

## How Important is Awareness?

### Top 3 Reasons to Care About Awareness

1

Get a return on investment for any compliance reporting services you've already paid for.

2

Greater awareness means more risk areas covered. You will be able to refine where your focus should be.

3

Allows integrity to be a living component within a company's culture.

### Levels Of Awareness Effort

Awareness can only become a part of a company's culture if it is continually reinforced through genuine efforts to spread the message.

**Exec/Mgr Participation & Quarterly Events**

Once awareness is gained it must be maintained with ongoing messages throughout the year and noticeable support from leadership.

**Multimedia & Multiplatform**

Videos, animations, GIFs, and memes shared throughout the year over different platforms (can be used to continuously reinforce and reinvigorate a Speak Up culture.

**Posters & Recurring Reminders**

Simple promotional items placed throughout a workplace (posters, magnets, cards, etc.) can act as reminders of awareness and company values.

**Policies & Regular Training**

A basic effort to generate awareness is through new hire & annual code of conduct training.

# COMPLIANCELINE

## Themed Professional Media

- Printed Materials
- Awareness Posters
- Customizable Brochures
- Speak Up Campaign Videos
- Other Promotional Items such as magnets, stickers, badge holders, water bottles, fidget spinners, cell phone holders, etc.



## Lose the Legalese! Get Their Attention

- Go beyond the mandatory training and show your employees compliance & ethics learning can be enjoyable.
- Add humor to corporate education & leave memorable impressions on employees
- Try out the quality productions created by **Learning & Entertainment** such as "Tales from the Hotline" along with numerous video shorts, memes, GIFs, & animations

## Gamification & Microlearning Can Make Training Welcome

- Adding Point Scoring, Competition, Achievements, and "Leveling Up" with Compliance Training
- Interactive Courses with activities that go beyond "correct" and "not correct" questions
- Reminders throughout the year with short videos as microlearning opportunities
- Brand and customize training for added effectiveness
- Remove the negative stigma of compliance training



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