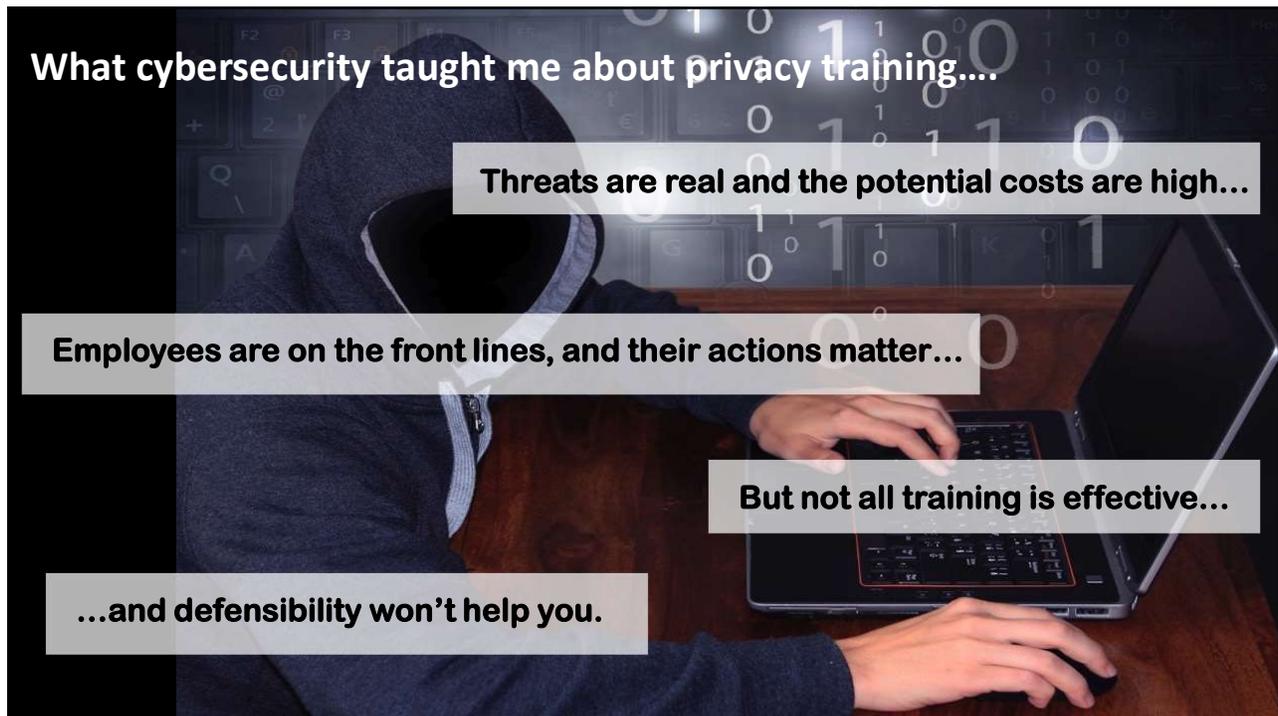


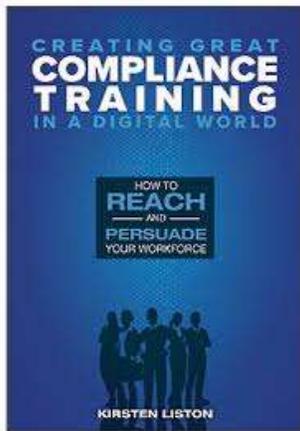


1



2

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

3



4



1. Start with what the law MEANS, not what the law SAYS....

5

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

6

6



For basic literacy & awareness:

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

7



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

8



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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Why does this law exist? Why does it matter to do the right thing?	Technology developments have made it possible for companies to collect and store massive amounts of information about individuals.
Why should anyone care?	Governments have responded by placing restraints on how people and companies keep and use that data. Anyone who handles personal data – which may be all of us – is potentially at risk of mishandling it or wrongfully disclosing it.
If you could tell employees only three things about this topic, what would you tell them?	As a result, we all need to know and follow the policies and procedures we've put in place to protect personal information inside our company. <ul style="list-style-type: none"> • Data privacy is about making sure that personal data is treated with respect. • It's important to be able to recognize when you are working with personal information about individuals, so you can protect it. • Our company has put policies and procedures in place to protect the personal information in our control, and you need to know and follow these rules. If you don't know what to do with a certain type of information, stop and ask.
What's the worst that can happen if someone gets this wrong?	Violations of GDPR can carry serious penalties, including massive fines.
What constitutes basic literacy in this area?	<ul style="list-style-type: none"> • Know how to recognize/define personal data. • See examples of personal data our company might handle. • Know what protection procedures we've put in place, and/or where to find them. • Know where to go if you have questions. • Know what to do if you suspect there has been a data breach.

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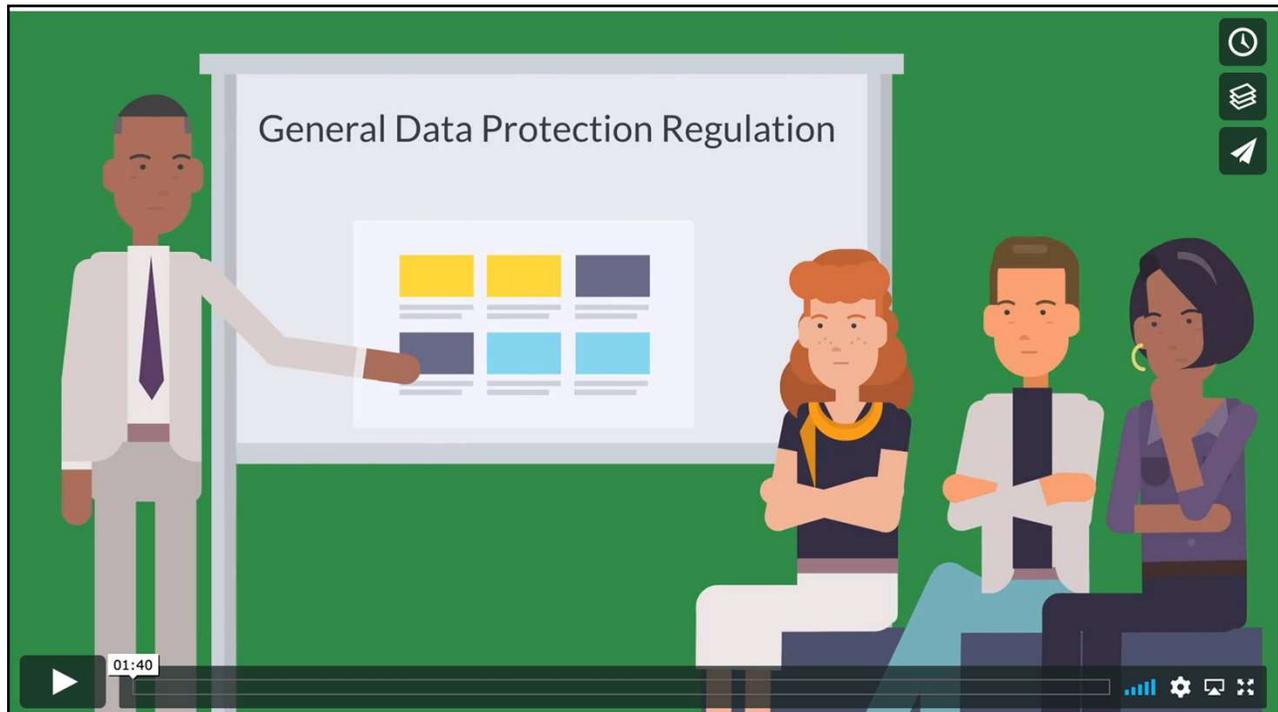


Distracting Details

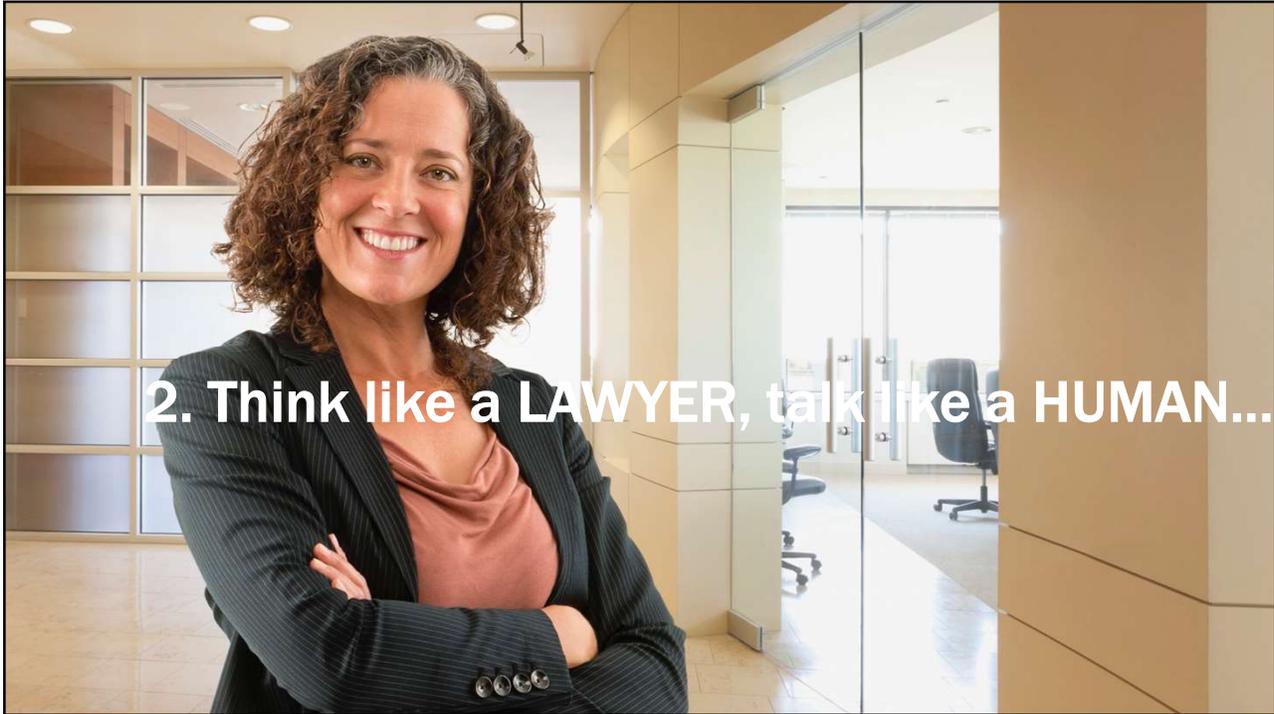
Things only experts or lawyers need to know:

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

11



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13

CODE OF ETHICS
[YOUR COMPANY NAME]

[YOUR COMPANY NAME] will conduct its business honestly and ethically wherever we operate in the world. We will constantly improve the quality of our services, products and operations and will create a reputation for honesty, fairness, respect, responsibility, integrity, trust and sound business judgment. No legal or unethical conduct on the part of officers, directors, employees or affiliates is in the company's best interest. [YOUR COMPANY NAME] will not compromise its principles for short-term advantage. The ethical performance of this company is the sum of the ethics of the men and women who work here. Thus, we are all expected to adhere to high standards of personal integrity.

Officers, directors, and employees of the company must never permit their personal interests to conflict, or appear to conflict, with the interests of the company, its clients or affiliates. Officers, directors and employees must be particularly careful to avoid representing [YOUR COMPANY NAME] in any transaction with others with whom there is any outside business affiliation or relationship. Officers, directors, and employees shall avoid using their company contacts to advance their private business or personal interests at the expense of the company, its clients or affiliates.

No bribes, kickbacks or other similar remuneration or consideration shall be given to any person or organization in order to attract or influence business activity. Officers, directors and employees shall avoid gifts, gratuities, fees, bonuses or excessive entertainment, in order to attract or influence business activity.

Officers, directors and employees of [YOUR COMPANY NAME] will often come into contact with, or have possession of, proprietary, confidential or business-sensitive information and must take appropriate steps to assure that such information is strictly safeguarded. This information – whether it is on behalf of our company or any of our clients or affiliates – could include strategic business plans, operating results, marketing strategies, customer lists, personnel records, upcoming acquisitions and divestitures, new investments, and manufacturing costs, processes and methods. Proprietary, confidential and sensitive business information about this company, other companies, individuals and entities should be treated with sensitivity and discretion and only be disseminated on a need-to-know basis.

Misuse of material inside information in connection with trading in the company's securities can expose an individual to civil liability and penalties under the [ACT]. Under the Act, directors, officers, and employees in possession of material information not available to the public are "insiders." Spouses, friends, suppliers, brokers, and others outside the company who may have acquired the information directly or indirectly from a director, officer or employee are also "insiders." The Act prohibits insiders from trading in, or recommending the sale or purchase of, the company's securities, while such inside information is regarded as "material," or if it is important enough to influence you or any other person in the purchase or sale of securities of any company with which we do business, which could be affected by the inside information. The following guidelines should be followed in dealing with inside information:

- Until the material information has been publicly released by the company, an employee must not disclose it to anyone except those within the company whose positions require use of the information.
- Employees must not buy or sell the company's securities when they have knowledge of material information concerning the company until it has been disclosed to the public and the public has had sufficient time to absorb the information.
- Employees shall not buy or sell securities of another corporation, the value of which is likely to be affected by an action by the company of which the employee is aware and which has not been publicly disclosed.

Code of EthicsPage 1 of 2

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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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Email Address

GET FREE UPDATES!

We will never sell, rent, or share your email.

Free Ebook: How to Get

15

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

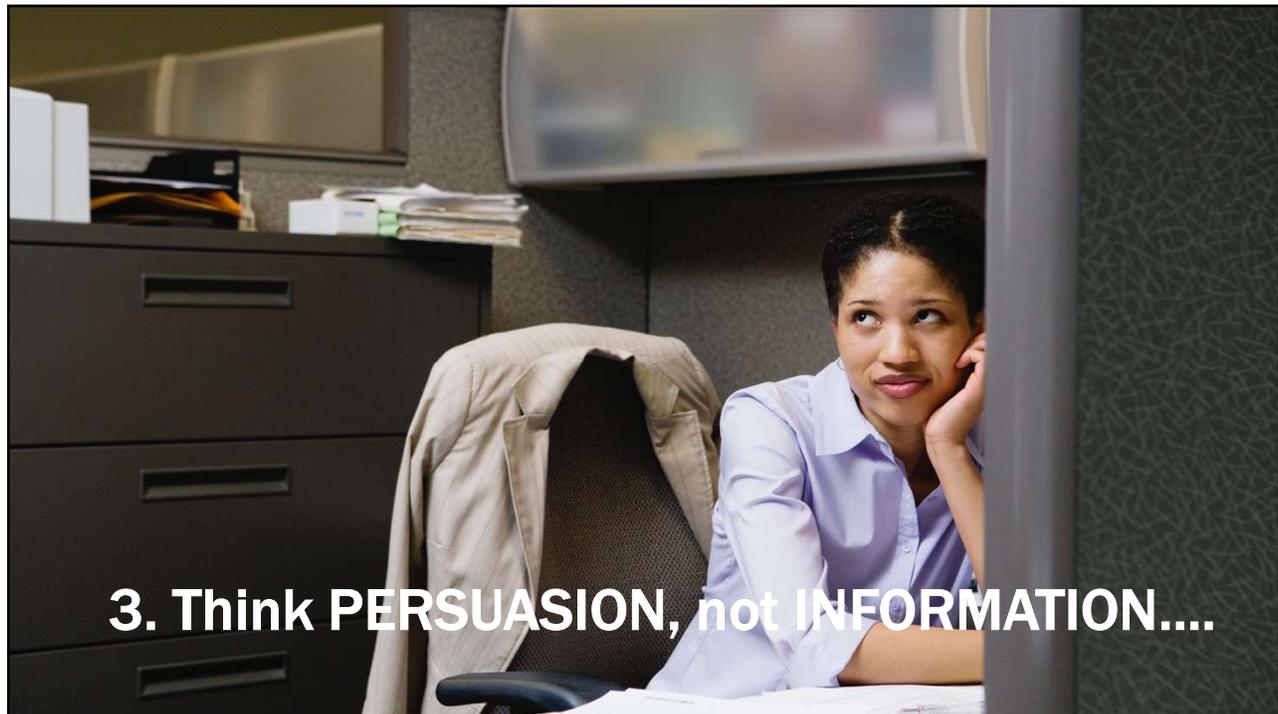
Use strong passwords and do not share your individual passwords

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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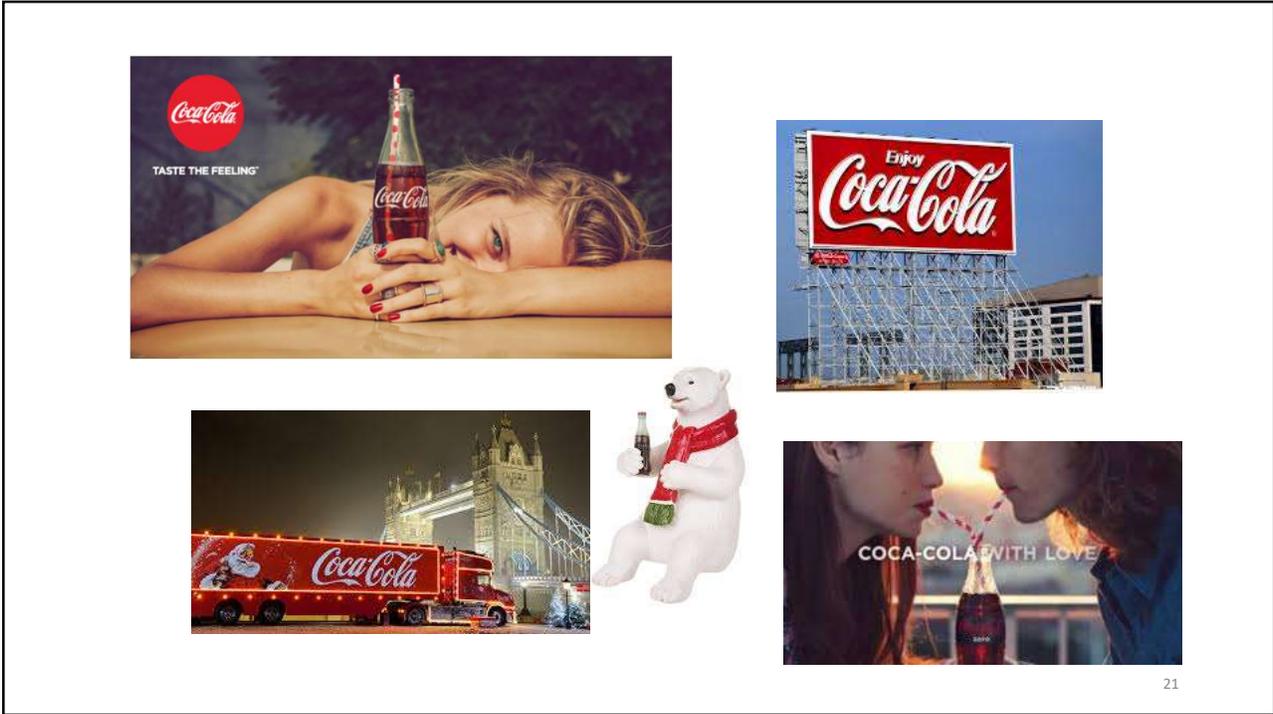
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Persuasion is about Emotion (Not Information)

- 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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21

21



4. Measure and manage your IMPACT...

22

“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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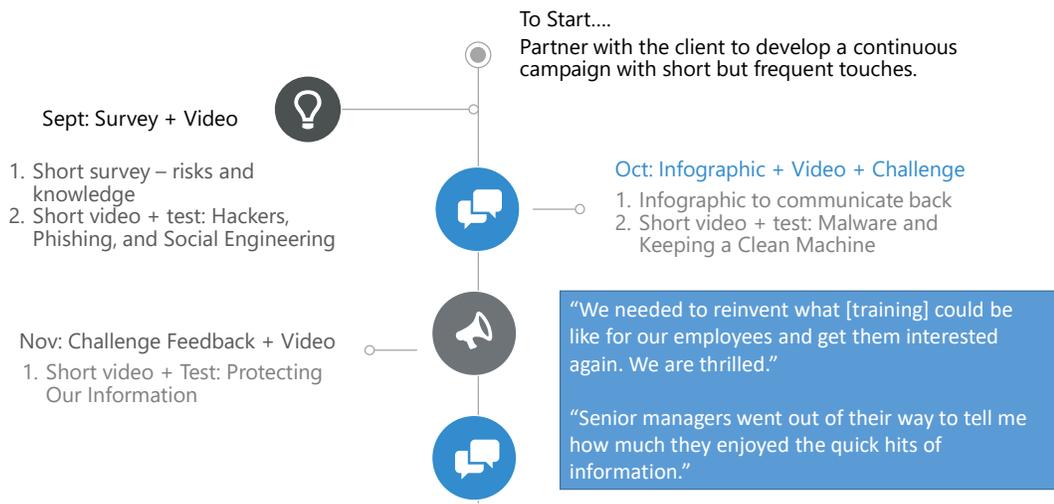


Key fact: Fast learning leads to fast forgetting.

- 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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Cybersecurity: A 3-month campaign



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