The Second City WORKS

3 WAYS HUMOR BOOSTS COMPLIANCE TRAINING

59%
Percent of employees find online training irrelevant and boring. [1]

1 out of 4
Employees report ambivalence and cynicism as it relates to compliance training. [2]

56%
Percent of employees say training does not raise awareness of compliance and ethics issues. [3]

Fight Learner Fatigue [4] With Funny
Venture outside of the box and add a few laughs.

FUNNY MAKES IT STICKY
66% MORE FACTS
RECALL IMPROVES when information is paired with relevant humor. [5]

FUNNY SOLVES PROBLEMS
3.75X MORE LIKELY
PROBLEM SOLVING IMPROVES after watching a funny video. [6]
(Possibly 100% more likely if it is a funny cat video.)

FUNNY BUILDS COMMUNITY
EMPATHY → ETHICAL LEADERSHIP
Humor *FOSTERS EMPATHY.* Leaders who score highest on empathy also exhibit the *HIGHEST LEVELS OF ETHICAL LEADERSHIP.* [7]

FUNNY HOW THIS WORKS

Humor helps us *remember.*
Humor helps us *solve problems.*
Humor helps us *be more empathetic.*

It's not rocket science. It's *brain science.* Power your Compliance training with more funny, and seriously good things will happen.

Find out more at:
realbizshorts.com

References

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[2] https://www.navexglobal.com/sites/default/files/2017_Ethics_Compliance_Training_Benchmark_Report.PDF
[3] https://web.archive.org/web/20160609073156/https://www.cebglobal.com/blogs/compliance-training-make-it-relevant-to-employees-jobs/
[4] https://www.navexglobal.com/sites/default/files/2017_Ethics_Compliance_Training_Benchmark_Report.PDF
[5] https://psychology.yale.edu/sites/default/files/stavatir_spring2010_seniorthesis.pdf
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[7] https://www.slideshare.net/mrgwebinars/compassionate-leadership-coaching-leaders-to-turn-empathy-into-action-145863061