



How did a comedy theater get involved in ethics and compliance?

Good question. SCC has been around for over 15 years and as the world has evolved so have we. Sure we're great at bringing the funny and corporate entertainment continues to be a big part of our portfolio. But what our clients have found is that humor is an effective device for addressing tough subjects and improvisation is a great tool for open, honest communication, creativity and professional development. Couple that with the advent of social media and our ability to create short, comedic content for TV, Radio and Online, and we've become a world class training, communication and marketing organization.

Is humor appropriate for ethics and compliance?

Well we believe that this programming is too important to be delivered in a way that doesn't connect with employees. And humor is a great tool to address tough subjects and break the ice, allowing people to dialogue about the issues they face. In the comedy business there is a saying, "things are only funny when they're true." Humor for humor's sake doesn't work in ethics and compliance, but humor as a way to get to truth is invaluable.

Why does humor work?

Studies have shown that content people forward to their friends, family and colleagues are short and funny. And guess what, people like to watch TV, listen to the radio, upload and watch videos on YouTube, Facebook friend each other, and some even Twitter. But mostly they like to laugh, and when you mash up entertainment principles with informal learning and create content from their perspective, they pay attention, learn and remember.

Can the videos be customized?

Yes. You can embed your logo into title cards at the beginning and end of each video. You can add links to your company intranet, link up to your actual policy or add text to pose a question for discussion. We have created hundreds of custom videos and creative campaigns on all types of subjects and for all types of audiences. Contact us to discuss best practices communications and we'll work with you to find ways to effectively reach your audience.

How are organizations using this programming?

Lots of ways:

- As a front end communication piece to any live or internet training to draw people in and set context.
- As refresher/reminder communications pushed out to employees on a regular basis.
- Embedded in presentations at large conferences or as part of small group training.
- As a lead in to the annual code of conduct recertification.

What if we've already invested in a different training program/vendor?

No worries. These videos work great on their own or in tandem with existing live or online training. Our clients embed them in presentations to draw people in and set context and spur discussion. They push them out to employees via newsletters or e-mail campaigns to keep the topics top of mind. We are an ingredient – the special sauce that can help make your existing programming more effective by helping to socialize your ethics compliance messaging throughout the organization.

What formats are available?

The videos are downloadable in all standard file formats.

What are the benefits of using this approach?

- Your employees – Your employees get content that they can actually relate to because it's from their perspective. And guess what, people like things that are funny and true and when they want to watch, they pay attention, learn and remember.
- Ethics & Compliance Office – We can help raise the profile on your key programmatic issues. If you have an important program that people avoid like the plague, we can find creative ways to help you draw people in, set context and then lead them to learning solutions. That leads to a better ROI for your existing programming.
- Organization – When you can make ethics and compliance a regular stream of ongoing communications and conversations as opposed to a one time activity, you improve compliance and reduce risk. This makes governing boards and management very happy.

Who thinks Second City is awesome besides The Second City?

- Our Clients: SCC collaborates with hundreds of Fortune 1000 clients on training and internal communications initiatives worldwide (over 400 projects in 2009). Founding clients of RealBiz Shorts include; Baxter Healthcare, Best Buy, Dow Chemical, Farmers Insurance, MasterCard, MetLife, MillerCoors, Takeda Pharmaceuticals, Teva Pharmaceuticals, U.S. Steel, among others.
- Industry Thought Leadership: Keynotes and Articles
 - SCC was a featured keynote at Compliance Week's 2010 Annual Conference; American Society of Training & Development's 2010 Global Conference; ECOA 2009 Annual Business Ethics and Compliance Conference...
 - "Winning Your Audience: What Comedy Pros Can Teach Compliance Professionals" is featured in the May 2010 issue of Compliance Week. "Second City's take on ethics training" dons the cover of the March/April 2010 issue of HR Professional Magazine and "Improv Theatre and Ethics? U.S. Foodservice, Inc. Delivers Some Laughs" was featured in the September 2009 issue of Ethikos.

How else can SCC support our ethics and compliance training and communications?

SCC offers several ingredients to help maximize client's investment in ethics and compliance programming:

- *Customized Audio and Video Solutions*
- *A Licensed Video Catalogue*
- *Online, Web-Based Solutions*
- *Live Instructor Lead Training*
- *Performances And Live Event Support (Talk Shows, Keynotes, Demonstrations)*
- *Creative Assessment, Planning and Concepting*

What topics are addressed?

Accuracy of Reporting and Record Keeping: Expense Management
Accuracy of Reporting and Record Keeping: Revenue Recognition
Accuracy of Reporting and Record Keeping: Time & Labor Charging
Anti-Money Laundering
Anti-trust / Fair Dealings
Code of Conduct Awareness / Awareness of Organizations Ethics Resources
Confidentiality/Privacy: Company Data and Information
Confidentiality/Privacy: Customer Data Privacy
Confidentiality/Privacy: Social Media Policy
Conflict of Interest: Gifts and Entertainment
Conflict of Interest: Outside Employment
Conflict of Interest: Personal Relationships
Corruption & Bribery / FCPA
Fear & Reporting: Reporting Illegal and/or Non-Compliant Conduct
Insider Trading
Protection of Intellectual Property
Respect in the Workplace
Responsiveness to Regulators
Supportive Environment / Leadership Tone at Top

What if I have a topic/issue that is not currently covered?

Give us a call and let us know. We will be adding topics to the corporate compliance library as well as adding industry specific modules. We are involved with hundreds of custom projects each year where we can develop creative live, audio, video and web-based solutions to reach your audience.