

## The Impact of Ineffective Training

Employees who do not feel that training and communications are effective are:



**67%**

less likely to identify common types of misconduct <sup>1</sup>



**63%**

less likely to report misconduct after witnessing it. <sup>2</sup>



**Nearly 2x**

more likely to assume the company will not investigate a concern <sup>3</sup>



## Fight Learner Fatigue With Funny <sup>4</sup>

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. <sup>5</sup>



**FUNNY SOLVES PROBLEMS**

**3.75X MORE LIKELY**

*PROBLEM SOLVING IMPROVES* after watching a funny video. <sup>6</sup>  
(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*. <sup>7</sup>

## USE HUMOR TO ADD IMPACT

Learn more about the attention-grabbing short-form communication videos brought to you in partnership with The Second City Works and Ethisphere.

**THESE 1-2 MINUTE VIDEOS PROVIDE A MEMORABLE WAY TO:**



**Enhance training programs:**  
Use to kick off or bridge training topics to conquer learner fatigue



**Build awareness:**  
Add videos to your Intranet site, digital boards, and newsletters



**Add spark to events:**  
Reinforce messages at your company-wide or compliance team meetings

Learn more at [ethisphere.com/realbiz](https://ethisphere.com/realbiz)

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### References

<sup>1, 2, 3</sup> <https://ethisphere.com/2020wmeinsights>

<sup>4</sup> [https://www.navexglobal.com/sites/default/files/2017\\_Ethics\\_Compliance\\_Training\\_Benchmark\\_Report.PDF](https://www.navexglobal.com/sites/default/files/2017_Ethics_Compliance_Training_Benchmark_Report.PDF)

<sup>5</sup> [https://psychology.yale.edu/sites/default/files/stavator\\_spring2010\\_seniorthesis.pdf](https://psychology.yale.edu/sites/default/files/stavator_spring2010_seniorthesis.pdf)

<sup>6</sup> <https://psycnet.apa.org/record/1987-27192-001>

<sup>7</sup> <https://www.slideshare.net/mrgwebinars/compassionate-leadership-coaching-leaders-to-turn-empathy-into-action-145863061>