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CLIENT WELCOME PACKET

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ABOUT LYNCH
LEARNING

WELCOME TO LYNCH LEARNING!

Our team is excited to bring a useful learning program to your organization that will give your employees all the information they need to understand harassment in the workplace and what to do if they encounter it.

We provide this guide to help you pull together the pieces of content we will need to create a custom training experience for your employees. We sent you the checklist in your welcome email, but this guide provides additional guidelines, tips, and tricks to make your job easier.



ORGANIZATIONAL WELCOME MESSAGE VIDEO RECORDING

In our training program, we have built in a space for you to include a custom, video-recorded welcome message. The welcome message will set the tone and expectations from the highest levels of the organization. This message could be formal or informal depending on your culture, but it is vital for learners to appreciate how important it is that they absorb the information presented. You should aim for a message that is no more than two to three minutes in length. We invite you to create a message of your own or use some of the sample language we provide below.

SAMPLE SCRIPT

One of my first priorities is that we maintain a great culture at OUR ORGANIZATION. When the vapors of harassment are present, good culture cannot thrive. Our good culture supports your wellness as an employee, helps us do our jobs the best we can, and ensures we maintain the highest levels of customer satisfaction. On the other hand, workplaces with harassment have higher health incidents, higher turnover, and higher absenteeism. And that is not good enough for any of you, and it is not good enough for any of our clients. Said differently, the ROI on our good culture is high, precisely because we are empowered to bring our full selves to work and contribute to our communities. In recent decades, harassment, discrimination, and bullying have become more sophisticated.

This training will step you through the legislative history of illegal workplace behavior and teach you to understand the difference between uncomfortable situations and illegal behavior. It will explain the firm's expectations for reporting, and lay out the proper reaction to observing others enduring harassment. This is not social justice training. It explains a piece of your job duties. This training is academic, but it also grounds the education in our firm's mission and values by using scenarios that could conceivably occur in our firm. It's my hope that this training teaches you something, causes you to ponder the risks of harassment sneaking into our company, and helps you appreciate the benefits of our harassment-free culture.

These topics are important to me, and I want every single one of you to be intolerant of harassment in our company. Thank you for attending this class with me.

ORGANIZATIONAL WELCOME MESSAGE VIDEO RECORDING



TECHNICAL GUIDELINES

You may use any common recording device, system, or platform to perform the recording so long as it produces a file that is one of the following supported file types: .flv, .f4v, .f4p, .mp4, .m4v, .m4a, .3gp, .mov. Please note that no Windows media formats (e.g. .wma, .wmv, or .avi) will work.

- We have found that zoom is user-friendly (and has professional filters!).

FILMING TIPS

- Choose a filming location that is well-lit, with natural sunlight or a lot of indoor lighting, and minimal environmental noise (e.g. dogs, kids, fans, etc). Make sure your light source is facing you, not behind you.
- Place your recording device on a tripod or other stable surface at eye level (avoid an upward or downward angle).
- Film horizontally.
- Choose a neutral, non-distracting background. A branded wall is a good choice for these purposes.
- Look at the camera throughout filming and minimize hand movements.
- Ensure clear audio recording by placing the microphone as close to the speaker as possible.

Some Notes

- Unless you do a lot of video presentations, the process can feel unnatural and awkward. Consider asking someone to give you feedback along the way.
- Prepare to film several takes. Our team can help you choose the best one.

SAMPLE HARASSMENT EXAMPLES

This requirement comes directly from the courts and they often criticize employers who do not conduct pertinent and relatable training. Examples should be inspired by real situations but should not be so identifiable that an employee is shamed or embarrassed. Modified versions of events and things that almost happened are also great inspiration for examples.

An organization of white female attorneys realizes they need to diversify the staff. As a result, they search high and low for a male attorney to fit into their team's culture and finally find someone. After that, in their excitement, they refer to them as "their boy." Obviously he is a full grown adult and this is belittling.

- Solution: Acknowledge it. Intentionally add another term to our vocabulary that expresses our intent to celebrate without demeaning any team member.

As an organization, one of our values is to be an interdisciplinary team. Additionally, we are in the professional services industry. To that end, all of our client-facing team members are highly educated; however, as a nation, minorities are less likely to have high education. Worse still, we are headquartered in a primarily White town. We need to racially diversify our team, but recruitment is incredibly difficult.

- Solution: Critically analyze the education, licensing, and credentialing that is actually required versus stereotypically required. Intentionally advertise job postings in places where it will attract minority applicants, such as at minority chamber unions or with HBCUs.





Communication

IMPLEMENTATION COMMUNICATIONS SAMPLE

Let's tell folks what we are going to tell them, tell them, and then tell them what we told them. When we set the stage for this training to be highly regarded by employees, it will be highly regarded by employees. Once we have completed the customization of your training program, we ask that you inform your employees that they will soon be invited by Lynch Learning to complete the training course.

INITIAL COMMUNICATION

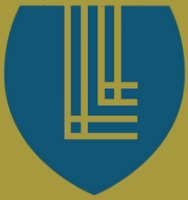
probably sent via email, but could be delivered during staff meeting

We are partnering with Lynch Learning (brought to us by the Lynch Law Firm) to bring you a very important self-paced training course called Actually Understanding and Preventing Harassment in our Workplace. We are committed to providing a safe and harassment-free workplace. Our goal with this training is to share with you the kinds of behaviors that constitute unlawful harassment and explain our harassment prevention policies and expectations.

You will soon receive two emails from the Lynch Learning (through the learning platform called iSpring) providing the information you need to access the course. You can contact Lindsey Lee with the Lynch Law Firm if you have any technical problems with the course: llee@lynchlif.com.

You may take this course any time that fits your schedule, but please complete it no later than THIS DATE. The course should take about an hour to complete. Your participation will be tracked and you will receive a certificate for completing training.

We appreciate your attention to and engagement with this training course. If you have any questions about what you learned following completion of training, please reach out to INSERT INTERNAL CONTACT PERSON.



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ABOUT LYNCH LEARNING

Our highly-skilled team of experts are ready to bring you more innovative, semi-custom learning solutions. Come back for more exciting learning opportunities on topics such as New Manager Training, Employee Wellness, Board Governance, and Working Safe from Home (OSHA).