Compliance training guide:

How to make it work

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CONTENTS

Introduction

The idea of compliance training may trigger strong feelings among both employers and employees. Required across industries and for various reasons, it's a staple for many organizations. But there are reasons the term "compliance training" can sometimes evoke dread or irritation:

- It feels like a distraction from work.
- It's not directly related to generating income or boosting productivity.
- It's an added cost to running a business.
- It's often mandated from outside the company and can be a pain to fit into your training strategy.
- It seems like just one more hoop to jump through.

These kinds of concerns leave some organizations with a negative view of compliance training, and it shows in execution. They offer generic courses and require the bare minimum from employee engagement to check the box.

The truth is, compliance training is meant to protect organizations and help them succeed. It's not just a box to tick but can actually boost company performance. In fact, there are plenty of reasons to invest in this vital kind of education.

The pros

Compliance training is part of an organization's **social contract.** It ensures companies do things like maintain good environmental practices, provide a safe workplace, behave ethically toward employees, customers, and the community, and maintain security and privacy.

When **done well,** this necessary training helps companies run smoothly and reach their goals. It allows employees to engage with company culture and build a strong sense of ownership and responsibility.

However, when handled poorly, it can severely hurt your organization.

The costs of failing

When education around policies, laws, and regulations doesn't happen, or is poorly executed, it leaves organizations open to all kinds of risks. One study estimates that compliance failure costs companies an average of **$14.82 million.**

Failure to follow regulations and policies can result in heavy fines, but the costs also show up in lost time due to injuries or damage to reputation and legal proceedings. In the worst-case scenario, compliance failures can cause companies to lose their operating licenses.

With all the benefits and so much at stake, it's clear that compliance training should be a priority in your employee development planning.

Step up your training strategy

The good news is that mandatory training doesn't have to be a chore. Different training requires different approaches, and you can develop your strategy to engage learners and improve their working experience.

In this ebook, we'll cover what compliance training is and the different types that exist. We'll also talk about why it matters and share examples of specific programs organizations are successfully implementing.

Finally, and most importantly, we'll discuss how to build successful compliance training. What should you include? How should you deliver it? And what are the best ways to measure whether it's working?

When you understand the ins and outs of compliance training, you can create a strategy that fills the need for training and does so well. And that means avoiding pain points and setting your company on the path to success.

Happy reading!

Chapter 1.

What is compliance training?

Until relatively recently - only the last couple of decades - compliance training was largely an issue for heavily regulated industries. It was mainly focused on fields like healthcare, financial services, or food and drug. But today, almost every industry is affected by regulation and legal requirements.

Some training is required by the company to help employees get up to speed on internal procedures and ethics. Some is industry - or job-specific. And in some cases, compliance training covers policies mandated by the government and applies across industries or businesses.

It's important to know what types pertain to your organization and what you'll be held accountable for. So, let's start with a definition. What is this crucial part of your training strategy?

A definition

Compliance training is a way of making sure organizations are **ethical, equitable,** and **accountable.** As the name implies, it helps you comply with requirements or policies set by organizations, governments, or industries.

It's the process of educating your employees on rules, regulations, and policies that affect their daily work or their industry. Beyond letting them know what these rules and regulations are, training should help employees understand why and how to comply with them.

In any case, it's mandated by policy, law, or regulation, meaning it's not just a good idea to deliver this kind of training. It's a must. Employers need to offer it and record the fact that employees have participated to meet standards and protect themselves in the event of a violation.

How is compliance training different?

General training covers topics that help employees improve job performance. It may include "hard skills" training (things like operating systems and software that apply to their work) that improve their ability.

It can also include **soft skills training** (things like communication and leadership) that improve how people work with others.

A compliance training program, in contrast, is designed expressly to **prevent workplace problems and legal violations.** It focuses specifically on helping people perform their jobs so that there is no liability to the company or its employees

Who needs compliance training?

This type of learning may apply to anyone doing business or operating an organization. For instance, today, virtually all industries are subject to standards regarding data security and confidentiality. Many governments also hold any business operating within their jurisdiction to certain codes of fairness and ethical behavior.

These standards apply across nearly every industry, including:

- Healthcare
- Finance
- General business
- Education

Examples of mandatory training

Some compliance training applies to laws, regulations, or policies that impact a company's ability to be ethical and fair. These regulations are in place to hold organizations accountable for these values.

Some training applies to practices that ensure a safe working environment. There are general health practices required by all companies and many practices and procedures that apply to industries that involve risk. These can be things like physical labor, operating heavy machinery, and working with toxic substances.

Compliance can apply to anything ranging from health and safety to discrimination to security to industry regulation. The following are two examples of regulations and laws put in place to protect workers and customers and ensure ethical practices. One is specific to a single nation, one is broader. Both require compliance, which means employees must be trained. Both also leave the "how" of that training up to individual employers.

GDPR

The European Union passed the **General Data Protection Regulation (GDPR) law** in 2018 outlining data privacy and security standards. It governs the correct use and protection of personal data. It's been put in place to protect the privacy of E.U. citizens by holding any organization they interact with accountable to protect private data. The law applies to any organization that processes the personal data of any EU citizen. That means it applies to industries from healthcare to banking to goods and services providers—both inside and outside the E.U.

The law holds strict standards and imposes heavy fines on those who violate or fail to enact them. But while the GDPR law is far-reaching in the rights it protects, it doesn't cover specifics on the how for every area and category. That's left up to individual organizations.

EEO

In the U.S., Equal Employment Opportunity (EEO) laws and regulations have been established. These are meant to ensure women and underrepresented groups have access to employment they're qualified for and to help businesses increase representation of these demographics in their workforces.

They also ensure fair treatment of all employees regardless of factors like race, age, religion, sex, sexual orientation.

And as with GDPR, EEO laws protect a broad swath of rights but don't specifically spell out how an organization should ensure their protection in every industry.

How does compliance training come into play?

These examples include laws and regulations related to security or discrimination. Their violation comes with strict fines and penalties for companies. Obviously, discrimination and security breaches are detrimental to an organization for lots of reasons, and ideally, the regulations help prevent them. But if violations occur, an organization could face legal repercussions that are costly and could even impact their ability to do business.

There are countless ways organizations need to work to protect data and prevent discrimination and avoid fines. The fines are set and non-negotiable. But how people comply can be industry and organization-dependent.

Compliance training, in these cases, means educating people on what the law requires. But also on specific industry mandates and practices as well as company policies and procedures.

Chapter 1.
Let's recap this chapter:

Compliance training is a vital part of any organization's success. Unlike general employee development, compliance training is mandated, and addresses things like creating a safe and healthy work environment, adhering to industry standards, and avoiding legal and ethical violations.

This is a broad spectrum of concerns, and there are different kinds of compliance training that fulfill them. You need to be aware of which apply to you and might benefit your organization. In the next chapter, we'll talk about the different types of training and their objectives.

Chapter 2.

The types of compliance training

Because compliance applies to rules, regulations, and laws across industries, there are a vast number of topics and types of training offered. Training ranges in topics from things like safety to security to diversity to anti-harassment.

In this chapter, we'll look at some of the types of training and what it means to be compliant within those categories. First, let's consider the purposes of training.

The objectives of compliance training

Whatever the category, compliance training aims to reduce risks, keep companies and employees up to date, and protect workers and customers alike. The key purposes of any course are to:

- Make sure employees know their responsibilities
- Teach how to uphold laws and policies
- Create better workplace environments
- Ensure safety and security
- Protect the organization from legal liabilities

These objectives drive every kind of compliance program, and each program covers specific content to reach them. Let's see how some of them play out.

Common types of compliance training

Compliance courses cover things like federal and state laws, company-specific policies, ethics, and workplace discrimination. We'll talk about specific training programs in a later chapter, but for now, let's look at what it takes to be considered compliant in some of these common categories.
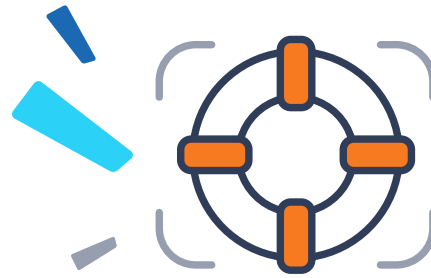
Health and safety training

Health and safety compliance seeks to **eliminate injury and illness caused by workplace hazards.** Employees deserve a safe working environment, and accidents can cost companies in time, productivity, and money.

Training covers the standards for healthy working environments as well as procedures for safety and accident prevention. For example, in the U.S., the **Occupational Safety and Health Administration** (OSHA) holds employers accountable to provide a safe and healthy workplace. Training covers requirements for individual industries as well as general office and workplace safety and sanitation policies.

In some industries, physical risks are a hazard of the job. Environments like construction sites, labs, or factories often involve work where employees are around potentially dangerous machinery or substances. Or, they involve physical conditions that can lead to injury. Training specific to these circumstances includes mandated best practices that make sure employees handle them responsibly.

Data and cybersecurity training

Security and privacy training apply to companies that **handle sensitive data or personal information.** These days, that's almost any organization.

Laws around handling sensitive information are clear and vital to understand. In addition, smart practices and awareness are the first line of defense against data breaches or hacks. Data and **cybersecurity training** teaches employees to recognize threats to information security. It explains how to avoid them and how to handle them if they do occur.

Some standards are mandated, as with the EU's GDPR requirements discussed in chapter 1. Others may be industry-specific. And all training should be tailored to an organization's specific data management solutions.

Ethics training
Ethics training focuses on appropriate, professional, and ethical workplace behavior. Ethical standards aren't necessarily limited to legal requirements. This training teaches employees how to **deal with ethical dilemmas** and instructs them on **the lines between acceptable and unacceptable behavior at work.**

Ethics can apply to situations like avoiding conflicts of interest and upholding a respectful atmosphere. It also covers things like handling finances correctly and fairly and complying with laws and regulations that apply to the industry or organization.

Ethical violations and scandals can incur fines and damage your brand reputation.

Ethics training makes your company a better place to work and protects your bottom line by teaching employees to recognize and avoid these violations.

Diversity and inclusion training
Recent laws and demographic changes in the workforce have made **diversity and inclusion training** a top priority for many HR departments. These workshops and programs are intended to help create healthy, thriving work environments by making them inclusive and **eliminating biases.**

Rather than focusing on the rules of equality laid out in ethics training, diversity and inclusion tend to address the soft skills of cultural sensitivity and self-awareness. It focuses on how equity and fairness impact the ways people work together. It also strives to help employees recognize and eliminate biases and stereotypes and create more opportunities for inclusiveness. This type of training applies to staff and leadership alike.

Anti-harassment training
Part of a safe, healthy work environment is the guarantee that employees won't be harassed on the job. **Anti-harassment training** **outlines unacceptable workplace behaviors** and teaches the requirements for providing a comfortable work environment. It specifically addresses gender-based harassment, discrimination, or retaliation.

Anti-harassment training should communicate your policies. It should also teach employees how to recognize and report inappropriate behavior.

Chapter 2.
Let's recap this chapter:

The purposes of compliance training are to protect employees and help your business succeed. Many kinds of training are required by law depending on the state, country, or industry.

Understanding which types of training apply to your company and what you gain from them will help you build out your own training strategy. In the next chapter, we'll focus on the specific ways compliance training benefits your organization.

Chapter 3.

Why is compliance training important?

From best practices to ethical requirements, compliance training is focused on education for behavior change. Compliance matters because it gets your organization and employees up to date and on board with mandated policies and procedures.

Reasons to make compliance a key element of your training strategy can be summarized into a legal case and a business case.

The legal case

Compliance training is often focused on laws and policies that govern safe and ethical work practices. When employees aren't up to speed on these, resulting violations can end up costing companies in fines or even legal action.

Organizations could face repercussions as serious as criminal charges or losing their license to practice.

The business case

The financial costs of failure to comply are perhaps easiest to see. Fines imposed can be hefty. For example, research shows that non-compliance with data protection costs companies an average of **$4,005,116** in lost revenue. In addition, there's a financial cost to downtime caused by accidents or unsafe work environments that result from failures to follow correct procedures.

But there are also positive implications for businesses that make compliance training a priority. Operations run more smoothly when everyone knows what should be happening.

7 reasons to invest in compliance training

Both of the above cases offer compelling arguments for stepping up your compliance training strategy. Let's expand on those by talking about seven specific benefits you get from doing so.

1. Help your employees succeed

Policy or ethical violations aren't generally intentional. Compliance training helps people understand the rules. When done well, it also helps them understand why the rules matter and why they're there in the first place.

Good compliance training also teaches employees how to identify violations and how to proceed when they've spotted one. Education is preventative—it can stop problems before they even start.

2. Avoid penalties

In many cases, compliance training addresses legal rules and regulations. The penalties for violations are clear and serious. As previously mentioned, companies may face fines, legal prosecution, or license removal.

Violations may still occur even after training. But when you can show that employees attended courses, liability for any infractions aren't transferred to the organization.

3. Create a safe workplace

Employees deserve to feel protected at work. Taking compliance seriously means your organization teaches and follows regulations around any potential workplace hazards. Whether it's industry-specific

training on working with dangerous machinery or chemicals, or general first aid and emergency-planning compliance, staying up to date assures employees they will be protected and valued.

4. Build a healthy culture

Another aspect of safety at work has to do with creating a place where people feel included and are treated fairly. Compliance training around ethics, fair treatment, and anti-harassment lets employees know what you value.

Training also provides a chance to have conversations about difficult issues. A healthy culture makes sure everyone feels safe and can contribute their best work.

5. Stay up to date

Because policies and regulations change over time, you need regular compliance training to keep everyone in your organization up to speed. Offering training for all employees on a regular basis reminds them of requirements. It also lets you share the latest developments to ensure compliance going forward.

6. Protect your bottom line

As noted earlier, the financial benefits of compliance are bigger than simply avoiding penalties. For example, research shows that solid health and safety training reduces injury and illness rates up to **40 percent**, saving you the costs of associated downtime.

And when people know how to do their jobs correctly and safely, you see more engagement and productivity, which leads to greater profitability.

7. Strengthen your brand

Ethics and security violations can do serious damage to your brand's image. On the positive side, being public about your commitment to ethics and compliance helps boost your reputation. **Research** shows customers are more willing to support organizations that make ethics a priority. It turns out people want to associate with brands that stand for something they agree with. Companies that include ethics in their code of conduct or that publicly espouse ethical behavior show **increased profits and have greater customer loyalty.**
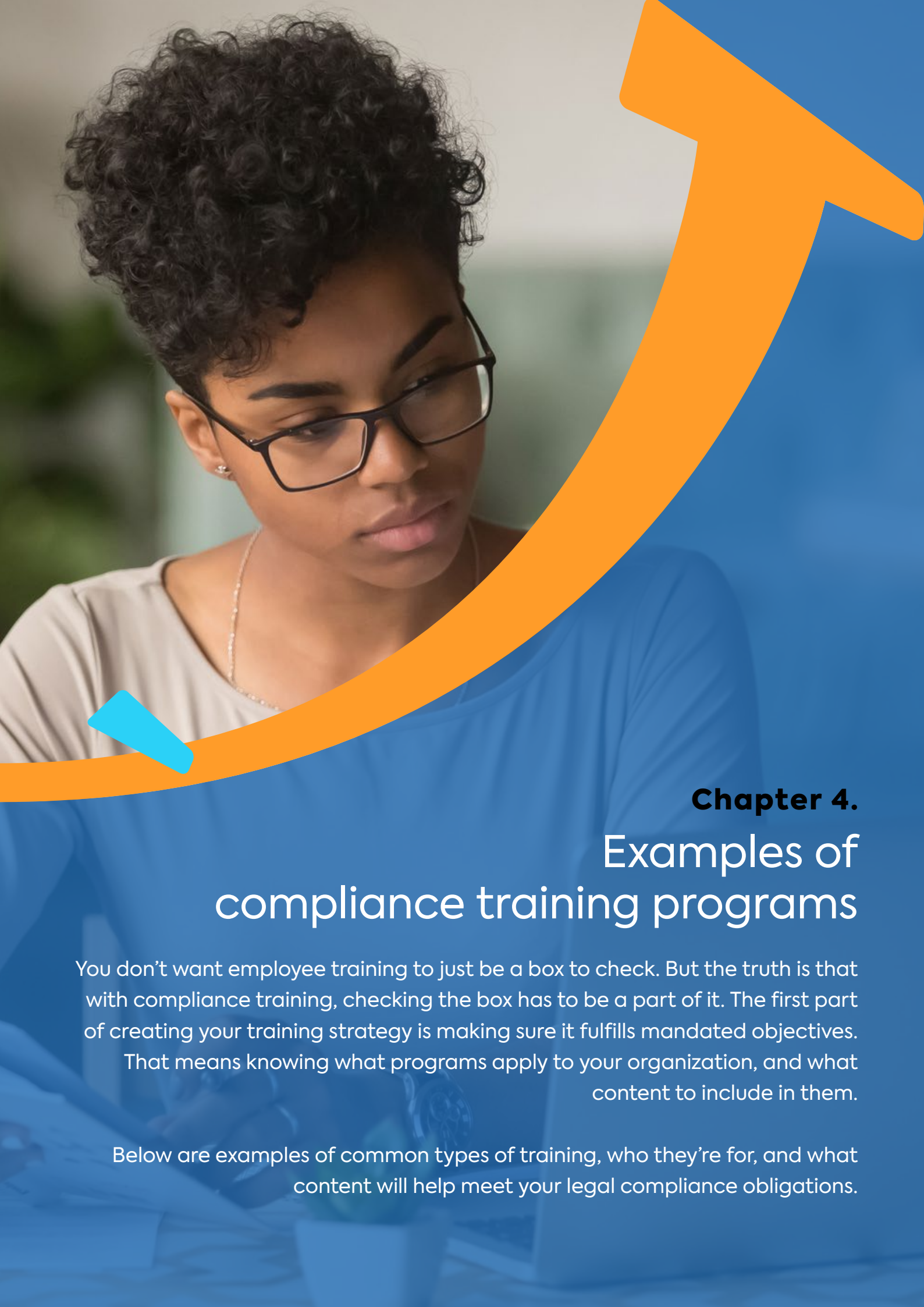
Chapter 3.
Let's recap this chapter:

There are many reasons to make compliance a focus within your training strategy. You stand to gain a lot from both a legal and a business standpoint when employees are regularly brought up to speed on mandated policies and procedures. You avoid fines, improve your culture, boost your bottom line, and strengthen your brand.

It's hard to argue with those kinds of motives. So where do you get started? In the next chapter, we'll focus on what kinds of training are out there and give examples of who needs them and what they should cover.

Examples of compliance training programs

You don't want employee training to just be a box to check. But the truth is that with compliance training, checking the box has to be a part of it. The first part of creating your training strategy is making sure it fulfills mandated objectives. That means knowing what programs apply to your organization, and what content to include in them.

Below are examples of common types of training, who they're for, and what content will help meet your legal compliance obligations.

Health and safety training

Health and safety in the workplace are regulated in almost every country and industry. Training workers to be safe as they do their jobs is an investment in your culture and your bottom line.

Businesses are accountable for ensuring employees can safely do their jobs. And that includes educating and supervising them in proper safety procedures.

Who is it for?

Training covers ways employees can prevent injury and illness caused by working conditions. It should address requirements for both general and industry-specific standards.

All employees should participate in general industry training. That includes managers and directors as well as front-line employees. Those in jobs with inherent risks will also need to participate in specific training to address such issues.

What should it teach?

General industry training focuses on things like **emergency planning, fire and evacuation plans, medical services,** and **first-aid.** It also includes standards for accident prevention, posting of potential hazard signs, and worker rights and responsibilities when it comes to health and safety in the workplace.

Industry- or job-specific health and safety training is targeted to occupational hazards. It can include things like:
- Hazardous materials handling
- Proper personal protective equipment

- Machinery use and safe practices

In every case, training should help employees identify potential hazards and learn practices for a safe and healthy workplace.

Data and cybersecurity training

This training focuses largely on awareness and avoidance—teaching employees proper procedures to protect safety and how to recognize potential threats to security. But it should also address what to do in case of security breaches.

Who is it for?

It's a good idea to include **every employee who interacts with company or customer data or who works at all online** (even if they just use email) in some form of training. All employees should be clear on company policies around disclosure and handling internal data or respecting colleague and client privacy.

Further, **employees who work with sensitive data** should be trained in safety measures, policies, and procedures specific to their roles. This can include those involved in product creation, social media interaction, and vendor management.

As with health and safety, this kind of training is just as critical for leaders and departments that handle employee information.

What should it teach?

Training should include an overview of organizational, industry, and government standards employees are accountable for (e.g., GDPR). It should also include the reasons the standards matter and specifics of how employees meet those standards.

Again, employees should be taught to recognize potential threats, as well as how to respond to violations or breaches. Topics can include things like:

- Data privacy rules and policies
- Mobile device security
- Phishing and other cybersecurity risks
- Password security and authentication
- Security measures for remote work

In addition, data and cybersecurity training should cover anything related to employees' specific roles.

Diversity and inclusion training

Boosting diversity and inclusion are ways to create a more accepting working environment. Improvements in these areas have also been shown to help companies **reach top talent** and **increase innovation.**

But there's still room to grow. One survey reported that in 2020, **over half of the employees polled** felt their companies weren't doing enough to improve diversity.

Who is it for?

All employees could benefit from diversity and inclusiveness training. It communicates your organization's values and helps clarify how employees can uphold them.

In particular, this type of training is often geared toward **HR professionals, managers, owners,** and **executives** as the frontline for establishing values and being liable for upholding them.

What should it teach?

Training should make all learners aware of **equal opportunity regulations and laws.** Beyond that, how companies approach diversity and inclusion is generally up to them.

Here are some of the top topics covered in organizations looking to embrace diversity and build strong cultures of inclusion and innovation:

- Cultural sensitivity
- Bias awareness
- Inclusion
- How to deal with microaggressions or biases
- Managing difficult conversations among diverse populations

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Ethics training

Ethics training helps build a culture of strong ethics and is essential to upholding a company's values. It also protects your organization from legal or moral missteps. Training should be repeated regularly to refresh employees' knowledge and introduce them to new content.

In some cases, ethics training is required to maintain good standing in an industry. For example, in the U.S., the **National Association of Realtors** requires members to go through their code of ethics training every three years to keep their membership.

Who is it for?

The ethics of a company hinge on its officers and employees. Meaning, an organization is only as ethical as its employees. Ethics training is for **everyone in the organization** when it comes to honest behaviors that represent your brand.

In addition, very specific legal applications of ethics will apply to certain roles and industries. Employees involved in interactions affected by these regulations should receive training specific to them.

What should it teach?

Ethics covers general company values and specific industry legalities. Training should address everything applicable to your organization. Typical topics include:

- Conflicts of interest
- Bribery
- Harassment prevention
- Violence in the workplace
- Transparency
- Anti-competitive behavior
- Political activity
- Reporting ethics violations
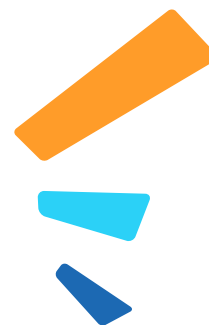
Chapter 4.
Let's recap this chapter:

Compliance training is mandatory, and so has specific requirements that you need to be aware of as you plan for your own. Knowing what types of training are out there and who they apply to can help as you build out your organization's strategy.

Once you know what applies to you and your organization, it's time to start creating the perfect training. In the next chapter, we'll discuss how to get started.

Chapter 5.

How to build your compliance training program

Once you understand the importance of compliance training and know what types apply to your employees, the next step is making it happen. **Off-the-shelf compliance training** may be a good option for you in some areas, but you may want to look at creating custom training to best fit your company's specific needs.

If you're ready to build your own training, there are three things you'll want to take into consideration:

1. What to include in your training

2. How to deliver your training

3. How to measure its effectiveness

What to include in compliance training

Some of what you put into training will be obvious. There are rules and regulations as well as best practices dictated by compliance laws. But in addition to the required content, you'll want to include elements that help employees learn and retain information. Consider the following:

Context

Give context to help learners understand **how** and **why** the content affects their jobs. For example:

- Draw from true-to-life examples to demonstrate policies and procedures
- Illustrate principles with case studies or scenarios that will be familiar to learners
- Have employees practice recognizing and responding to issues around regulations by role-playing situations they might actually find themselves in

This kind of context helps solidify the importance of the content. It also makes the concepts more memorable by helping learners see them in specific use cases.

Specifics

Employees need to be motivated to comply with regulations. But they also need to know how to do so. Context is a good foundation to get people invested in your training. But you also need to provide the nitty-gritty.

Cover the basics by answering questions like:
- What are the rules?
- What do violations look like?
- How should employees respond if they see one?

Let people know how to correct problems and properly report them.

Examples

Often, difficult concepts can be more easily taught when you adhere to the **"show don't tell"** principle of good writing. Spelling out the processes around safely handling hazardous materials or running machinery in text can leave room for interpretation or misunderstanding. Consider showing the procedures in a helpful video instead.

Similarly, difficult concepts like responding to data breaches or navigating HR systems can feel flat or unclear in writing. But if you bring them to life with a video or instructive animation, learners can make relevant connections.

Practice

Putting skills and concepts into action has been proven to help learners [understand and retain](#) training content. Give employees the chance to really dig into the content by providing opportunities to test their understanding.

Compliance training often requires some sort of **assessment** to show completion. But you can go beyond the basic highlights that test recall. Try offering assessments or role-play exercises that test application, as well.

For example, "A client just contacted you with concerns that their account data has been breached. You check and see that a login has occurred that wasn't the client. What do you do next?"

When employees respond to specific scenarios with the correct information, they're using more than just recall. They're using deeper thinking skills that trigger memory and a more comprehensive understanding.

How to deliver compliance training

Online training is an efficient and effective way to roll out and maintain your learning strategy consistently. The frequency of training - including regular courses and new hire onboarding - and the convenience of any time, any place learning for large or remote teams have made it a standard.

Online delivery requires a robust **learning management system (LMS)** to support delivery, assessment, tracking, and follow-up. Find a system that can enroll your employees, register their interactions, and assess their learning.

Aside from hosting your training content, a good LMS can help you:

- **Schedule training.**
  As mentioned, compliance training is not a one-time occurrence. You want a system that can offer regular schedules for annual training sessions, and incorporate required training outside the schedule for new hires. Many learning management systems can create schedules and share them with learners. Use this feature to send employees reminders to enroll or nudges to finish a course.

- **Assess and improve the learning experience.**
  You can also use LMS functionality to send out follow-up tests and surveys once a participant has completed a course. Following up will let you know what's working in your training and what's not, and allow you to make adjustments as needed.

- **Document compliance completion.**
  Tracking progress is crucial to compliance training. You're required to log that employees have completed certain courses. You want to know that employees are going through their training when they're supposed to. But you also want to know that they're understanding and applying new knowledge.

The metrics you can gather from your LMS are invaluable to building your training program. And that brings us to the final concept of this chapter: how do you ensure the training is having the desired effect?

How to measure training effectiveness

A **survey** conducted in 2018 around ethics and compliance showed that 32% of organizations don't measure how well their compliance programs are working. Failing to do so leaves a big part of your organization's success to chance. Your training should benefit your employees and organization. To make sure it does, you need to be aware of how your training efforts are going. You can get a good picture of what's happening by using your LMS to track **some useful metrics**. Look beyond completion rates and assessment scores. Check on things like how quickly employees are completing their training and what content is most popular.

You can also get a sense of how well the content is transferring to actual on-the-job behavior. Provide surveys to gauge whether employees find their training valuable. Reach out to managers and colleagues with surveys about performance they're seeing that aligns with the content.

Chapter 5.
Let's recap this chapter:

The first step toward building a great training program is to know what to put into it. Make content clear by providing context and specific direction. Make it relevant by giving employees true-to-life examples and chances to practice.

The easiest way to make sure your training is available and consistent is to deliver it via a robust LMS. A good system will allow you to not only present the content but also track progress and measure course effectiveness.

And if you really want employees to enact behavior change, you'll want to explore your LMS functionality and instructional design a little more. Using your resources to make your training engaging is a sure-fire way to get people on board with compliance efforts. The next chapter explores just how to do that.

How to make compliance training more engaging

Compliance training is valuable and makes the workplace better. But it is also just what it sounds like: required content, often of a technical or legalese nature. That can make it feel like a chore and be off-putting to some. It can also be difficult to drum up enthusiasm for a course when it has to be repeated year after year, or when you're running multiple courses per year.

The key to getting learners to invest in their experience and truly learn from it is to make your training engaging. Once you've got the right content, put it in context, and made it easy to understand, you can focus on designing your program to draw learners in.

Why engagement matters

You don't want employees to think of your training as drudgery. You never want people to dread their work. But beyond just reducing boredom, engagement has several benefits for learners.

- **It increases retention.**
  Engagement helps with learning and retention—the real purposes of compliance training. Engaging learners in the program helps overcome the forgetting curve.
  People generally start forgetting what they've learned almost immediately after learning it. When they are engaged with their training they're more likely to remember what they learn because they'll be giving it more attention and interacting with the content.

- **It drives behavior change and productivity.**
  When learners are engaged, they learn more. And when they remember the skills, policies, and procedures they're taught, they'll enact them back on the job.

- **It motivates employees to participate.**
  Interaction makes training more engaging because it gets employees invested in the course and its outcomes. They see the value in the content and the learning, and that makes them

willing to participate more actively. When employees are pulled away from their regular jobs for training, they come with built-in distractions. They may be worrying about incoming emails, clients in the middle of big projects, or looming deadlines. But when people are internally motivated, they're going to make the time for a training session and give it their attention. If your training draws them in and keeps their attention, they're much less likely to get distracted. They'll see and hear more of the content and be more present with it.

Engagement is vital to making compliance training successful. So let's take a look at some tips for engaging learners in online training.

5 tips for engaging learners in compliance training

To make the most of your compliance training, make it more engaging. Here are five ways to help motivate and enable learning that leads to behavior change.

1. Make the content interactive

Hands-on experience keeps learners engaged with the content, drawing their attention back consistently as they need to

respond to something on the screen. Build in quizzes, assessments, real-life scenarios, or interactive tutorials.

Consider how you might present the content in a way that challenges the learners to respond, recall, or think through complex responses. Training is more **enjoyable** and **memorable** when it requires learners to act on what they're learning.

2. Make it micro

Microlearning consists of short, bite-sized lessons designed to be completed in minutes-long sessions with each lesson devoted to a single concept. This learning strategy increases the likelihood that employees will engage with their training. They can log on when it's convenient and **complete courses at their own pace** without disrupting their busy schedules.

In addition, [research](#) suggests that microlearning can have a positive impact on learning transfer. The convenience and focus of microlearning mean employees are more likely to engage with and recall the content.

3. Consider multiple learning methods

Present your content in a variety of formats to reinforce learning. Learning happens in different ways for different people. Providing various options makes the content more **accessible to every type of learner** and also makes it easier to keep learners' attention.

Instead of presenting everything in text-based slides, include video illustrations, infographics, and audio files with explanations or case studies. Use the robust features of your LMS to include a variety of formats and let employees choose which work best for them.

4. Offer certificates

Don't stop at recognizing the value of compliance. Throw some recognition your employees' way by offering training certificates of completion.

Compliance training often requires you to document that employees have covered the mandatory content. You may want to extend the documentation to include employee certificates. Formally **recognizing employees' accomplishments** provides a visible and immediate motivation for completion as a tangible, short-term goal.

Recognition is also a good way to keep people engaged in their learning and their work. Employees report being [happier in their jobs](#) when they feel recognized at work. And happier employees mean higher engagement and productivity.

5. Add a playful touch

A little bit of friendly competition can also boost engagement. Employees report a stronger [willingness to spend more time](#) with software that's gamified. Adding a bit of play makes things interesting and keeps learners invested.

A good training LMS will allow you to integrate and track **gamification elements.** You can add a leaderboard to show employees' progress through the course. You'll also be able to award badges or points as they complete challenges.

Chapter 6.

Let's recap this chapter:

Compliance training is valuable and mandatory. But there's no reason it should be a chore. Making the training engaging will help employees find more value in it and more willingly spend their time on it. They'll also be more likely to retain what they learn and implement it back on the job.

As you design your compliance training strategy, keep the principles of engagement in mind. Try any of the tips in this chapter for making your content more memorable and getting learners to engage with it more fully.

Conclusion

Compliance training is a staple in nearly every industry. As business becomes more global and more digital, and as the working world becomes more diverse, we'll continue to need to support policies that make workplaces safe, ethical, and successful.

Understanding why compliance training matters is a crucial first step to reaching those goals. Keeping employees apprised of mandates and new developments protects your organization from the consequences of unsafe practices or illegal actions. But aside from saving you costs in legal fees, downtime due to accidents, and potentially the loss of required licenses, compliance training sets your company up to run smoothly and be more productive.

You can help employees take ownership of compliance by building training into your culture. Create a training strategy that incorporates sound learning practices and principles for engaging learners. When they're motivated and able to learn, employees will also be able to enact the right behaviors on the job.

When everyone shares the vision of compliance and your training supports that vision, your company will run more smoothly, employees will be happier, and you'll be ready to meet the future of your business.

The LMS designed for your **success**

TalentLMS is the LMS built for success, enabling organizations to create a culture of continuous learning by delivering training designed with adoption in mind. With an experience that's fully customizable, easy to manage and a joy to use, teams embrace training while feeling right at home.

TalentLMS makes it easy to provide the right training for any team and context while giving expert guidance and support every step of the way. Backed by Epignosis, a global leader in learning technologies, TalentLMS is on a mission to democratize training, serving over 70,000 organizations worldwide.

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