In this session, Professor Paul Fiorelli focused on specific tools that can be used to communicate ethics effectively, making sure that the audience is engaged and the messages are conveyed properly. Attendees were involved in some practical examples that helped deliver some insights on what a presenter should bear in mind and what works best during a presentation.

Professor Fiorelli discussed three key elements:

**Game Considerations**

Setting up a game in teams can be a good way to gain the attention of the audience and stress some key takeaways, especially during intense training sessions. However, it is important to determine clearly the learning objectives and to establish a game design fit for the purpose. For instance, simulation games may be better for developing specific skills: a good example is Impact on Integrity’s international business simulation Global Business Ethics Challenge (www.impactonintegrity.com), where participants compete in teams to run a virtual company and grow both their financial and ethics index. On the other hand, quiz bowl style game, of which Professor Fiorelli gave an example during the session, might be more appropriate to reinforce the retention of materials.

Furthermore, games can prove to be a valuable instrument to improve training effectiveness, tackling thorny issues from a funny perspective and improving the perception of the training itself among the employees. Indeed, games can engage employees in ways that lecturers may not and they can be a strong team building experience, enhancing the spirit of camaraderie and competition. Still, it is worth noting that this sort of activities has always to match the corporate culture in order to be taken seriously. In this respect, it is often better to avoid the use of the word ‘game’: 71% of e-learning design, development and management professionals said their clients would prefer a term like ‘immersive learning’.

The actual game design represents a crucial element, as it determines how the content is delivered and what specific points are highlighted. Some of Professor Fiorelli’s tips involved including ‘fun’ categories in the answers and limiting the number of questions that are either too straightforward or too difficult. Also, teams shouldn’t be too big, ideally counting less than 10 people in order to allow everyone to participate and encourage a teamwork system for signalling the correct answer. Finally, special care needs to be put on choosing the right rewards. The suggestion on this would be to award prizes of nominal value or no prize at all because they may cause too much emphasis on the competition drifting it away from the content and they may make people too competitive, causing arguments instead of fun.

The internet provides useful tools to arrange such games:

- Software:
  - PowerPoint Jeopardy template
o Gaming software
  http://www.learningware.com/index.html
  http://www.almorale.com/training-games.html
  http://www.digigames.com/trivia-ladder-computer-license-p-185.html
  http://www.buzzgold.com

  Hardware
  o No tech – raise hands, shout team name
  o Buzzers – wireless
    http://www.learningware.com/Slammers.html
    http://www.quizgamebuzzers.com
    http://www.digigames.com
    Wired
    http://www.buzzersystems.com
    http://www.andersonbuzzersystems.com
    http://www.quikprosystems.com

PowerPoint Presentations

PowerPoint is a valuable instrument, but Professor Fiorelli reminded the audience that it is the presenter who makes the real difference. Therefore, slides should be only used as a support to reinforce some key concepts. Using two short videos https://www.youtube.com/watch?v=Iwpi1Lm6dFo and http://www.corbinball.com/articles/art-powerpoint.htm), attendees were given a suggested list of do’s and don’ts when delivering a presentation:

- Limit yourself to one idea per page;
- Limit yourself to six objects per page;
- The title doesn’t need to be the largest thing on the page;
- Limit the words and make them readable;
- Use contrast.

Good alternatives to PowerPoint are also available:
http://prezi.com
https://www.apple.com/mac/keynote/
Designing Ethics Scenarios

Ethics Scenarios play an important role in communicating ethics. They provide a real life situation that is likely to happen on a day to day basis, thus prompting some discussion around relevant ethical issues.

However, there are some aspects to take into account when designing such scenarios. First of all, it is important to establish what kind of conversation is expected and what the main takeaways will be. The scenario should tell a simple and short story, but without a clear cut, legal answer; if there is a clear policy violation, the only questions can be about the probability of detection and the severity of the sanctions. It is particularly interesting when these scenarios explore ‘grey areas’ and make people wonder what to do even if there isn’t a clearly illegal action involved. Moreover, characters and situations should be believable, maybe even sympathetic, in order for people to think that ‘that could happen here’ and how their behaviour could fit into the culture of their organisation.

As a reference for the analysis of the dilemma, Professor Fiorelli suggested the following framework:

- R – Relevant Fact
- E – Ethical Issues
- A – Alternatives
- P – Plan of Action

References

- How Employees Can “Play” to Win at Learning, HR Focus, July 2007.
- Filmbank Distributors Limited - [http://www.filmbank.co.uk/licences/public_video_screening.asp](http://www.filmbank.co.uk/licences/public_video_screening.asp)