

Fortune 500 Energy Company

10,000+ Employees

Mid-Western US Based

4 Operating Subsidiaries

Public

Compliance Brief

COMPLIANCE BRIEF
AVOIDING INSIDER TRADING



3:53

CASE STUDY

1. Problem

- a. A particular compliance topic for this organization's employees has been notoriously unpopular over the years, and it was time for them to find a way to change the way employees viewed this necessary training.
 - i. *"Typically this course [Securities Trading] is not our most popular, much of the survey feedback is that it is "hard to understand the topic" and "this doesn't apply to me". – Compliance Officer*

2. Solution

- a. The team decided that an engaging element needed to be added into the existing course to make it easier to understand and more enjoyable for employees.
- b. The compliance department looked to the Steele Compliance Wave Library, and decided to use the Insider Trading **Compliance Brief** video to spruce up the content and make it more engaging.

3. Outcome/Reflection

- a. The reaction to the training after adding the video was unprecedented, bringing incredible amounts of praise and a record-setting number of course views.
 - i. *"This year's comments were all about the video and how much people liked it! It's the highest rated course for 2015, both for content and delivery!" – Compliance Officer*