



Global Financial Services Provider Successfully Implements Ethics Training Worldwide with Ninth House

INDUSTRY:
Financial Services

ORGANIZATION SIZE:
Approximately 300,000 employees worldwide

THE CHALLENGES:

- Respond to public and regulatory concerns regarding corporate ethics.
- Raise employee awareness of ethical issues and build a culture of shared responsibility and integrity.
- Implement an immediate global culture change to re-brand the organization as 'the financial institution who demonstrates the highest level of integrity in the industry'.

THE OBJECTIVES:

- Change the corporate culture by creating awareness and clarifying definitive, acceptable and non-acceptable ethical behaviors.
- Institutionalize individual accountability for demonstrating consistent ethical behaviors on and off the job.
- Design and deploy a scalable, mandatory ethics training program that accommodates regional, cultural, and multiple language variations for all managers all quickly as possible.

THE RESULTS:

- Successful deployment to 27,000 learners around the world in just four months.
- 90% completion rates.
- Number of reported incidents dramatically increased demonstrating that its employees are now better equipped to respond appropriately when faced with ethical challenges.

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Faced with negative press coverage of alleged individual misconduct and increasing regulatory pressures, a global financial services provider determined that a renewed focus on ethical responsibility was critical to retaining its position as a market leader. The CEO mandated an intensive three-year initiative to ensure that all the organization's employees understand the potential ethical issues they may face inside the organization and externally with customers, partners and the public, and to equip them with the knowledge and tools they need to appropriately respond.

With offices in over 100 countries and employees that speak over a dozen languages, the organization needed to quickly provide clear, consistent training to its geographically and demographically diverse constituents. The organization partnered with Ninth House for its ability to create and deliver customized highly engaging learning experiences that achieve rapid large scale behavior change.

Using the organization's subject matter experts and employees real experiences, Ninth House designed customized learning experiences to convey the required values, practices, and policies.

Ninth House developed three versions of the core solution to meet the technical infrastructure and culture needs of specific offices around the world:

1. For those offices with broadband capability, Ninth House created media-rich online learning modules that combined video, audio, animations, and interactive application exercises.
2. For those with the most limited technological capability, Ninth House developed a stripped-down HTML version of the online experience.
3. For those offices whose local culture was pre-disposed to classroom learning, Ninth House also developed an instructor-led version of the course and provided support materials for learners and facilitators.

Business units were allowed to choose the delivery method that best suited their employees' learning needs.

Ninth House integrated the custom online learning modules into the organization's learning management system to simplify deployment and to meet the international offices' language and tracking requirements. Ninth House translated the online courses into 14 different languages.

These flexible, scalable delivery solutions allowed the organization to reach its entire target population of 27,000 learners in four months. The online courses achieved a 90% completion rate and the number of reported incidents dramatically increased demonstrating that its employees are now better equipped to respond appropriately when faced with ethical challenges.