

DRIVING VOLUNTARY COMPLETION OF COMPLIANCE TRAINING

eLearning Success Story

CLIENT

This project was developed for a global digital payments platform. Fueled by a belief that having access to financial services creates opportunity, the company is committed to democratizing financial services and empowering people and businesses to join and thrive in the global economy.

CHALLENGE

The client wanted an HR-driven compliance course that would convey their values and challenge team members to think more deeply about their own unconscious biases and stereotypes. The catch? It wasn't going to be a required course. As such, eLearning Brothers needed to create a truly dynamic and unique compliance training that learners would want to take—even though it wasn't mandatory.

“People are just taking this on their own! They're talking about it because it's making them think.”

The screenshot shows a slide titled "4 Bias Types" with a circular diagram divided into four quadrants: Opportunity (purple), Competence vs. Likability (pink), Performance Attribution (orange), and Maternal Wall Bias (blue). To the right, a text box defines "Opportunity Bias" as occurring when people from dominant groups are judged by potential, while those from less dominant groups are judged by accomplishments. Below this, a "Do You Do?" section shows a scenario with three characters: Amy Marie (90-100% qualified), Victor (75-90% qualified), and Amara (90-100% qualified). A "Do You Think?" section asks how the learner describes themselves when making decisions based on bias, with three options: A (never make decisions based on bias), B (don't think I make decisions based on my biases, but I guess it's possible), and C (probably make decisions based on my biases, but I try to avoid it if I can).

STRATEGY & SOLUTION

We created story-driven scenarios that put the learner in the driver's seat, making decisions and seeing the impact of their decisions on others. To start the course with an eye-opening example, we replicated the gender portion of the Harvard Implicit Association Test using an authoring tool and some additional JavaScript. The course also includes reflection opportunities that have no right or wrong answer but encourage the learner to think about themselves.

Chat (Everyone)

Jessica Beck
Sofia Diaz
Jason Abaya
Da'Vante Williams
Ling Mei Yu

What's Your Interpretation?
Is this statement an example of positive bias, negative bias, or neutral?
"Is she the best fit? Sorry, Ling Mei. I just meant that you've got two small children at home. Maybe I should lead out on communication."

Positive Bias Neutral Negative Bias

Team Engagement Dashboard

MODERATE
LOW HIGH
ENGAGEMENT LEVEL

An interactive scenario plays out a conference call in which team members make very common statements that demonstrate bias. The learner is then asked to identify the type of bias displayed.

Chat (Everyone)

Take Action:
What should Jason have said instead?

- "What about me, Jessica? I've got some bandwidth to take this on."
- "Ling Mei, you've already got a lot going on with your schedule. Do you want me to take this on?"
- "Ling Mei, do your current commitments allow you to take on internal communication for the project?"

Submit →

Team Engagement Dashboard

MODERATE
LOW HIGH
ENGAGEMENT LEVEL

After getting feedback on the type of bias demonstrated by the previous statement, the learner is asked to choose what they think would have been a more neutral, less biased statement.

RESULTS

The overall reaction has been positive, with the course earning an average score of 4.2 out of 5 upon rollout. The goal for the initial rollout was a 5 – 10% uptick on completion. The course has outperformed the goal, driving a 15% uptick in individuals voluntarily taking this course. Learner feedback included:

“Great course—got me to think.”

“Loved the interaction.”

To learn how we can help you tackle your training challenges, contact eLearning Brothers at [801.796.BROS \(2767\)](tel:8017962767) or email info@elearningbrothers.com.