

CASTING YOUR COMPLIANCE TRAINING VIDEOS

EMPLOYEES

VS.

PROFESSIONAL ACTORS



Cost-effective



Understand the language



Builds rapport with audience

More convincing



Employees stay productive



Audience focused on message



THE VERDICT: IT DEPENDS

- ➡ Can you keep the scenes brief?
- ➡ Can you afford to pull employees away from core duties?
- ➡ Does your budget limit the use of professionals?
- ➡ Is the value of recognition worth the risk of bad acting?