



## Boosting engagement from 50% to over 90% with engaging video content

### Global chemical producer case study

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#### Company Overview

The company is a multinational corporation with a distributed workforce of over 6,000 employees operating across various mine sites around the world. Headquartered in the United States, this chemicals manufacturer operates across the Americas, Africa, Asia Pacific, Europe and the Middle East.

**Company:** Large manufacturer of titanium products

**Industry:** Chemical manufacturing


**Location:** United States

## The Challenge

### Ensuring consistent and effective compliance training across geographies

The various mine sites across the globe involve teams from different cultures and locations, making it a challenge to conduct consistent and effective ethics and compliance training. Traditional training methods, such as long-form content and annual modules, were not meeting the needs of the diverse workforce. The company faced several challenges in its compliance training efforts:

- Geographically distributed workforce: Teams operating in mines globally created the need for training that could be accessed from any location and in different time zones.
- Competing for training time: The company had to vie for training time amidst other departments like safety and IT, leading to scheduling conflicts and limited availability.
- Language diversity: Operating in multiple countries where languages including French, Portuguese, Chinese and Arabic predominated made it difficult to communicate ethics and compliance messages effectively to all employees.
- Engagement and relevance: Traditional training methods failed to engage employees, leading to low completion rates and lackluster reception from both the board and employees.

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#### General Counsel



## The Solution

### Flexible, customizable training from Diligent Compliance & Ethics Training

To address these challenges and revitalize ethics and compliance training, the company adopted a novel approach using content from the [Diligent Compliance & Ethics Training](#) library:

- **Short engaging videos:** Instead of traditional long-form content, the company implemented microlearning through short, engaging videos, including animations, which make learning more captivating, accessible and shareable worldwide.
- **Flexibility in file types:** Recognizing the need for flexibility across distribution platforms, the company used training content from the Diligent library that's available in various file formats. This allowed employees to access the training content offline and across different mediums such as WeChat in China and WhatsApp in Saudi Arabia.
- **Multi-language support:** The company invested in training content in multiple languages, catering to the diverse linguistic needs of its global workforce. This ensured that ethics and compliance messages were effectively communicated across regions.
- **Executive buy-in:** The company shifted from a former vendor to Diligent for its training materials based on executive feedback. Executives appreciated the shorter videos that didn't consume too much time, allowing them to focus on other tasks as well.
- **Feedback loop:** The compliance officer proactively shared the training videos with the board, fostering a feedback loop that helped fine-tune the content. This strategy was particularly successful with board members from other companies providing valuable input.

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**Director of Trade Compliance**



## The Results

### Nearly doubled completion rates, plus executive buy-in

The company's innovative approach to ethics and compliance training yielded impressive outcomes:

- **Increased completion rates:** The shift from traditional training modules to short, engaging videos resulted in a significant increase in completion rates, moving from 50% to over 90%. Employees found the new content more enjoyable and relevant.
- **Executive approval:** The use of concise, time-saving videos resonated with executives, leading to smoother approvals and a streamlined training process.
- **Positive board feedback:** The board members not only approved of the new content but also provided constructive feedback that improved the training experience further.
- **Global outreach:** The ability to communicate in multiple languages and through various mediums facilitated effective training across diverse regions, promoting a consistent ethical culture.
- **Cultural acceptance:** The success of the short video approach fostered a cultural shift towards embracing mandatory training, indicating that the content was not only effective but also well-received.

This company transformed its ethics and compliance training from a traditional, time-consuming model to a dynamic and engaging approach using content from [Diligent Compliance & Ethics Training](#). By leveraging short videos, diverse file formats, multi-language support, and executive engagement, the company successfully engaged its distributed workforce and achieved remarkable results in terms of completion rates, board approval and global outreach.

“After switching over [to Diligent], we saw a significant increase in completion rates, moving from 50% to over 90%. Employees even found the new content more enjoyable and relevant.”

General Counsel

## About Diligent

Diligent is the global leader in modern governance, providing SaaS solutions across governance, risk, compliance, audit and ESG. Empowering more than 1 million users and 700,000 board members and leaders with a holistic view of their organization's GRC practices so they can make better decisions, faster. No matter the challenge. At Diligent, you are an agent of positive change. You are joining a team of passionate, smart, creative people who not only want to help build the software company of the future, but who want to make the world a more sustainable, equitable and better place. Be a part of a global community on a mission to make a real impact.

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