ELEARNINGNEWS ARTICLE

Year 4 - number 123 Wednesday 29 july 2020

Corporate Compliance: how to make training exciting

A company training project does not necessarily have to be boring. On the contrary, with eLearning tools compulsory training will be more interesting.

Corporate compliance is the compliance of company activities with regulations, codes of conduct, procedures and legal provisions. Not only is it mandatory by law, but it is also necessary to protect the company from risks related to **non-compliance** and **reputational damage**.

In order to apply the rules correctly, it is important that everyone, both employees and corporate officers, know and apply the provisions that affect their industry. That is why training plays a key role.

But how enthusiastic will employees be about taking a mandatory course even in the perceived sense, perhaps ignoring activities that seem more important to them or at the expense of courses that interest them more? Moreover, is it enough to know the rules to apply them and be safe from risks? The answer to both questions seems clear to everyone.

So why not make **corporate compliance** more interesting and engaging, ensuring greater internalisation of the information acquired and therefore less risk for the company? Thanks to eLearning you can turn an obligation into a successful course, here's how.

Streamline corporate compliance with eLearning

Even for courses that can be held in eLearning by law, you can take steps to make them more "digestible". First of all, it is no longer necessary to divert employees from their activities at less opportune times.
With an online course in asynchronous mode, everyone can complete the training when their presence is not essential in the department or when attention is higher. Everyone can proceed at their own pace and achieve their training goals without pressure.

Secondly, online training can be organized into **small modules** that help to divide up the load of new information to be acquired and thus better internalize it. Finally, with an **LMS**, companies can keep track of employees' progress and proceed with the award of the certificate upon completion of the course automatically.

So far, the organizational part of an online training course that, let's not forget, has the advantage of being more convenient and practical, especially for companies with multiple locations. And now, let's get to the heart of the training content.

Compliance: using game and simulation elements in online courses

Content is king, one would say in English to emphasize the crucial role of content, and eLearning is no exception. The point is how to make content engaging.

Some training courses tend to use catastrophic scenarios to get employees to pay attention to a food safety course, for example. The threat of dismissal or switching to less interesting roles is certainly not the best way to instill motivation.

Why not turn this into a **good** thing, making the employee "the hero" who could save the company from risks related to poor food storage, to stay in the example? With eLearning you can create **simulations with branched scenarios** where the employee's choices can prevent "catastrophe".

Another very effective way to empower employees is to take a kind of time travel, where the trainee tries to make up for choices that do not comply with procedures or laws with catastrophic implications. Again, the employee is involved as the architect of the company's destiny and the whole thing turns into an **exciting and rewarding** game.

Use audio, pictures and video for a mandatory online course

After postponing the **security refresher course** for business reasons, there comes a time when you can no longer do without it. To organise a course quickly according to risk classes, you can take advantage of eLearning multimedia.

Instead of enumerating occupational safety rules, you can present images of fires or other risk situations where the trainee has to identify the element that does not comply with the relevant standards. The same can be done with a video that helps to relive real situations in the workplace or with audio, perhaps to respond to a client according to the rules on the dissemination of sensitive data.

Whether it is a branched scenario or simply images, video and audio taken from real-life situations that the employee faces in the workplace, eLearning has what it takes to make corporate compliance more engaging, interesting and effective.