



5 PROVEN STRATEGIES

**HERE'S HOW TO GET
EMPLOYEES TO CARE
ABOUT (AND FOLLOW)
YOUR COMPLIANCE
GUIDANCE**

Compliance doesn't have to be boring.

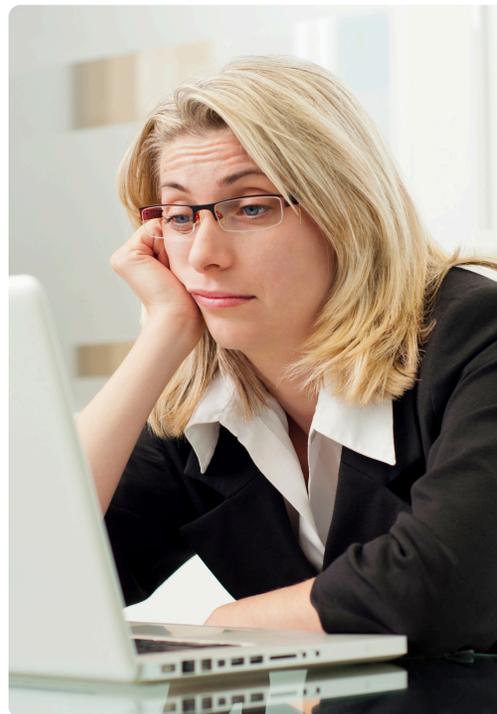
For as long as you can remember, you've been battling an unfair reputation – that Compliance is stiff, boring and rule-crazy.

Here's what employees are saying:

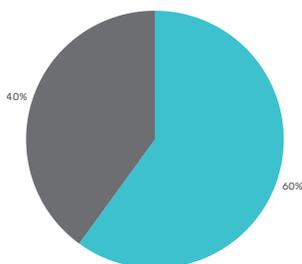
- "I'm afraid to reach out to Compliance – I'll probably get into trouble."
- "I know our Standards of Business Conduct is important, but it's exhausting to read."
- "The Compliance team doesn't know how to have fun."

It's time to own your narrative.

You know that you're more than a walking, talking rule book. In your ideal world, compliance communications would be eye-catching and engaging. But when something has been done the same way for so long, change can feel impossible.

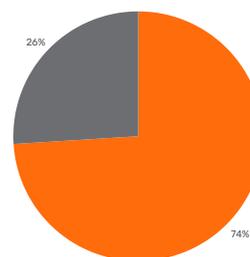


Let's make the case for change.



60% of employees say they are bored by their organizations' internal communications.

*HRDive.com



74% of employees forgot some or all of the last mandatory training they completed.

**HRDive.com

Here's a strategy that drives real results for compliance communications.

Step 1: Create a personality that feels authentic.

People connect with people – not handbooks. And the most magnetic people have strong personalities that are fun to interact with. If you want to create engaging communications that people will read, this is where you should start.

Define what you believe.

Get clear on your convictions. What drives you? What do you stand for? Why do you exist?

- **Your beliefs will serve as your “true north”:** They'll ensure your messages reflect your principles.
- **They help your communications resonate:** Employees are more likely to connect with you if they know you stand for something – like making your business a more ethical place.
- **They differentiate you from others:** When you're passionate about your beliefs, it shows – and people take notice.



Find your voice.

A unique voice (what you say) and tone (how you say it) can help you:

- **Sound like a human, not a policy robot.** Your readers can tell when you copy/paste something from a legal document. It's a great way to lose their attention.
- **Strike the right balance.** The right tone can help you come across as friendly, professional *and fun*.
- **Create clear, actionable communications.** Your audience is more likely to follow guidance they understand. That means writing in a simple, conversational way.

Show who you are.

The colors, shapes and images you use paint a picture for your reader.

- **These might be determined by your company's brand standards.** But you can usually find ways to get creative within their guidelines.
- **How you look affects how your audience feels.** That could be stressed out, apathetic or energized.

Case Study Phase 1:

A Compliance team creates a personality they can build on

The challenge

The Compliance team at a 30B laboratory technology company had sparkly, energetic personalities and a burning desire to make compliance fun.

However, they had never created formal guidelines that dictated what they believed or how they would look and sound in their communications to employees. They needed to create alignment among their own team members and build a solid foundation for future communications.

The solution

WordsFresh led the team through a custom workshop designed to help them define their personality, find their unique voice and express themselves visually. During the workshop, the group discussed the Compliance team's unique qualities – including their beliefs, aspirations and current reputation.

Time was also dedicated to discussing the needs of their audiences – from internal employees to external auditors.

The result

A bespoke Personality Expression the team could use to inform all their communications. The document summarized their beliefs and provided guidance for how to write on behalf of Compliance. The team was aligned on how they wanted to look and sound – and ready to take on the challenge of reimagining their Standards of Business Conduct (SBC).

“We’re more inspired, more energized, and more aligned thanks to the WordsFresh team.”

- Workshop Participant

Now that you know who you are, it's time to express yourself.

Step 2: Reimagine your Standards of Business Conduct

It's big. It's important. It's filled with valuable information. But it feels flat and lifeless. Rewriting it in your new voice and tone can help – but we dare you to think even bigger.

Draw inspiration from your world.

The most effective communicators bring their life experience to their work. Think about what you like to listen to, watch or read. How could you incorporate what you love into your communications? [Microsoft created training videos that feel like movie trailers.](#)

Give your visuals a theme.

Just because your communication includes important legal information doesn't mean it can't be fun to read. We've seen companies turn their SBCs into lab notebooks, menus and more.

Tie it all together with a message line.

A message line distills your point of view into a single, catchy sentence. It's easy for employees to remember, fun to repeat and, most importantly, it can be used across all kinds of communications.

Example



One company posted their message line on realistic sticky notes throughout their digital SBC.



Quick Tip: Create moments of delight

Look for opportunities to make your readers pause and smile. These could range from a fun graphic to a well-placed pun.

Case Study Phase 2: A new and improved Standards of Business Conduct

The challenge

The Compliance team's most valuable document, their Standards of Business Conduct, was dense, dry and filled with policy language that didn't reflect who they were or what they believed.

It needed to be completely reimagined without losing its primary purpose – to serve as a valuable, easy-to-navigate resource for employees.

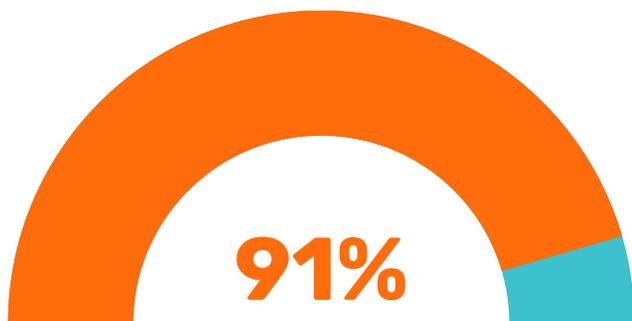
The solution

WordsFresh wrote and designed a Standards of Business Conduct that reimagined what the document could look, feel and sound like – complete with a delightful design touches and a helpful narrator whose personality mirrored that of the Compliance team.

The result

After launching a new Compliance Training that referenced the Standards of Business Conduct, **the company received record feedback.**

The learning helped me better understand and apply SBC topics.



I am confident in finding necessary resources and contacts for SBC content.



Keep these strategies in your back pocket.

Write with a mixternal mindset.

When it comes to compliance, your internal audience may not be your only audience. Government regulators and auditors will also be reading your communications, as well as potential employees and customers.

Writing with a mixternal mindset means that you keep all your internal and external audiences (and channels) in mind as you write.

The Benefits:

- **It minimizes risk.** Writing with your external audiences in mind means that if an internal message does get shared, you can be confident it won't open you up to legal, reputational or regulatory risk.
- **It boosts your credibility.** Regulatory bodies and investors often look for consistency between what you say internally and what you publish externally. Mixternal comms help ensure alignment across channels, which builds trust.
- **It encourages proactive communication.** If you assume your message could be seen by a wider audience, you're more likely to think ahead, anticipate questions and provide context upfront. That can prevent confusion or escalation later.



Tip:

Take a page from the marketing playbook and create profiles for each of your audience segments. Use them to tailor your messaging.

Keep these strategies in your back pocket.

Focus on the dos, not the don'ts.

Compliance teams are often (unfairly) labeled **The Team of No**. While it might not be true, it's difficult to shift your audience's mindset when all your documents are lists of things *not to do*.

What helps:

- Swap out blanket restrictions for context. "Don't share confidential info" becomes "Here's how to talk about our work without giving too much away."
- Use real examples of good judgment—ideally from your own employees. Show that good calls happen every day.
- Keep the focus on outcomes. Instead of "avoid X," try "doing Y helps protect our customers and our reputation."



Tip:

Employees want to know what's relevant to their role and responsibilities. Be specific in your examples and name the areas of your business where the guidance applies.

Keep these strategies in your back pocket.

Launch your SBC with a strategic campaign

You can create the most innovative, energizing and inspiring Standards of Business Conduct your company has ever seen, but it won't make an impact if no one knows about it. A campaign can help you build awareness and excitement (and keep the energy high long after launch).

Spread the word:

- Create a **communications plan** that includes timing, tactics and channels for your messaging. Plot it all out in advance so there aren't any surprises.
- Weave your **message line** (remember that from page 5?) throughout your communications. It will hook your audience and drive your most important point home.
- Nominate members of your team to be **SBC Ambassadors**. Encourage them to promote the new document in their everyday conversations.

Tip:

Plan your campaign around other companywide communications. You don't want to have to fight for attention.



Not sure where to start?

That's ok. Most of our clients weren't, either.

Let's set up a time to talk!



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