



Don't be Fooled, IT'S FRAUD!

The powerful new eLearning Programme

For employers ready to take
employee fraud awareness
seriously



Don't Be Fooled, It's Fraud!

eLearning Programme

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THE NEED: CREATE AND MAINTAIN A CULTURE OF INTEGRITY IN YOUR WORKPLACE
WHILE HELPING FULFILL YOUR LEADERSHIP DUTY TO PREVENT FRAUD

This five-part, 75-minute eLearning programme is designed to:

RAISE
EMPLOYEE
AWARENESS

REDUCE
FRAUD
RISK

PROMOTE A
SPEAK UP
CULTURE

FUFILL
GOVERNANCE
OBLIGATIONS

- ➔ Engage and impact employees at every level of your organisation.
- ➔ Reach your entire complement in the shortest possible amount of time with consistent messaging.
- ➔ Ideal for your annual Fraud Awareness Week programme.

THE IMPACT

How would you like to tick all of these boxes?

KEY & COMPLEX FRAUD CONCEPTS MADE SIMPLE

Through its application of the latest learning principles, this is a programme that succeeds in taking complex and even boring concepts and makes them both understandable and engaging.

PROFOUND PERSONAL IMPACT ON EMPLOYEES

From the start of the series we have your employee at the centre of the story - firstly as a potential victim of fraud in their personal lives. This engages your audience from the outset. It makes fraud personal.

ENGAGE HEARTS, MINDS, EYES & EARS

Shock, horror, and fear at the human and legal consequences of fraud deliver a marked shift in attitudes and action. Above all, the series engages your employees in their responsibility to recognised, resist and report fraud in the workplace.

REACH DIVERSE AUDIENCES

For audiences on the African continent, this series is finally one they can relate to. With diverse characters in readily identifiable contexts, this is a programme that engages rather than alienates.

MOTIVATES POLICY ADHERENCE

Attention is clearly drawn to the multiple resources available to employees wishing to fulfill their obligations to serve with ethics and integrity.

REINFORCE SPEAK-UP EXPECTATIONS

In the final episode, the consequences of engaging in or ignoring and not reporting fraud are brought to life as audiences are encouraged to speak up for a brighter future for all.

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The unforgettable programme

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Why Choose 'Don't Be Fooled, It's Fraud?' Setting the new standard in workplace fraud awareness

Outstanding
learner
experience

Designed to
deliver full
engagement

Creative,
catchy
subject
treatment

High quality
cinematography
with superior
soundtrack

Consistent,
credible
messaging
delivered by
subject expert

Long-lasting
lessons
learned

From the creative team behind the hugely successful
anti-corruption awareness programme 'Don't Feed the Octopus'

CONTENT OVERVIEW:

This eLearning Programme consists of five sections, each including text and video content, followed by quick quizzes.

SECTION 1:

(+/- 18 mins including three videos)

Trick or Treat, or Just Deceit?

A powerful introduction that achieves fast engagement through its deeply personal focus on fraud as it affects us as individuals. Delegates are astounded at how much they learn about fraud, and how well equipped they are to protect themselves going forward.

SECTION 2:

(+/- 9 mins including two videos)

From Every Angle, Bait is Dangled

The newfound understanding of fraud is applied to a different type of victim: the organisation. Delegates learn about fraud against organisations committed by outsiders, and by outsiders and insiders working together (collusion), and realise that they can be unwitting accomplices!

SECTION 3:

(+/- 6 mins) including one video

It's A Reality Show! Are you in it?

One of our clients call this a 'slow burn' series that hits home hard in Section 3, when delegates come to understand the myriad of commonplace employee actions that meet the definition of fraud. Provokes shock, shame, and a lot of corridor talk. Which is good.

SECTION 4:

(+/- 9 mins including one video)

The Inside Job: The Back Story

Continuing a play on movie titles and plots, we tackle the big question: Why do even 'good' people commit fraud at work? Delegates are now looking at themselves clearly in the mirror, and learn why trustworthiness is essential to the employment relationship.

SECTION 5:

(+/- 15 mins includes two videos)

Victor or Victim? It Depends on You!

A motivational and instructional final section that provides delegates with a blueprint for recognising, resisting and reporting fraud going forward. Using the Ethicalways '5Rs' framework, everything comes together with a strong focus on the importance of speaking up.

Learning programme duration:
Approximately 75 minutes

Now learn more about the nine videos that convey key content across the five sections...



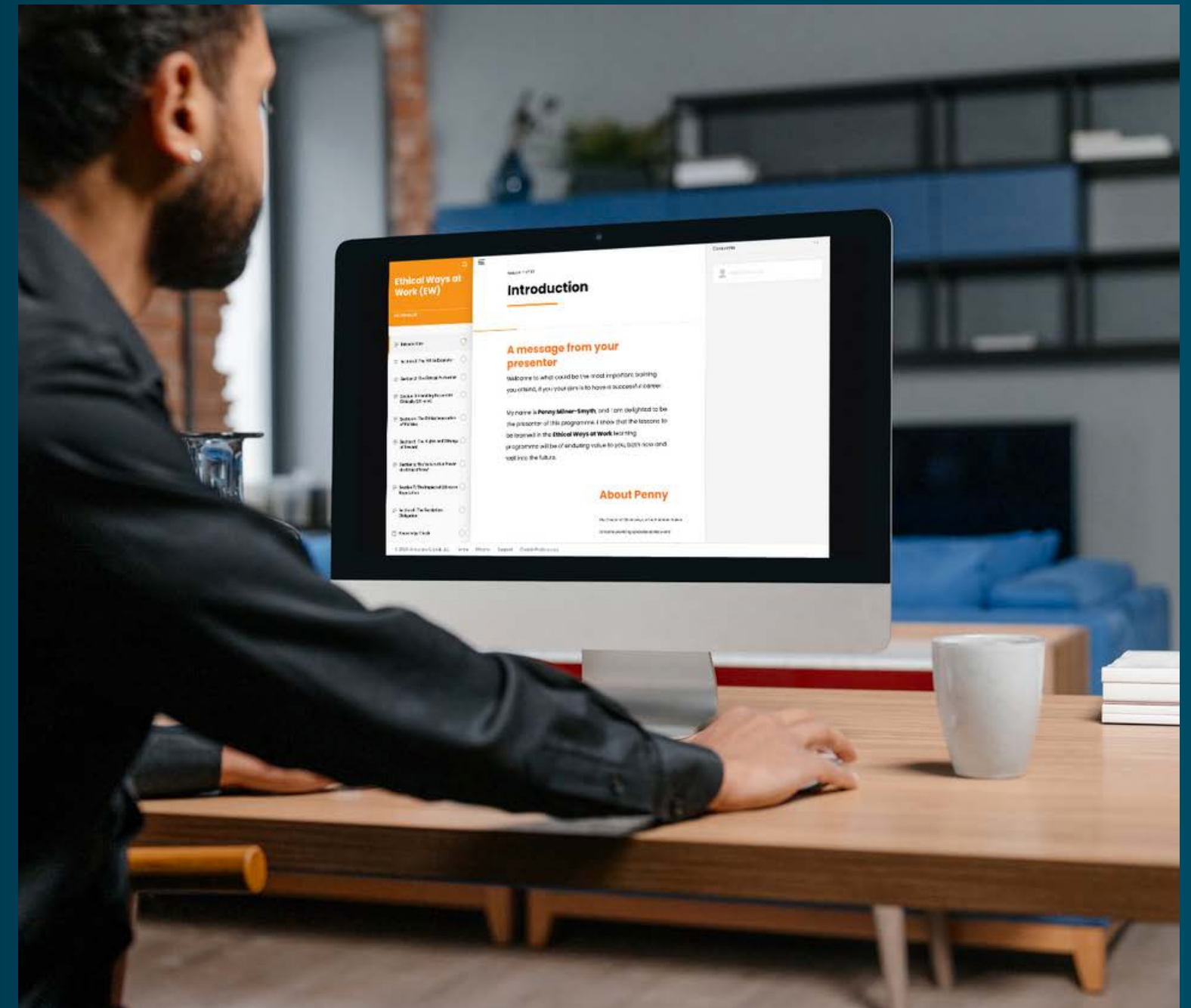
Designed for delivery via

LEARNING MANAGEMENT SYSTEM - yours or ours!

What is a Learning Management System?

Organisations use learning management systems (LMS) to deliver online compliance and upskilling training.

- An LMS is a software application that automates the administration, delivery and assessment of online training programmes.
- The Ethicalway's LMS, powered by Articulate Reach 360 offers an enhanced learner experience, is an easy to use system with a intuitive interface.
- We give your project administrator access to generate progress reports and support you as needed with this process.
- Responsive design means delegates can use a device of choice.
- If you have an in-house LMS, we provide you with the learning content in SCORM compliant format that enables seamless delivery via the system your employees are already familiar with.
- Some clients prefer to use the Ethicalways LMS even if they have their own LMS - ask us why.



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PROOF OF LEARNING

This programme is concluded with a knowledge check that takes +/- 12 minutes to complete. True or False, Odd one Out, and Choose the Correct Answer questions. An invaluable approach for those requiring evidence of a commitment to building an ethical culture, be it for sustainability reporting metrics or fulfilling corporate compliance with the 'duty to prevent fraud' obligation.

Why is this important?

ENSURE THAT LEARNING TOOK PLACE

Receiving the completed knowledge checks give you the opportunity to see whether individual delegates have understood the core programme messages. A basis for clarifying discussions where needed.

DEMONSTRATE FULFILLMENT OF OBLIGATION

There are a number of reasons you may want evidence of training delivery and learning. When dealing with misconduct in the workplace, having evidence makes a big difference when the question is asked, 'Did the employee know better?'

100% PASS RESULT REQUIRED

Given the importance of the learning points, you simply cannot afford to 'pass' a candidate who may have misunderstood critical content. You need evidence of 100% learning on record - and so we allow delegates to repeat the quiz multiple times.

The Ethicalways Certificate of Recognition

CERTIFICATES CEMENT COMMITMENT

For many employees, a certificate of programme completion is received with pride. In turn, their personal commitment to the key concepts is amplified.

If delegates complete this programme on the **Ethicalways LMS**, they will be able to automatically download their certificate once they have passed the knowledge check with 100%.



Penny Milner-Smyth

Director, Ethicalways



Give every employee the benefit of learning directly from a fraud awareness specialist

South African based Penny is a sought after fraud awareness speaker who is typically fully booked months in advance of the annual International Fraud Week.

So far employees from over 90 countries have attended Penny's high impact online fraud key notes - hailing from jurisdictions as diverse as Bangladesh, Brazil and Burundi.

The Ethicalways Fraud Awareness eLearning programmes are the company's most sought after content products.

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Ethics, fraud and anti-corruption trends analyst & content creator

Speaker and content author with an international audience

Clients spanning diverse sectors and countries

Ethics, compliance & organisation behaviour specialist

Extensive in-house experience in management of learning and culture

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eLearning Programme

Contact Ethicalways to arrange your online programme viewing and quotation:

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Designed for delivery via Learning Management System, you have the option of using your own LMS or the Ethicalways LMS.

The programme is ready to deliver in English, please enquire about our progress with the development of the series in other languages.

Follow your programme roll-out with a high impact keynote by the programme presenter for added benefit.

