

Beyond Check-the-Box Compliance Training: How QM™ Course Design Increases Employee Engagement



Presenter:

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THE L&C MISSION:

Administer the framework, methodology and standards of the GECA Compliance Program by delivering effective, risk-based services to compliance, business, and regulatory stakeholders.



THE PROBLEM: ~~TELLING~~ ≠ TRAINING

❖ Long and lacking cohesion

THE PLAN: Use an integrative curriculum and design approach

THE SOLUTION:

The Quality Matters Difference

Standard 2. Learning Objectives (Competencies): Comparison

Learning Objectives - Previous

Objectives:

Employees will review requirements in the following areas:

- Anti-Money Laundering
- Suspicious Activity
- Know Your Customer (KYC)
- Customer Identification Program (CIP)
- Enhanced Due Diligence (EDD)
- Watchlist Screening
- Escalation
- Transaction Monitoring and Source of Funds
- Office of Foreign Assets Control (OFAC)

Learning Objectives – Current

Learning Objectives:

After completing the module and practical activities, GECC employees will be able to:

- Describe how illegal profits enter the global financial system and are laundered.
- Discuss how GECC prevents, detects and reports potential money laundering activities and other suspicious financial activity.
- Summarize why anti-money laundering compliance is important to GE's brand, businesses, and customers.
- Explain the impact of non-compliance with applicable anti-money laundering requirements on GECC and its employees.



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1

THE PAYOFF

- Positive Training Buzz
- Faster Completion Rates
- Longer Retention



NUMBERS

TALK: Consistent course ratings of 4 out of 5



FUN FACT

What is the opposite of Pedagogy?

Engagement

Extend Learning

Experience