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Speaker

Marc Bakema

- Experienced senior HR leader with a passion for developing both individuals and organizations

- Known for developing HR strategies that not only align with organizational goals, but also deliver tangible business value

- Driving impactful change journeys at the individual, team and organizational levels.

- Extensive experience in organizational development and learning enhances his ability to optimize and professionalize compliance learning portfolios.

Topics on the agenda today

- **Considerations**
  - Why should I care?
  - What should I do?
  - Where should I go?

- **Themes to cover**
  - Risks
  - Audience
  - Mitigation
  - Monitoring

- **Summary**
  - Pitfalls/learnings
  - Key takeaways

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Scene setting

"Why do I have to do this training on data privacy when I do not work with data?"

"I saw all these articles on Sr Leaders held liable for breaches. I wonder what my business exposure is?"

"I recently took my compliance training, it was all about buying golfballs. I am in the shipping business???"

"Pff – another 60 minutes wasted on a boring compliance e-learning"

"How much time is spent on compliance training this year?!"

"Where do I go if I have questions on compliance?"

Any quotes you want to add?

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Why should I care?

Rationale for setting up a structured

Ethics & Compliance Learning Strategy?

1. Money to be made & lost

2. Serious business impact

3. Because "Managing compliance learning" is a myth

Use case
By implementing a focused E&C learning strategy, over a period of 3 years:
- Average training time reduced by >50%
- External spend reduced by >50%
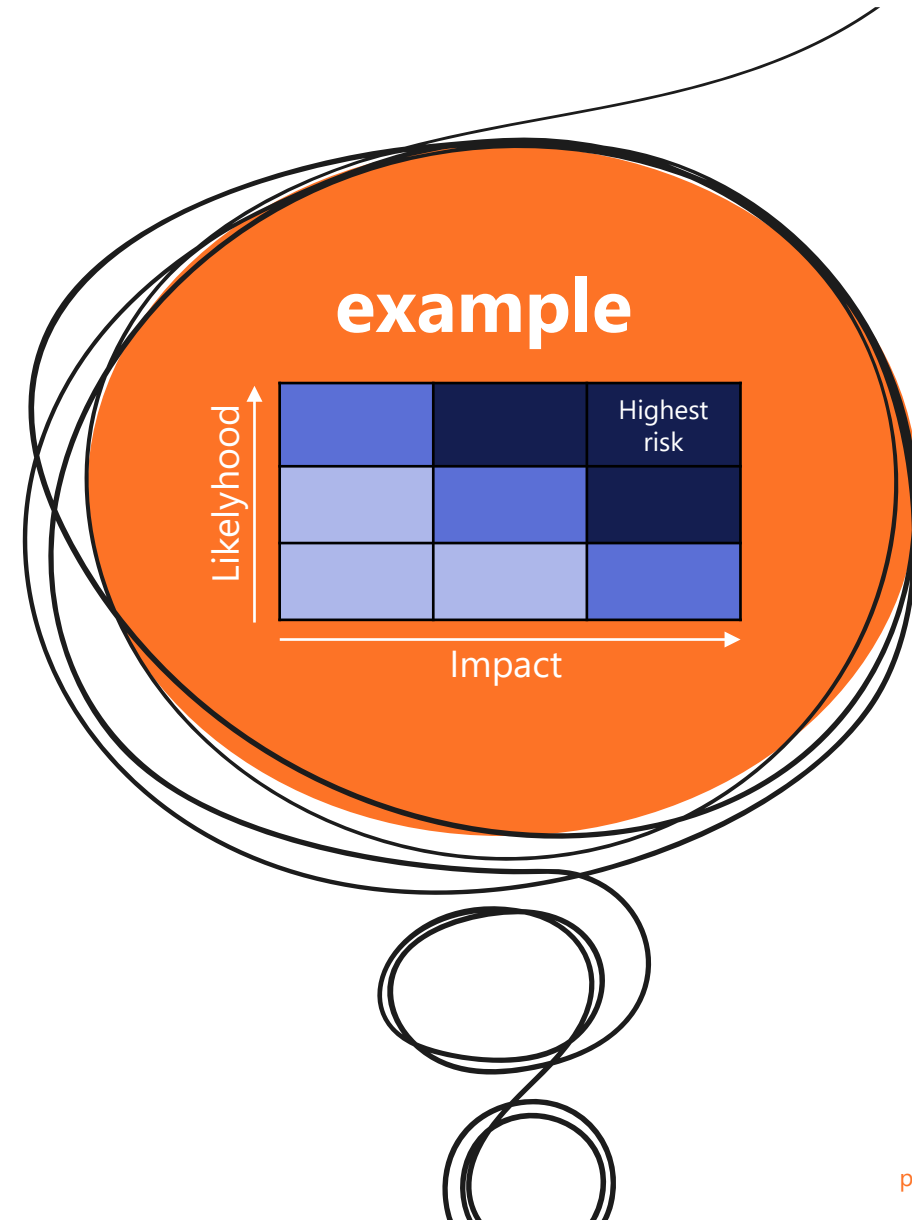- Customer satisfaction scores up

What should I do?

Treat this like any other business risk:

- What does success look like?

- Balancing act between risk and impact

- Expectations internal/external

Setup a pro-active risk management approach

- Identify governance model

- Identify ownership/expertise

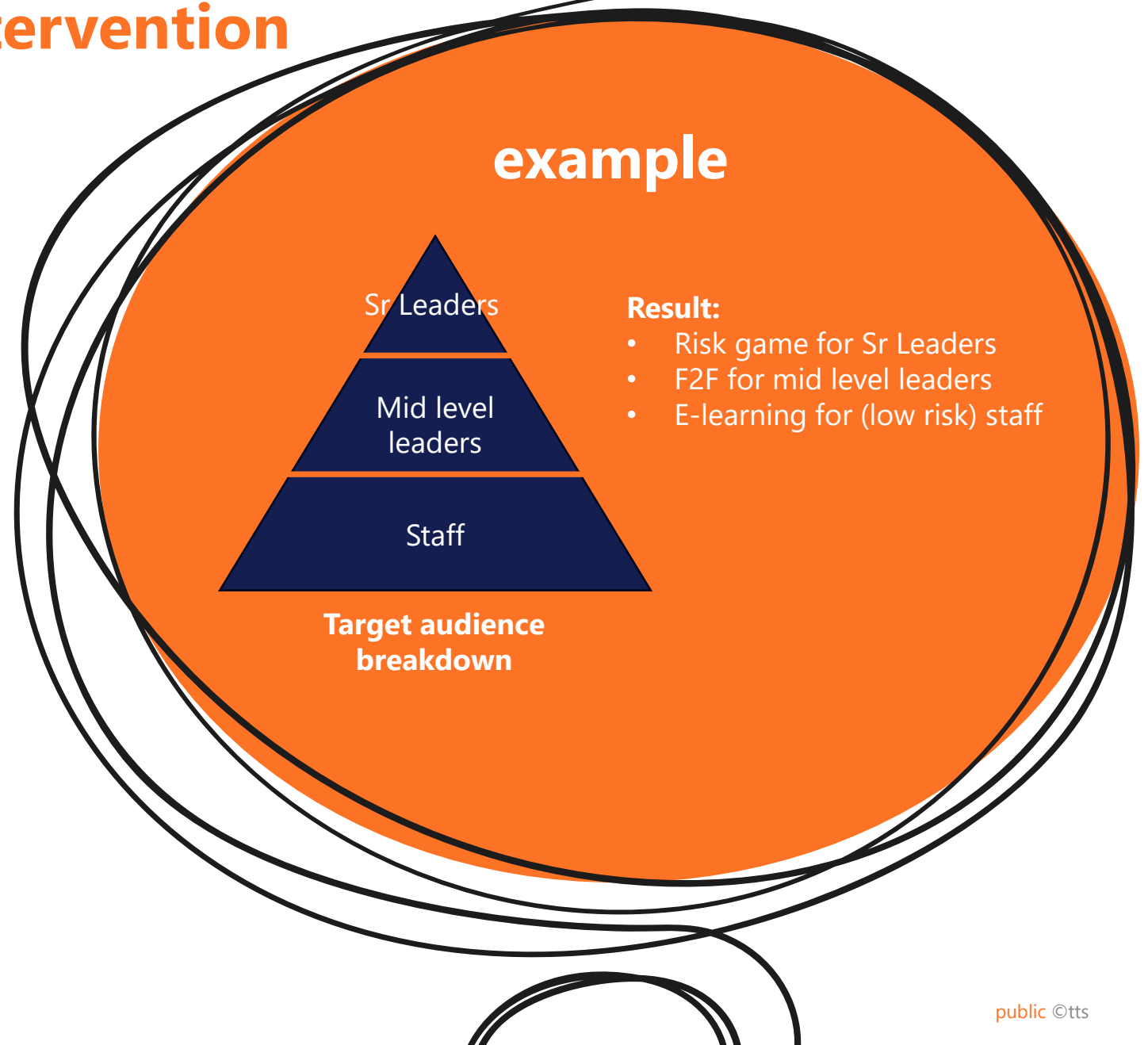- Manage target audience

Choose appropriate interventions

example

Likelyhood

Highest risk

Impact

Choosing appropriate intervention

Learning considerations

- Target audience

- Focus on key messages

- Desired outcome(s)

- Relevance

Contextual considerations

- Frequency

- External and internal expectations

- Content

- Reliability of systems/data

example

Sr Leaders

Mid level leaders

Staff

Target audience breakdown

Result:
- Risk game for Sr Leaders
- F2F for mid level leaders
- E-learning for (low risk) staff

Where should I go?

- One-stop-shop

- Right time, right place, right knowledge

- Support structure

Single brand
One portal, **one** app,
one phone number 24/7
available

Pitfalls / Learnings

- Think End 2 End

- Risk of training fatigue

- Managing 3rd party staff

- Maintenance of target audience

- How easy / difficult is it to adjust your content?

- 80 80 80 principle

Takeaways

- Managing E&C pro-actively vital to the success for you and your business

- Right time, right place, right knowledge

- Leverage software that helps employees stay compliant at work (e.g. Digital Adoption Platforms)

1 RISK
Risk identification & assessment

2 AUDIENCE
Identify impacted target audience

3 MITIGATION
Implement & maintain mitigations

4 MONITORING
Monitor progress/Reporting and adapting

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WEBINAR #2

March 7, 2024
10:00 am (CET)

A DAP for the win:
Improve efficiency of your compliance learning strategy

Thank you

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