

## How Important is Awareness?

### Why Care About Awareness...Top 3 Reasons

1

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

2

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

3

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

### Tiers Of Awareness Efforts

Awareness can only become a part of an organization'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 will quick spread awareness through any company.

Posters & Recurring Reminders

Simple promotional items placed throughout a workplace (posters, magnets, cards, etc.) can act as reminders.

Policies & Regular Training

The most basic effort to generate awareness is through new hire/annual training and a code of conduct.

### Themed Professional Media

- Printed Materials
- Awareness Posters
- Customizable Brochures
- Speak Up Campaign Videos



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### Lose the Legalese! Get Their Attention

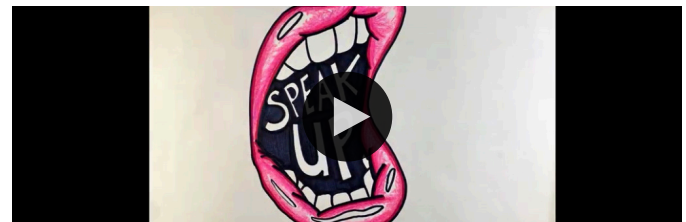
- Go beyond the mandatory training and show your employees compliance & ethics learning can be enjoyable.
- Add humor to corporate education & leave memorable impressions on employees
- Try out the quality productions created by **Learning & Entertainment** such as “Tales from the Hotline” along with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



**Request a FREE  
20 Minute  
Awareness Consult**



**Request our FREE Awareness Video  
& We'll Customize It For You!**