



**\$6.3 Billion**

The estimated loss due to compliance **FRAUD** and **ABUSE** cases.<sup>1</sup>



**42%**

Percent of employees state that their organizations have **WEAK ETHICAL CULTURES**.<sup>2</sup>



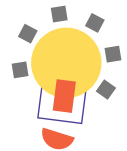
**1 out of 4**

Employees report ambivalence and cynicism as it relates to compliance training.<sup>3</sup>



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

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>

## FUNNY HOW THIS WORKS

Humor helps us **remember**.

Humor helps us **solve problems**.

Humor helps us **be more empathetic**.

It's not rocket science. It's **brain science**. Power your Compliance training with more funny, and seriously good things will happen.

### References

<sup>1</sup> <https://s3-us-west-2.amazonaws.com/acfepublic/2016-report-to-the-nations.pdf>

<sup>2</sup> <https://business.financialpost.com/executive/c-suite/forget-ethics-training-focus-on-empathy>

<sup>3</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>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/stavatir\\_spring2010\\_seniorthesis.pdf](https://psychology.yale.edu/sites/default/files/stavatir_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>