

# *COMEDY & COMPLIANCE*

## *SHIFTING CULTURE & BUILDING TRUST*

### *WITH ENTERTAINMENT*











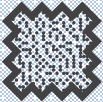

**ANGELIQUE LEE**  
**GLOBAL CHIEF ETHICS &  
COMPLIANCE OFFICER  
JAZZ PHARMACEUTICALS**



**RONNIE FELDMAN**  
**CEO, FOUNDER  
LEARNINGS &  
ENTERTAINMENTS**

## POLL QUESTION

When Compliance walks into a room, what kind of face do people make?

- A.  
- B. 
- C. 
- D. 
- E. 
- F. 
- G.    RUN AWAY!!

# *ETHICS & COMPLIANCE HAS A BAD BRAND*

***People won't go***



***to the office of  
"No!"***

**Disconnect:**

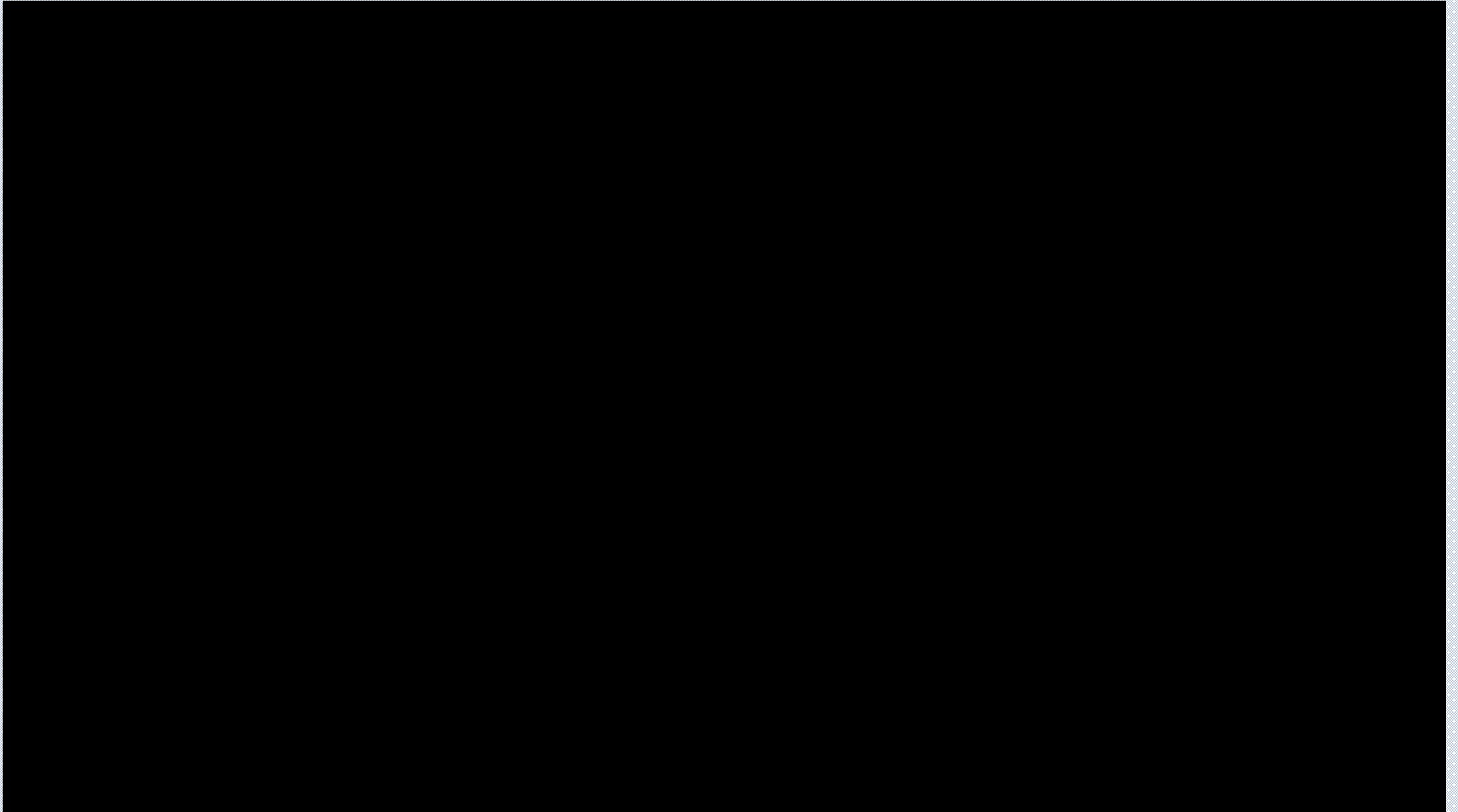
Helpful Advisors

vs.

Finger-wagging  
police force

Employees don't  
speak up if they  
are bored,  
annoyed or  
afraid

# *COMPLIANCE CONFESSIONS VIDEO*



# *WHY COMEDY & COMPLIANCE*

## *WHY BLEND ENTERTAINMENT WITH LEARNING*

The main evolutionary significance of humor is that it gets us from the closed mode to the open mode quicker than anything else.

John Cleese



## ***USE FAMILIAR ENTERTAINMENT DEVICES THAT WE USE IN OUR EVERYDAY NON-WORK LIVES***

- Humor & Drama
- Storytelling
- Songs & Music
- Characters & Spokesperson
- Infomercials & Movie Trailers
- Talk Shows & Game Shows
- GIFs & Memes & Infographics

# ***SHORT + ENTERTAINING + FREQUENT = INFLUENCE & IMPACT***

## **Halo Effect & Speak Up Culture:**

Put a fresh, playful, positive face on the E&C program so that it promotes the helpful, welcoming, supportive resource that you are. People do not speak up when they are bored, annoyed or afraid. *(People won't go to the office of "No")*

## **Visibility & Exposure:**

Increase comms & awareness airtime and exposure between trainings without message fatigue. Keep the support system top-of-mind and drive traffic to resources that are often ignored. *(Nudge, nudge)*

## **Training/Learning:**

Improve engagement and stickiness of live and online learning. A spoonful of sugar helps medicine go down. *(It's behavioral science!)*

## **Educate & Empower Leadership:**

Short & entertaining programming helps educate and empower leaders to carry these important messages forward on your behalf. If it's fun, they'll be more likely to participate. *(Improv tenet: Make your partner look good & they'll make you look good)*

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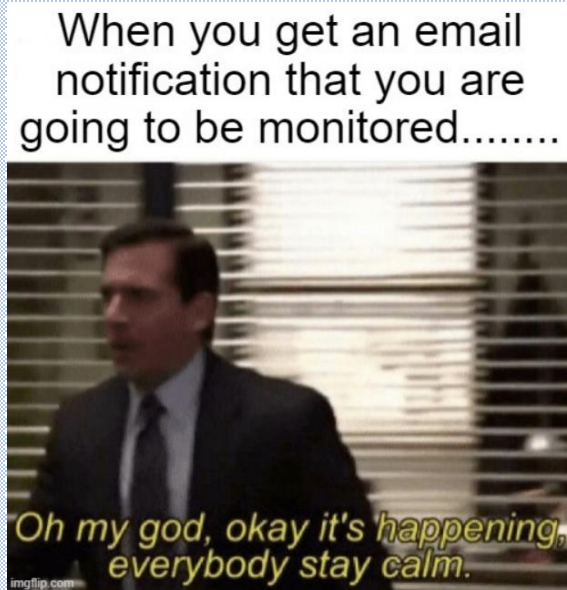
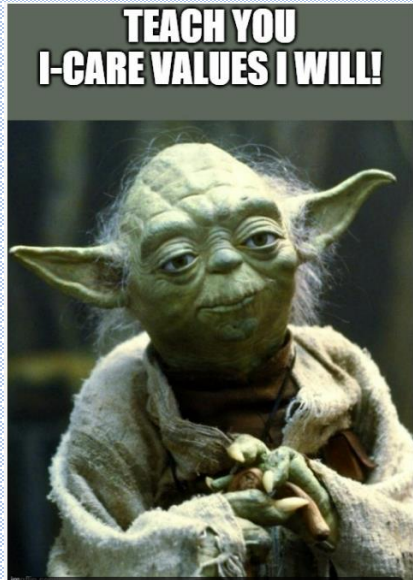
# ***REPUTATION & BRANDING***



# **I-CARE**

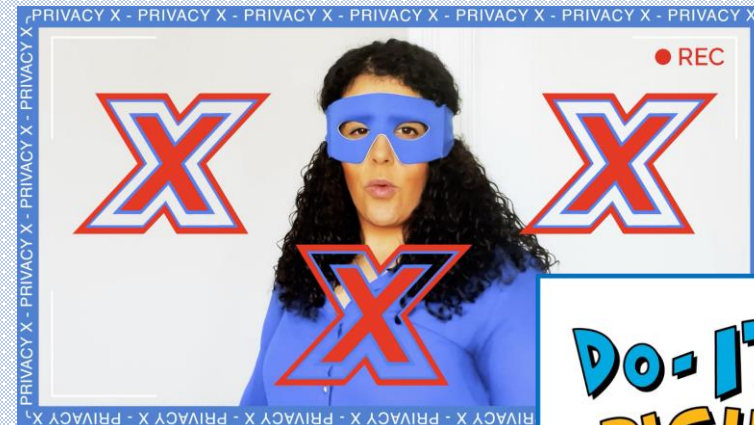
**Integrity • Compliance**  
**Accountability • Respect • Ethics**

# JAZZ COMPLIANCE MEMES





# CHARACTERS, SHOWS, MASCOTS, LOGOS, BRANDING



## PSYCHOLOGICAL SAFETY & BUILDING TRUST

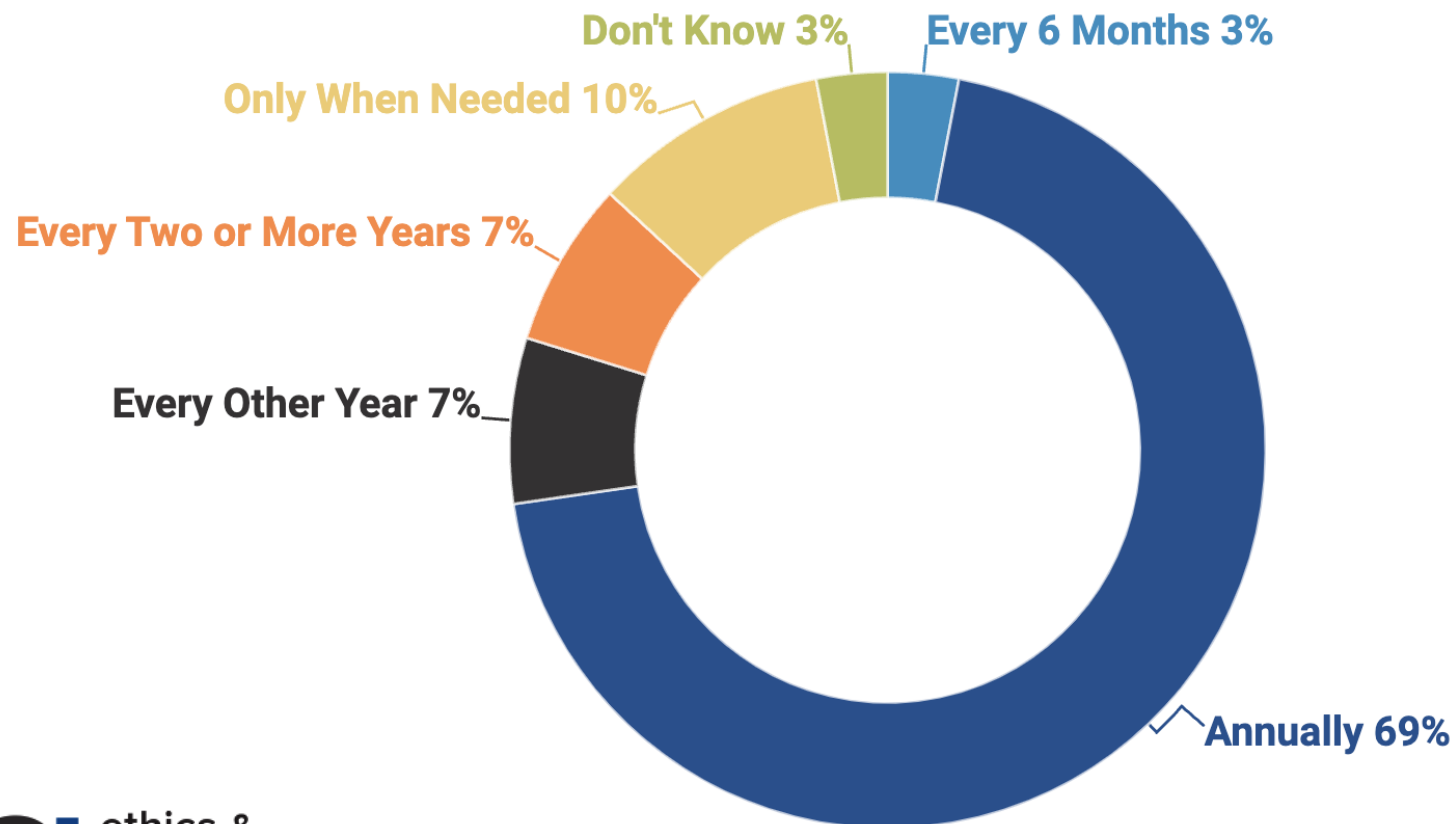
*"It's easier to be BRAVE  
when you're NOT ALONE."*

*- AMY POEHLER*

- Create a Support System
- Advertise Support System
- Increase Visibility  
Increase Frequency
- Enlist Others To Carry  
Message Forward

# ***FREQUENCY OF SPEAK UP TRAINING & COMMS***

What is the frequency of speaking up/reporting training?



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*(Nudge, nudge)*

## ***EFFECTIVE FREQUENCY***



People need to be reminded  
more often than they need to  
be instructed.

~ Samuel Johnson

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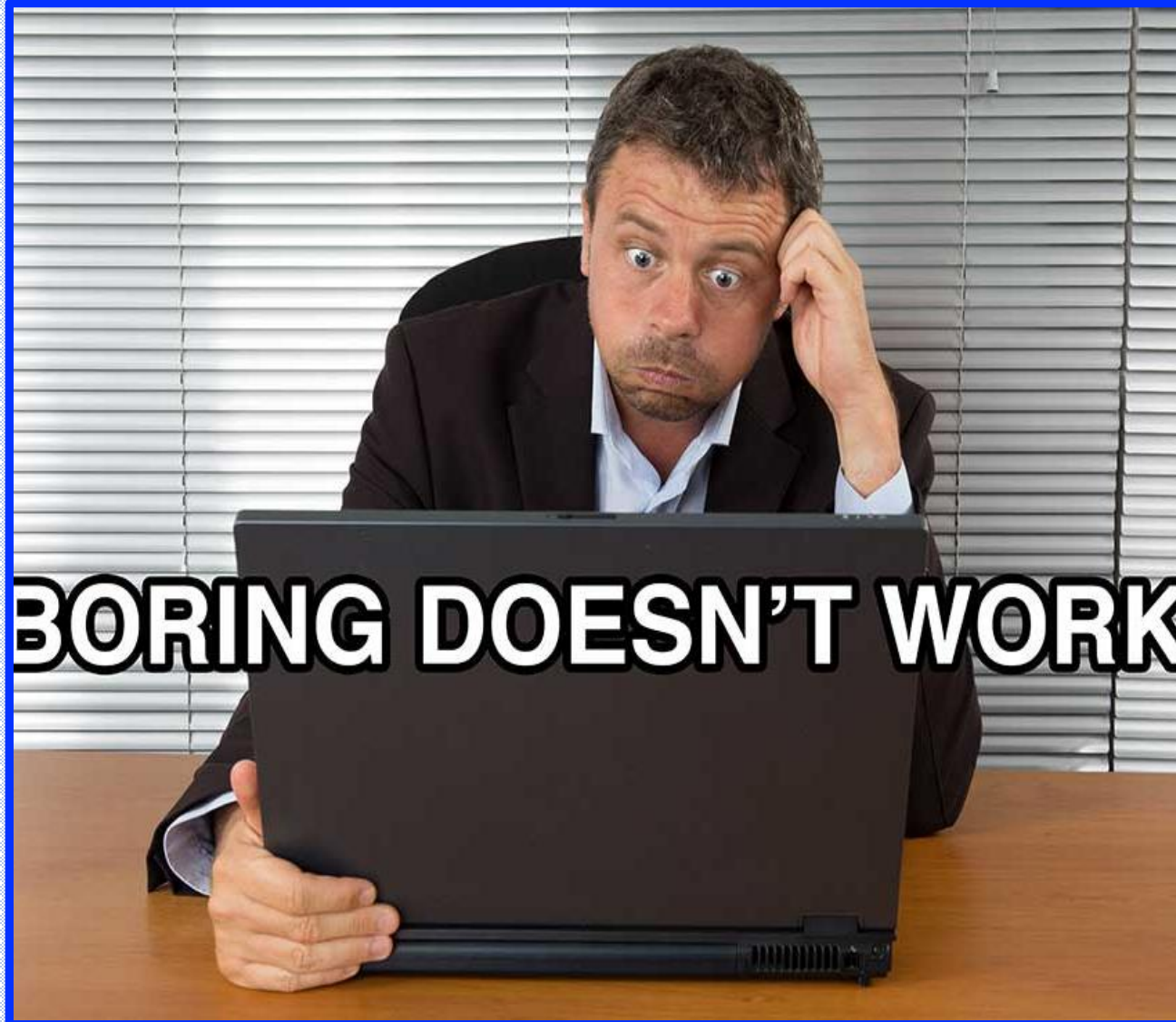
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# *TRADITIONAL TRAINING IS PROBLEMATIC*



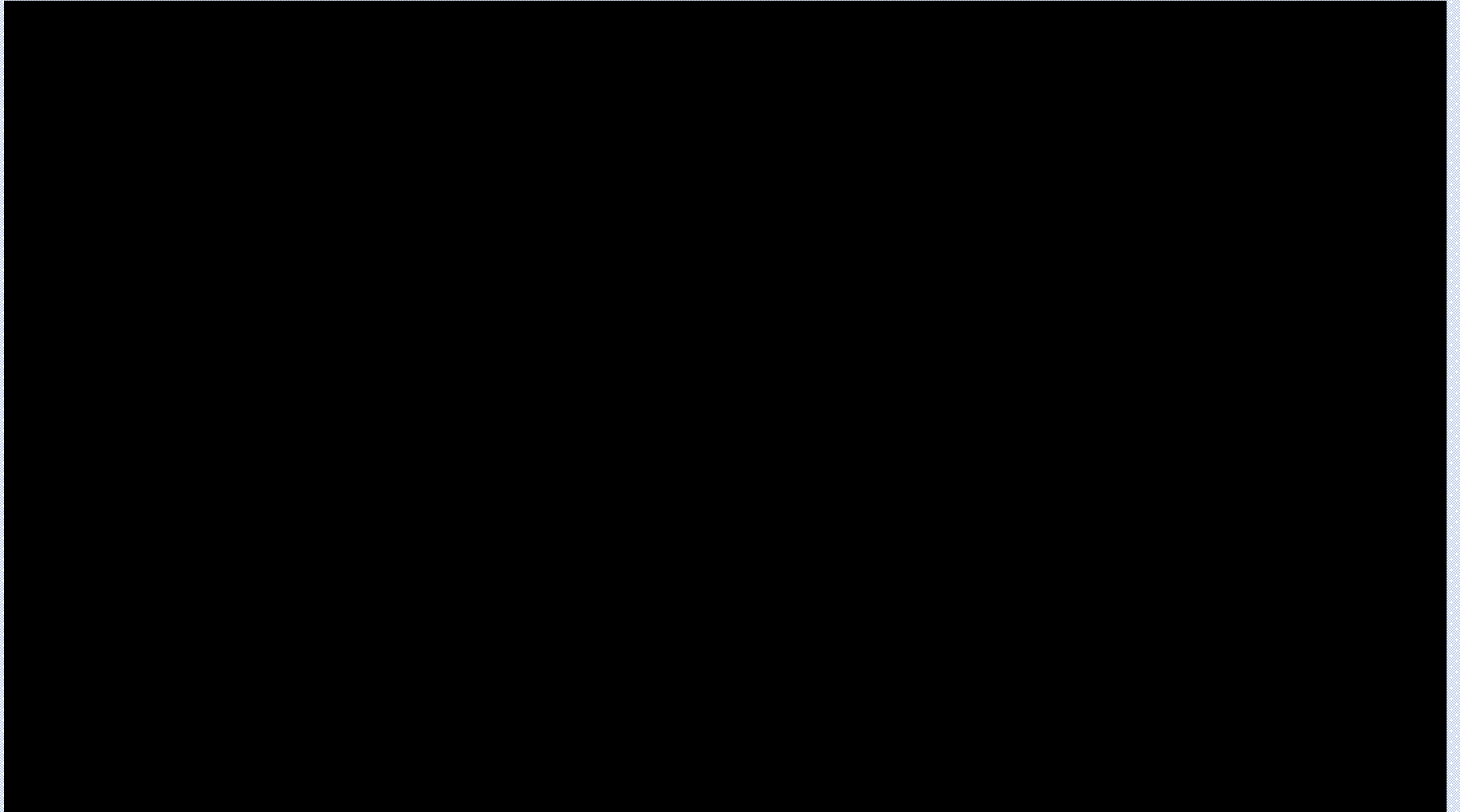
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# ***E&C TRAINING JAMS: ETHICAL LEADERSHIP VIDEO***



# ***E&C'S MOST IMPORTANT RESPONSIBILITY IS INFLUENCE***

***When it comes to Ethics & Compliance***

***“Culture  
Eats Training  
For Breakfast”***



*PROACTIVE & PREVENTATIVE  
FOCUS ON IMPACTING THE CULTURE:  
\*SOCIAL  
\*LEADERSHIP*

*TRAIN LESS  
COMMUNICATE MORE  
ENGAGE & INVOLVE LEADERS*

*ENTERTAINMENT IS HELPFUL*

## ***SEPARATE THE MESSAGE FROM THE DELIVERY MECHANISM***

***“There’s a difference between having a difficult conversation and a conversation about a difficult thing.”***

# *CREATIVITY ISN'T A LUXURY...IT'S ESSENTIAL*



# ***COMEDY & COMPLIANCE SHIFTING CULTURE & BUILDING TRUST WITH ENTERTAINMENT***



**ANGELIQUE LEE**

[Angelique.Lee@Jazzpharma.com](mailto:Angelique.Lee@Jazzpharma.com)



**RONNIE FELDMAN**

[RNF@LearningsEntertainments.com](mailto:RNF@LearningsEntertainments.com)