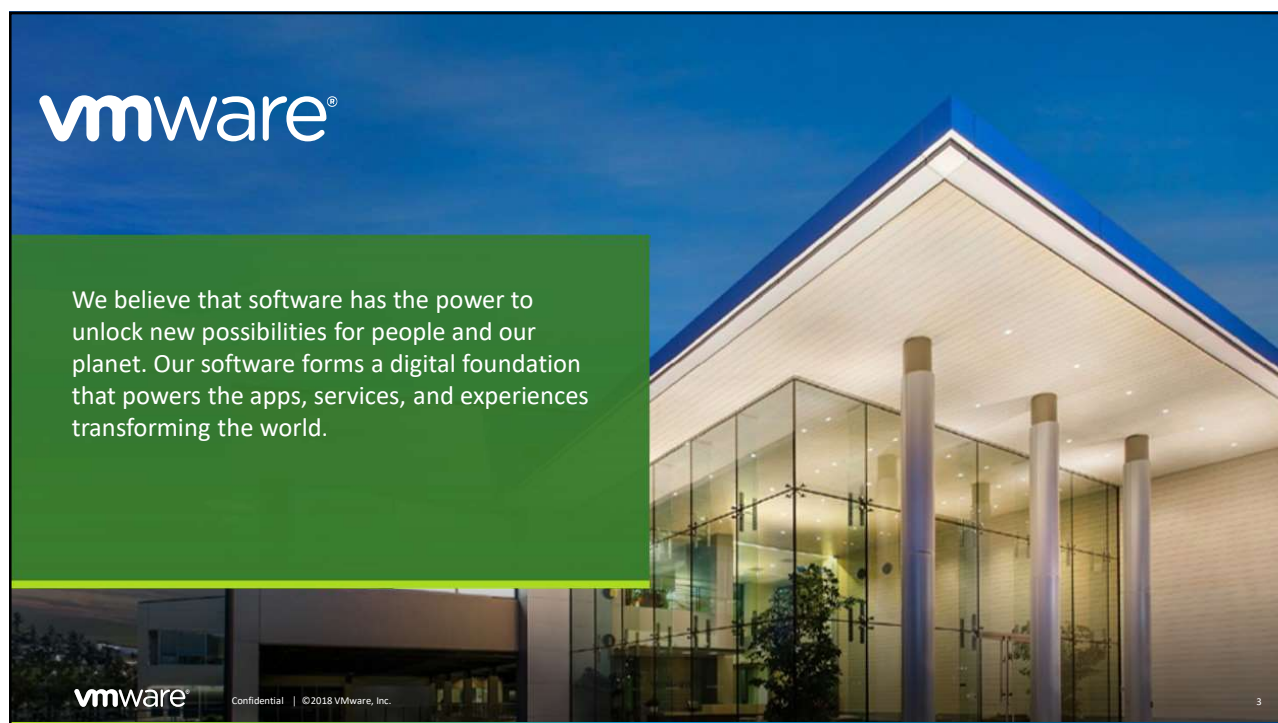


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Our Approach

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

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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"



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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



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Ethics & Compliance: We All Own It



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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."*

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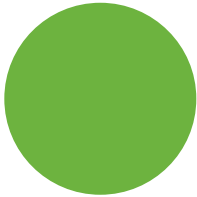
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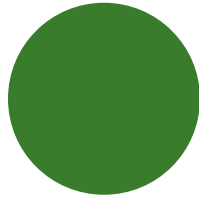
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Lessons Learned

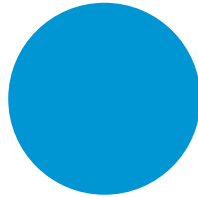
How You Can Create Innovative, Personalized Training that Gets Results



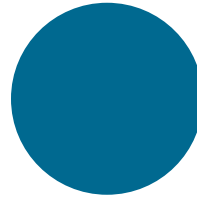
Start with your
audience



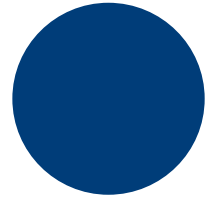
Make it personal



Engage internally
early



Don't despair
about your
budget



Repeat and
Reinforce



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Questions?



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