

Workplace Civility + Anti-Harassment Program

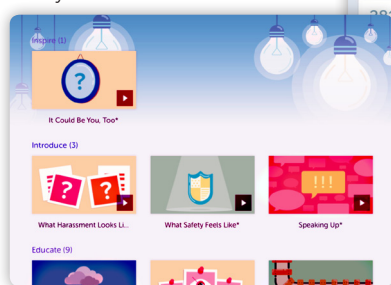
Human capital management has hit a watershed moment, where a hostile workplace environment is no longer acceptable or tolerated, and the risks to companies for not acting are many—reputational, financial, and legal, among others. As a result, companies are now focused on fostering a positive work environment for all employees.

Companies are looking to move beyond the traditional, check-the-box approach to harassment compliance and training. The RANE/ GuideSpark program combines content and in-person training by experts in the RANE community with innovative technology proven to drive employee engagement, resulting in a program that transforms the way organizations deliver anti-harassment training to their employees:

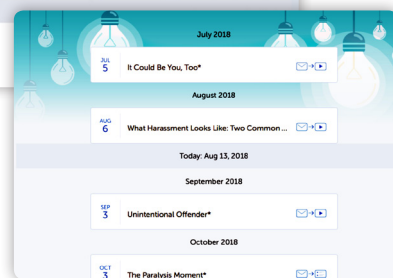
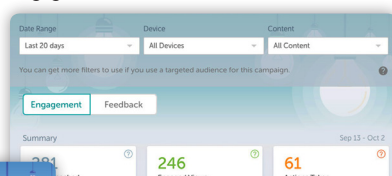
- **Research-based training.** The program focuses on reinforcing positive behaviors that foster a culture of workplace civility and provides learnings on what to do rather than simply what not to do.
- **Multimedia employee communications platform.** The training leverages videos, infographics, and interactive digital communications to deliver key messages around anti-harassment and workplace civility.
- **Ongoing education and reinforcement.** The solution is not a point-in-time effort but rather an ongoing campaign designed to affect behavior change over time, with modules that inspire, educate, and reinforce positive workplace messages.

The program features a unique, robust platform proven to drive employee engagement

Library of Assets



Engagement Statistics



Campaign Timeline



A unique approach to workplace civility and anti-harassment training

- **Content based on research and behavioral ethics**
 - Expect employees to behave ethically
 - Teaches open-mindedness, integrity, and humility
- **Multimedia communications and software to drive unique experiences**
 - Messages that inspire, inform, and engage employees
 - Short form videos, infographics, dynamic landing pages, and other digital formats tailored to reflect your brand
- **Works to foster a culture of workplace civility**
 - Teaches employees WHAT TO DO rather than simply teaching WHAT NOT TO DO
- **Consistent with your organization's culture**
 - Individuals learn to speak up by standing behind and the company's vision and values
 - Strategies and tactics to make offenders unwelcome

Engaging Content

The program is comprised of three core modules—with content and assets designed to complement each other but that can be configured to meet your needs.

MODULE 1

INSPIRE AWARENESS

- Build awareness of different types of harassment and their impact on your company and employees
- Help leaders and employees identify and act to stop problematic or harassing behavior
- Get people thinking about their roles within the company, their personal responsibility to build a positive company culture, and how their actions play a part in condoning or rooting out bad behavior

MODULE 2

INTRODUCE WHAT SAFETY MEANS

- Build awareness of what a psychologically and physically safe/unsafe workplace looks like
- Establish expectations of a zero-tolerance environment for harassing behavior
- Recognize when the employee or a colleague may be feeling unsafe

MODULE 3

EDUCATE ON ACTION

- Educate employees on obstacles to speaking up and what a company can do to create an environment where speaking up is encouraged and valued
- Provide employees with basic tools for speaking up, identifying bad behavior, and acting to stop it

Powerful Platform

Online access to communications assets and analytics, with support and guidance from a communications strategist.

Engaging Content Experiences	Communications Strategist	Robust Analytics
<ul style="list-style-type: none"> • Multi-touch campaign design with configurable timeline • Editable messages for multi-channel delivery via email, text, web banners, and more • Library of configurable branded assets—videos, digital documents, infographics, downloadable PDFs, and dynamic landing pages 	<ul style="list-style-type: none"> • Helps design and assist with campaign execution (and modification as needed) • Maps out messaging timeline • Maximizes reach to multiple employee segments • Acts as a resource for assistance with platform capabilities 	<ul style="list-style-type: none"> • Campaign performance • Message performance • Communication channels • Engagement tracking of clicks, views, and downloads • Employee feedback from content ratings and polls

Content + Platform Partner GuideSpark

GuideSpark is the leader in employee communications, with 600 enterprise customers who use its software and solutions to effectively engage over 22 million employees and achieve HR program adoption goals. GuideSpark blends software and content experiences to deliver communication campaigns that inspire, inform and activate employees. GuideSpark Communicate Cloud delivers the software, content, strategy, and analytics needed to orchestrate effective employee communications. The result is measurable employee engagement and greater connection to the employer value proposition.