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Bring your compliance program to life through technology

- » To be successful, compliance officers must be ready to adapt and embrace new learning technologies to administer their programs and engage employees.
- » Advanced technologies such as augmented reality bridge the digital and physical into one experience, changing the way we view the world—and the way we learn.
- » Instead of forcing content on employees, augmented reality is a creative way for compliance officers to engage employees and craft new types of motivating, interactive experiences.
- » Mobile devices are a new distribution platform for ethics and compliance education, progress monitoring, and data capture of attestations and required certifications.
- » The next wave of technological breakthroughs in compliance training is likely to be in wearable tech devices, such as Apple watches and Fitbits.

Today's most successful compliance programs and officers are embracing technology by leveraging it to administer programs, monitor progress, and engage employees in new and unexpected ways.



Bheda

As budgets shrink and compliance needs grow, compliance officers need solutions that create programs, distribute them across their organizations and ensure their training is being completed. Ethics & Compliance leaders also need tools to motivate employees, inform them of compliance content, and make it fun and engaging for them to do so.

To me, one of the most exciting areas for compliance technology is employee engagement. It's crucial in today's environment to create meaningful and memorable employee interactions. That means going beyond video and other digital experiences to cross the realm into advanced

technologies such as augmented reality. With it, we're able to bridge the digital and physical into one experience. Bringing physical assets into the digital space essentially changes the way we view the world—and the way we learn.

Augment your reality

The reason why I like augmented reality so much is because it allows us to get a deeper level of understanding and broaden the engagement level of users. We are so used to physical and digital objects being distinct from each other. But today, nearly everywhere we go, each of us has a digital device with us, which lets us enhance the physical space around us by bringing it to life in different ways. With augmented reality, we can better understand—and engage with—the physical objects around us.

For example, I might read something but not truly understand it, or just read something and move on and forget what I just

read. We can avoid that “read, understand, forget” mentality by layering information on the object, making the experience with that physical object unforgettable. Now I can walk in front of something or take a picture of it; then a game pops up that teaches me about my company’s gifting policy while I play it. Or I can go on a treasure hunt and find different objects around the office and compete with colleagues.

Augmented reality is a new, creative way for compliance officers to engage employees and craft new types of experiences. Rather than force content on employees, it allows learners to access interactive, media-rich content from any location at any time.

We know adults learn better when they are motivated. With augmented reality, we can move compliance programs out of a “push” mentality.

Embrace mobility

The proliferation of mobile devices has opened the floodgates to new ways to approach education. I like to use the term “digital snacks” when I think about how to create experiences in the ethics and compliance space that drive engagement and at the same time allow us to track the engagement. Using a scenario-based, game-based approach is the engagement component, and our mobile devices are the new distribution platform. Monitoring and certifications have easily become part of the mobile experience. Data capture of attestations and required certifications helps compliance officers track, monitor, and report on progress.

The next wave of technological breakthroughs in compliance training is likely to be in wearable tech devices, such as Apple watches and Fitbits.

Be open to what’s next

The next wave of technological breakthroughs in compliance training is likely to be in wearable tech devices, such as Apple watches and Fitbits. Such devices give learners the opportunity to interact with content in an even more dynamic and engaging way. In the near future, your

employees may be able to use their wearable device to log in to a portal and participate in some kind of challenge with colleagues similar to wellness-related team challenges. In these challenges, a team can garner enough points by collectively walking enough miles from New York

City to Philadelphia. In compliance, ethical challenges can be brought up at certain mile markers where teams need to work through a moral challenge or compliance problem to achieve team points.

No matter what the next tech advancement will be, compliance officers should be ready to adapt. Like the learning technology itself, compliance leaders must be adaptive, continuing to learn from past experiences and readjusting based on new scenarios. Fulfilling your mission in an increasingly complex regulatory environment has never been more crucial. As a linchpin for the deployment of a compliance program at all levels of your organization, your most important lever for fostering ethical cultures and behaviors will continue to be technology. *

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