HOW TO
TEACH ETHICS AND COMPLIANCE WITH HOLLYWOOD MOVIE CLIPS
(PLUS FIVE CLIPS TO GET YOU STARTED)

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How to Teach Ethics and Compliance with Hollywood Movie Clips
(Plus five clips to get you started)

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WHY YOU NEED TO SHOW MOVIE CLIPS AT WORK

Wait, what?

I know, encouraging your team to watch movie clips might sound counterproductive. You’re already combating their constant urge to check Facebook, Twitter, Instagram and whatever other social media life hack screams for their attention, right?

But hang with us here.

Movie clips can help you communicate your company’s policies and objectives far more effectively than any meeting, memo, poster or powerpoint slide show.

Need proof? No problem.
Jot down everything you remember from the last training session or lecture you attended -- doesn’t matter the subject. (Probably won’t take you too long.) Now sketch out the plot to the last movie or TV show you watched.

So… which list has more detail?

More importantly, which experience did you actually enjoy because it sucked you in? (You can be honest. No human outside the X-Men’s telepathic leader Professor Xavier will know your answer.)

**Most people learn best by “doing” because it engages the body, intellect and senses.**

When hands-on learning is impossible, though, the next best option is learning vicariously by seeing the personal experience of someone they can identify with. For example, it’s more impactful to watch someone actually tie their shoe, not read step by step instructions on how to tie a shoe. Scientifically speaking, watching something can kick on a person’s mirror neurons, which activate the same part of the brain that lights up when physically experiencing an action. (More on the science of story later.)
That’s where movie clips come in. Hollywood spends multi-millions hiring the world’s biggest stars and creating the best special effects in bringing to life stories that tap into our emotions and deepest dreams.

You can co-opt all this craftsmanship to help create a healthy culture of compliance at your business without boring your employees to tears. (The bad kind.)

Think about it – ethics and compliance training where your class is engaged, talking and taking the lesson to heart. This isn’t some pie in the sky, let me sell you some beach property in Arizona scam either.

It’s science.
SCIENTIFIC PROOF THAT STORIES WORK

I get it. Movie clips sound like a too-good-to-be-true gimmick for avoiding the hard work of training

But scientific studies continue to support the fact that stories provide the most effective delivery system for deep, sustained learning.

Neuroscientists have discovered that the brain’s sensory cortex reacts to stories like a “flight simulator” for real life situations, as if a viewer is actually participating in the action rather than spectating.

Stories also activate the neurochemicals responsible for encoding and recalling memory along with releasing oxytocin - the “empathy” chemical - which positively influences a person’s motivation and actions while also strengthening their social bonds.
Gartner, the world's leading information technology research and advisory company, believes in the power of story, proclaiming that “Neuroscience is proving that even when we think we are making decisions based on ‘logic’, we are often unconsciously being driven by our emotions. And if emotion rather than logic is really the driving force of so many of our decisions, then stories are the most effective structure to share information, connect people emotionally to a cause and build commitment.”

“While facts and figures engage a small area of the brain, stories engage multiple brain regions...that are recalled due to the power of their sensory associations.”
I know, I know. Your team isn’t a bunch of touchy feely poets circled up around the Keurig singing “Kumbaya” and comparing their wounded inner children. Don’t confuse being emotional with having emotions. Every human being has emotions even if they choose not to wear them on a proverbial sleeve.

Don’t miss the important point that Gartner’s research has uncovered:

People may think they make decisions based on facts and their head, but they’re really operating under the control of their feelings and heart.

It’s absolutely important and necessary for employees to know the rules. But if your ethics and compliance training is nothing but a list of rules and regulations, it runs the risk of bouncing off the hearts of your employees. No, they aren’t hard-headed or rebellious troublemakers.

Stories just happen to be the key that unlocks a person’s heart and mind… which influences their actions

Kendall Haven writes about this extensively in his seminal book “Story Proof: The Science Behind the Startling Power of Story” which lays out his compelling case for why our brains are hardwired to respond to storytelling.
Mitch Ricketts, Ph.D., CSP, assistant professor of safety management at Northeastern State University, wrote in Professional Safety (May 2015) that “People argue less with story-based messages, in part because stories comprise a more subtle form of persuasion and also because it is hard to argue against an event that has already happened (or a plausible incident that could happen).”

That’s what it’s all about, right? Persuading the hearts and minds of your team to follow compliance guidelines that have been put into place for their own protection (as well as the benefit of the company).

So if your boss bursts into your office demanding why you emailed your team a clip from “When Harry Met Sally,” you can simply quote Ron Burgundy when you reply:

”It’s science.”

Of course, it’s more than that. Movie clips get the point across and help employees make good choices internally while also giving them a common vicarious experience and shorthand language. That’s all nice, but the best reason for using movie clips in your ethics and compliance training is people flat out love them.
FIVE WAYS MOVIE CLIPS IMPROVE TRAINING

How many times have your eyes drifted to the restaurant television playing some astounding action sequence? Or you’re suddenly paralyzed after a casual flip through the channels yields one of those must-watch-at-all-costs classics? (I’m powerless against a Sean Connery era Bond film. My wife’s kryptonite is “Pretty Woman.”)

The only rational explanation for why people fork over $50+ (when you factor in popcorn and a babysitter) to sit in a dark room with a bunch of strangers is that people flat out love movies.

Need more proof? We typically arrange the largest room in our home around TV sets so we can comfortably watch our favorite “stories.” In fact, we now binge no matter where we are on our mobile screens, unable to wait until we get home. (That cartoon “WALL-E” looks more like a prophecy every day.)

Never wanting to be apart even for a second? If that isn’t love, I don’t know what is.

I want to help you use this national addiction to your advantage.
Movie clips will turn your surly team – the one that has reverted into eye-rolling teenagers when forced to sit through a lecture -- into alert, emotionally and intellectually engaged employees.

Better yet, they’ll enjoy learning about ethics and compliance!

The people you train will be intrigued by a scene or completely blindsided by an emotion that engages their brain and heart. Expecting boredom from yet another memo (that they probably delete without reading), they’ll be captured, an audience with undivided attention that willingly follows your lead.

Movie clips will achieve five things.

1. **Create unforgettable teachable moments.**

Instead of giving employees forgettable instructions on honesty, they’ll be shocked and thrilled by the scene you shared of a star like Leonardo DiCaprio bluffing his way through his job as a medical doctor.
Place ethics and compliance concepts in tangible situations.

Some people just don’t get it until they see it in action. For instance, you’d think they’d understand a clear directive like, “Don’t take bribes.” But you can never assume since everybody’s brains work differently. They might be thinking, “What if it’s non-monetary compensation? Or a gift? What if there’s no expectation of quid pro quo?”

Create a common language among employees.

I’m not talking the English language, here, but a cultural language. You see, back in the dinosaur days, we shared a common pop cultural language because there were only three channels with new TV shows each night. If you said, “What you talkin’ about, Willis?” or “yada yada yada” or threatened to call in the A-Team to solve a problem, everybody knew what you were talking about.

Nowadays, about the only thing you can be fairly confident that people will know is A) who won the Super Bowl and B) who died on The Walking Dead.

By showing your team the same movie clips, they will begin to create a shared language, a shorthand for ethical behavior that references the clips they’ve seen, where they hum the “Batman” theme when someone’s invading privacy or warn someone not to “pull a Clooney” with their expense reports.
Provide a vicarious learning opportunity.

Those are just fancy words for “people can learn by watching someone else.” This is especially crucial because it means people can learn to avoid the bad/incorrect behavior they witness by another person and make the ethical move when they personally face a similar real life choice.

Create mental markers.

Whatever lesson you teach with a movie clip will live on beyond your classroom. If your students ever see that clip again, your lesson will pop back into their minds, reinforcing your point. Sprinkling in movie clips helps move your training outside the classroom and into employees’ everyday lives.

Eventually, they won’t be able to watch TV without spotting all the ethics and compliance moments in their favorite shows.
WHY MOVIE CLIPS WON’T GET YOU SUED

Great debate swirls around what constitutes “fair use” of a copyrighted work in public. Movie studios say you can NEVER show even a second of their movies without forking over some cash. The courts (and law) says, “Hold up there, bucko. People can show clips in certain situations free of charge.”

Which leaves you stuck in the middle, wanting to save your company money without getting sued.

That leaves you three potential routes for using movie clips in your training.
The Easy Route

Only use scenes you find on MovieClips.com. This site has studio sanctioned movie clips that they encourage you to, and I quote, “Find, watch and share your little heart out...” You can screen or send anything on this site to your employees free of charge or mortal fear of a lawsuit.

The Safe Route

The best way to ensure compliance is to purchase an Umbrella License from the Motion Picture Licensing Corporation (mplc.org). This license grants you the legal right to screen, stream or send clips and entire movies within your company. The only hitch? It ain’t cheap and feels like overkill if you’re only showing a couple clips each year.

(NOTE: We’ve found it very difficult to find pricing, get a quote or even pay this organization despite repeated phone calls... which is baffling since church pricing is cheap and clear at us.cvli.com.)
The Risky Route

Court precedent says you’re more than likely safe when using clips to teach ethics and compliance since:

a. it is “transformative” because you are turning a scene into an educational moment not intended by the original author.

b. you are only using a small piece of the whole (the main reason we recommend clips under 3 minutes).

c. it is educational/instructional in purpose and not intended to make a profit.

d. it does not damage the market value of the original work. (You could argue it actually increases the market value by promoting a movie.)

Ultimately, this is not legal advice, so consult your attorney for clarification.

For more details, check out what YouTube has to say about Fair Use.
HOW TO SET UP MOVIE CLIPS FOR SUCCESS

We’ve saved you the hassle of digging around for your Blockbuster Video card (SPOILER ALERT! Blockbuster is gone.) by including five great ethics and compliance movie clips available for viewing and sharing on the internet. (You’re welcome.)

Two things to consider before unleashing these teachable cinematic moments on your unsuspecting team.

1

Provide some context.

Whether you send these clips out via email, show them on a tablet to an individual or screen them in a meeting, you’ll want to provide some context. Dropping a movie clip in someone’s lap without any explanation will at best surprise them and at worst leave them utterly confused... and completely missing your point.

Context is easy to establish. Simply alert your class that they’ll be watching a clip that illustrates your topic up front. No, you won’t be spoiling anything by declaring the topic. Providing this little mental hook will ensure their minds are focused in the right direction and not chasing a rabbit down the wrong hole or stuck trying to guess what you’re communicating.
If you send the clip via email (as in, you won’t be there in person to provide context), you’ll need to copy and paste the company policy outlining proper behavior into the same email so it’s crystal clear. (You don’t want anyone thinking they should be having a lunchroom conversation about whether men and women can be friends or not.)

Allow them to share some stories.

If you show clips in a group setting, you can maximize the memorability by allowing participants to share true stories on the topic from either their own lives, incidents they’ve witnessed, or something that has happened to a friend or colleague.

That’s it! Now you’re ready to increase your workplace compliance with movie clips.

These real world compliance stories will drive home your point with the longest lasting force.
FIVE ETHICS AND COMPLIANCE MOVIE CLIPS

You don’t have to show movie clips set exclusively in offices or centered around business people. Any clip that gets your team moving toward compliance is perfect. (Besides, on a practical level, there’s a finite number of scenes set inside offices.)

That said, it never hurts to start your grand movie clip experiment with some scenes that DO take place in familiar office settings. This will help employees make easy connections between what they’re seeing and the compliance nuggets you’ll be talking about once they end.

We’ve compiled some great film clips that people should easily connect to their work lives. (Every week, we post a new movie clip that can be used in training for business on ResonatePictures.com or by signing up for Movie Clip Monday, so check it out.)

Don’t forget to preview all clips before screening!

Every office is different, so make sure the action and values presented in each movie clip aligns with your company’s culture.

One last thing!

As you share movie clips with your team, you should begin noticing new “compliance” scenes in your entertainment viewing. If you discover something that really works with your employees, please let me know! I’d love to spread the word about your find. Email your favorites to: bryan@resonatepictures.com.
It’s doubtful your employees are confronted with something as obvious as someone offering them a suitcase of money. Today, bribery takes on a multitude of forms: gifts, favors, introductions, favorable reviews or placement, turning a blind eye… the list is endless. Though most people can define the word “bribe,” it’s important to clearly outline for your team all the different types of modern day bribery in business.

This clip from the buddy cop comedy “The Other Guys” provides a hysterical example of two guys repeatedly falling for a businessman’s bribes. Because the clip is over the top, it creates a non-threatening example that you can use for launching into a serious discussion.

QUESTIONS

What can be used for bribes besides money or tickets?

What could make recognizing a bribe difficult?

What excuses might a person use to justify a bribe?

Who might have a reason to offer you a bribe and how can you protect yourself?
DUE DILIGENCE: TUCKER: THE MAN AND HIS DREAM

Thanks to the internet, it has never been easier to perform due diligence on potential employees or business partners... and never more important to follow through since bad behavior WILL come out. While we might naturally want to trust someone, especially when we desperately need to fill a vacant position or seal that important business relationship, it’s imperative for employees to follow through on their due diligence before entering into a business relationship that could harm the company in the future.

This clip from the true story “Tucker: The Man and His Dream” puts a dramatic face on what can happen when due diligence is overlooked: the compromising professional position and personal pain it brings. Share this emotional clip to ground your discussion in a potential reality you want to avoid.

QUESTIONS

This clip shows a failure in due diligence in regards to hiring. What other areas in our business requires due diligence?

What reasons do people have for failing to perform proper due diligence?

How might due diligence failures hurt a company?

What “due diligence” is required in your job and how can you ensure you remain vigilant in that area?
PRODUCTIVITY: OFFICE SPACE

The dramatic rise in flexible hours and working remotely, not to mention numerous personal distractions (cell phones, social media, etc.) has made 21st century office productivity incredibly murky. Modern employees often struggle with the line between personal and office time, legitimate research or rabbit hole web surfing and a host of other non-productive time wasters that prevent them from turning in a full day’s work for their wages.

Use this scene from “Office Space,” where Peter lays out his daily routine of appearing to work while actually doing nothing, to get employees thinking about their productivity.

NOTE: For our purposes, the lesson ends at 0:50, when Peter says, “Let me tell ya somethin’ about TPS reports.”

QUESTIONS

What are the easiest ways for a person to waste company time?

How might lower productivity actually hurt your own happiness and career?

What management styles could reduce the productivity of team members?

What are some practical ways you guard against diminished productivity, either personally or due to challenging management?
SEXUAL HARASSMENT: WHEN HARRY MET SALLY

When does a compliment between the sexes constitute harassment? Your employees might be either walking on eggshells or acting like a bull in a china shop if they can’t answer that question. In light of the near constant corporate harassment scandals popping up in newsfeeds, you can never reiterate your company’s policy enough.

This scene from the rom com classic “When Harry Met Sally” provides a lighthearted way into this very serious topic.

QUESTIONS

Did any sexual harassment occur in this scene?

Is it ever appropriate to compliment a co-worker’s appearance? If yes, how can it be done appropriately? If not, why not?

How might someone be confused about what does and does not constitute harassment?

Where is a safe place to go within the company with questions about harassment?
EXPENSE REPORTS: UP IN THE AIR

Having your company pick up the tab on a nice meal during a business trip is a nice perk, but when does it become abusive? Even if an employee stays within the policy for expense reports, is it possible to break the spirit and actually hurt the company?

Use this clip from “Up in the Air” where George Clooney explains how he spends up to his limits in order to maximize his personal frequent flier points to get employees thinking about their expense reporting.

NOTE: For our purposes, the lesson ends at 1:09 of the clip, when George Clooney says, “Ten million miles.”

QUESTIONS

Is George Clooney’s character abusing his expense account if he’s within the policy? Explain.

What might be the negative impact of his actions on the company? On his own career?

Where is the line between ethical use of your expense account and unethically taking advantage of it?

Do you need to make any changes to how you use your expense account?
Bonuses Clip!
**ANTITRUST: BREATHING UNDERWATER**

Employees typically aren’t worried about breaking antitrust laws. They assume that only the executive team or government officials need to worry about antitrust ethics -- it’s far above their paygrade. In our litigious day and age, however, antitrust cases are made by trying to connect seemingly inconsequential employee dots to create a grand corporate scheme of malfeasance.

This clip from “Breathing Underwater” will open your team’s eyes to the threads from their daily work lives that can be woven by lawyers into an accusation of antitrust activity. It shouldn’t scare them out of doing their jobs, but rather make them aware of antitrust laws and their responsibility in upholding them.

**QUESTIONS**

What antitrust activities did the clip mention?

What other antitrust allegations could someone level against our company?

Which of your job duties could a competitor accidentally label or somehow twist into antitrust activities?

How can you avoid any personal antitrust accusations?

Who should you alert concerning antitrust concerns, both internal (our company) or external (by a competitor)?
We hope you found this eBook a helpful resource for communicating ethics and compliance to your team. Every week, we post a new movie clip that can be used in training for business on ResonatePictures.com or by signing up for Movie Clip Monday. Also, if you find any great compliance movie clips, please email us or post them to the Resonate Pictures Facebook page so we can spread the word (and give you props).

We create story-based videos for business and would love to help turn your company’s stories into films that capture attention and transforms behavior. See if you can spot all the ethics & compliance topics we wove into “The Inappro,” a sitcom that had employees looking forward to their training.

Help us improve by emailing hello@resonatepictures.com with any suggestions or questions. Remember, we aren’t lawyers, so consult your attorney about using movie clips in your company.

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RESONATE PICTURES

Resonate Pictures launched in 2007 when international consulting company BearingPoint asked founder and filmmaker Marc Havener to develop sitcom-style ethics and compliance training (read about it in Fast Company). Since then, Resonate Pictures has helped guide employees by translating corporate training into story-driven videos covering multiple topics and genres: legal drama, faux documentary, animated comedies, etc. Resonate uses lessons learned while working in Hollywood to help clients move beyond training videos that simply check a box to uncover human moments that capture hearts and minds in order to inspire and change behavior.

Working with clients like JE Dunn, Altria, Anheuser-Busch, Lionsgate, M&M’s, Subway, NRG Energy and SONY, Resonate has produced work that has won numerous industry and film festival awards. Our close network of creatives we tap for projects have played integral creative roles in film and television for HBO, Showtime, Disney, Netflix, CBS, Sony and FOX.
Move Your Training From Their Head And Into Their Hearts

Hollywood spends billions bringing stories to life that tap into our emotions and deepest dreams. Stories that you can use to teach safety.

Think about it – training where your class is engaged, talking and taking the lesson to heart.

It’s imperative for employees to know the rules. But you’re missing out if your training doesn’t also tap into the power of story. Scientific studies have discovered that stories provide the most effective delivery system for deep, sustained learning.

“...stories are the most effective structure to share information, connect people emotionally to a cause and build commitment. While facts and figures engage a small area of the brain, stories engage multiple brain regions...that are recalled due to the power of their sensory associations.” CEB Global