



LEARN MORE



& REACH OUT

Why Short & Entertaining Training & Comms Works

ENVIRONMENT AFFECTS BEHAVIOR

Behavioral science tells us that knowledge doesn't necessarily lead to employees making good decisions. Training is only part of the equation. Consistent, clear, positive messaging is important to establish a culture of trust and support. **Avoid the finger-wag. Change the tone. Communicate colorfully**

EFFECTIVE FREQUENCY

People forget stuff. People have short attention spans and short "working memory" and 87% of corporate learning is lost within the first month. Show up in more places. Advertise your help & support. Improve ease of access to information. **There's benefit in regular, positive, proactive communication & reinforcement.**

CORPORATE CULTURE

People don't speak up to ask questions or report concerns if they are bored, annoyed or afraid. We can all take an active role in shaping our corporate culture by choosing to communicate differently. Be interesting. **Be positive. Be empathetic. Communicate colorfully.**

APPROACHABILITY

Short, entertaining training and comms helps make your team, policies and resources more accessible and approachable. Over time this positive ethics and compliance PR creates a social environment **where employees are more likely to speak up to ask questions and report concerns.**

REACHABILITY

Short, entertaining media, in a variety of formats and styles can more easily integrate and embed throughout the organization (like commercials!) so you can increase your visibility and stay top-of-mind throughout the entire year.

VARIETY & SURPRISE

There is no single way to engage a global, multi-cultural, multi-generational, diverse workforce. Don't put all your eggs in one basket! A variety of short, entertaining media, in a variety of formats and styles, enables you to try lots of things.