

Turn the page to 2025:

Mastering Storytelling in Q&D This Year

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The human brain is
the most complex object
in the known universe.

Michio Kaku



Once Upon A Time

A trip down memory lane.

Do you remember your first compliance training?

Was it effective?

Was it engaging?

Was it boring?

Why?



Immersive learning.

No goggles required.



Compliance is Grimm



A cautionary tale about food safety and stranger danger.



An early lesson in identity verification and the importance of sticking to approved communication channels.



A stark warning about the dangers of entering into contracts without fully understanding the terms.

Not just fairy stories

Clear moral lessons



Compliance objectives

Natural justice



Rules & regulations

Consequences of actions



Importance of following procedures

Cultural transmission



Organizational culture



Heroic learning design

Life before

Problem

Obstacles

Moral Lesson

Separation

Initiation

Return

Context

Challenge

Activity

Feedback

Challenge

Choice

Consequences

Character

Conflict

Desire for Resolution

Training

Action

Activation

Demonstration

Application

Integration

Kurt Vonnegut's Model: Man in Hole

The main character gets into trouble,
then gets out of trouble, and ends
up better off for the experience.



Kurt
Vonnegut

Kurt Vonnegut

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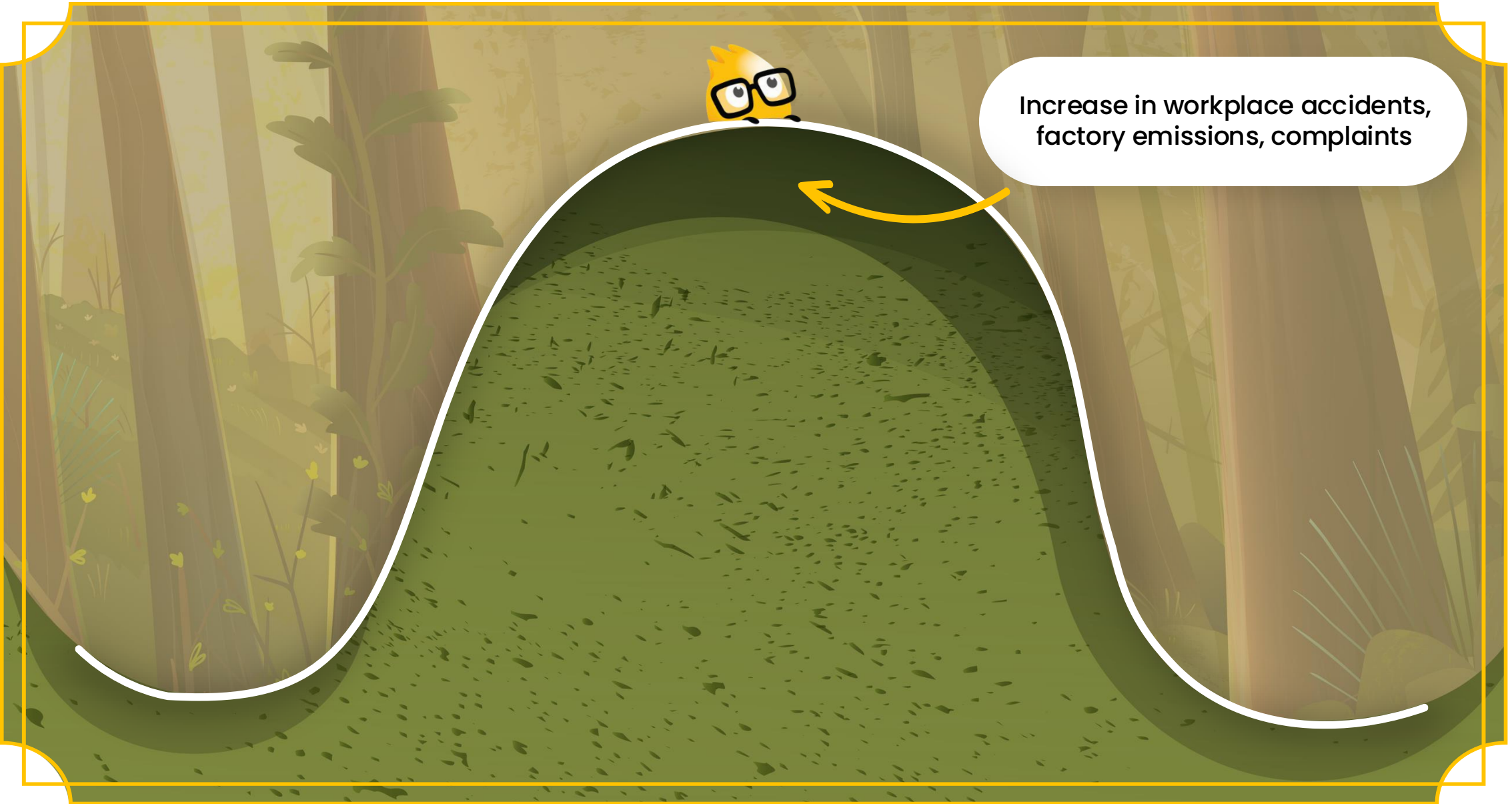
Activation

Demonstration

Application

Integration







Start Late,
Leave Early

TV
MA

The Pratfall Effect in training

Perfect Character:

Jane always follows every rule and never makes mistakes.



Relatable Character:

Jane, like many of us, sometimes struggles to keep up with new regulations but is committed to improving.

The Pratfall Effect in training

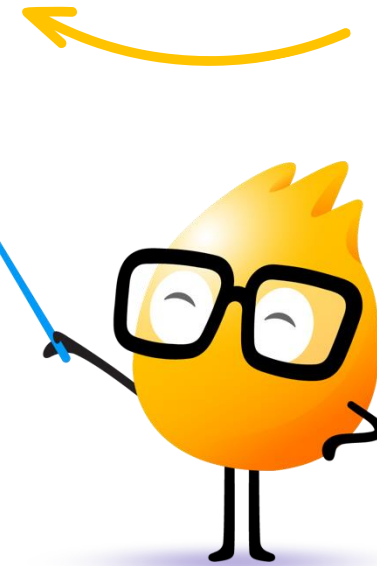
Perfect Character:

Bob immediately recognizes and reports every potential compliance issue.



Relatable Character:

Bob initially misses some red flags but learns to identify them through experience and training.

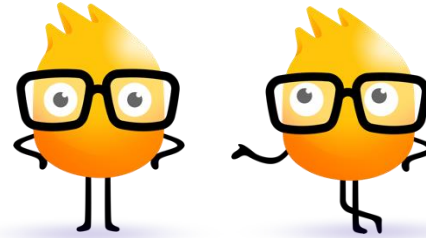




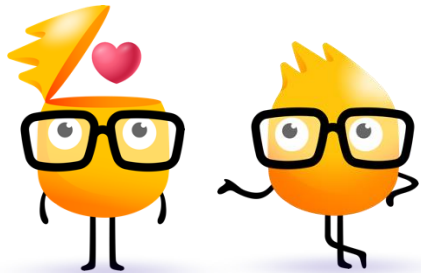
Putting things into perspective



1st Person Perspective



2nd Person Perspective



3rd Person Limited



3rd Person Omniscient

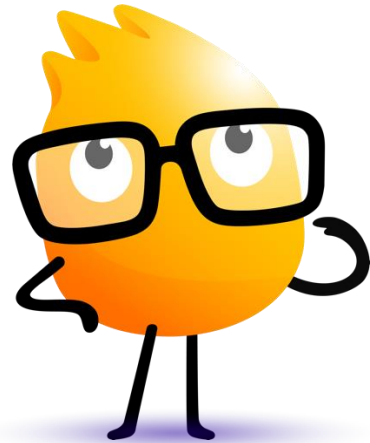
Putting things into perspective

- What is the tone of voice in each perspective?
- How would you frame the story using this perspective?
- What are the advantages of this perspective?
- What are the disadvantages of this perspective?

Download the
worksheet

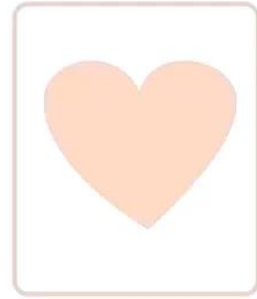


What are your insights?











Happily Ever After?



Post-Webinar Storytelling Exercise

Take a moment after attending this session to apply what you've learned!

Create an outline about a potential **insider trading** situation from either the 1st, 2nd, or 3rd person perspective.

Think about the pros and cons of each approach, and how you'd incorporate elements like the '**Man in a Hole**' structure, '**Start Late, Leave Early**', and relatable characters to create an engaging narrative and a memorable lesson.

Tell & Sell

What if your innocent water cooler chat turned into a costly legal nightmare?

Trading securities with inside information can devastate careers and companies.

Learn the critical elements of insider trading laws, recognize red flags in day-to-day.

80-100 words /
600 characters
with spaces



Tell & Sell

Insider Trading



Could a casual conversation lead to insider trading? Protect yourself and your company by understanding what constitutes insider trading, when information becomes "material," and how to handle sensitive business information.

35 words /
250 characters
with spaces





The next chapter...

- Narrative enhances and supports learning
- Simple story structures are versatile tools
- Place relatable characters in relevant situations
- Perspective shapes context
- Don't give away the ending – learners need to finish the story



The End

Any questions?