

Our platform delivers interesting, digestible content over time because that's how adults learn. It tracks training for compliance purposes, because that's what companies need. And it incorporates the latest research and EEOC recommendations, because there's no evidence in the 30 years of data to suggest traditional training works. Someone had to shake things up.

If engaging, digestible, evidence-based content is of interest, let's talk details. Together, we can customize:

A / Content

All content can be tailored. We'll provide a suggested curriculum, and then collaborate to ensure the training resonates for your team. You can:

- Kick off your training with a message from your company's leadership.
- Reference, explain, and test your team's knowledge of company-specific policies and codes of conduct.
- Incorporate company references, situations, inside jokes, and team members.
- Use content from our content library below, or request additional topics.

C / Integrations

If our current integrations do not connect to your HRIS, LMS, or other acronyms, we can build one that does.

B / Timing

While most clients choose to deliver two training nudges a month via email and Slack, we can adjust the cadence and timing. You can:

- Prepare for events, such as an offsite or the arrival of interns.
- Adjust nudge content to respond to significant company events.

D / Data Collection

In addition to tracking users' learning journeys for compliance purposes, we provide insights about your team via pulse questions. Enterprise partners are able to tailor these questions and control our collection of data.

At Ethena, we provide engaging, research-based content, while also satisfying states' training requirements. Why? Well, research indicates traditional training is ineffective, in part because of its narrow focus and overly-legalistic lens.

We broadened the curriculum to ensure team members aren't just getting a list of "what not to do" and are instead provided actionable ways to be an inclusive colleague; and, we tailored the content to the specific needs of tech/scaling companies.

Below, you'll find an outline of our curriculum, which continues to evolve based on user input and our academic and industry experts' recommendations:

Sexual Harassment Topics

The Law

In accordance with state training requirements or recommendations, we kick off training with relevant federal and state regulations, including definitions; scenarios that constitute harassment, harassing language, gender harassment and stereotyping; protected activities and mechanisms to report behavior.

Manager-Specific Content

We cover manager-specific responsibilities relating to harassment in depth, including mandatory reporting, and scenarios geared toward managers including hiring, promotion processes, mentorship, managing informal work environments, such as offsites, and the importance of role modeling.

Bystander Intervention

We define bystander intervention, give actionable advice on implementing it at work, discuss when it's most effective, and provide illustrative scenarios.

Gender Inclusivity Topics

Mentorship and #MeToo

Data shows that after #metoo, there was a dramatic increase in the percentage of men managers who feel uncomfortable mentoring women. These nudges address common areas of confusion, including travel and mentoring relationships, and give actionable tips for ensuring all team members get mentored.

Inclusivity & Pregnant Colleagues

We start with an overview of the Pregnancy Discrimination Act, and then provide suggestions for how to be inclusive toward pregnant colleagues, including questions/comments to avoid and why.

Gendered Feedback

This nudge includes an overview of the common forms of gendered feedback, the latest research on how feedback is impacted by gender, and practical tips for ensuring feedback is delivered and received effectively.

Diversity and Inclusivity Topics

Inclusivity and Transgender, Gender Non-Conforming, and Gender Non-Binary Colleagues

This nudge begins with an overview of common terms to give your team a shared vocabulary; and it includes practical examples and tips for inclusivity, such as how to share gender pronouns.

Intersectionality and Protected Characteristics

We review how varying facets of individuals' identities can be cause for discrimination and bias, including gender, race, and sexual orientation.

Ageism

We address this often-overlooked type of discrimination and provide tips for preventing and addressing it, including within hiring processes and workflows.

Unconscious Bias

We ground users in the concept, share recent research, and address why traditional training has struggled to impact behaviors.

Tech / Startup Tailored Topics

"Work fun"

Navigating the blending of personal and professional can be a particular challenge at scaling companies. These nudges address situations such as offsites and happy hours, including planning considerations for inclusive events, scenarios, and actionable tips for addressing issues.

Online Harassment

We begin by clarifying that online harassment is considered sexual harassment, discuss the subtle ways online harassment can show up at work, including Slack conversations and social media, illustrate with scenarios, and give actionable tips for addressing online harassment at work.

Navigating Office Dating

The overlap between workplace romance and workplace harassment can be a confusing dynamic to navigate, especially in informal environments. This training grounds teams in the basics and provides guidelines for managing personal relationships in an office setting. We can supplement this nudge with any company-specific policies.

Ethena vs. Traditional Training

● = Sometimes, but not always

	Meets States' Requirements	Addresses Sexual Harassment	Addresses Gender Inclusivity	Addresses Diversity & Inclusivity	Tailored For Tech	Teams Don't Hate It
TRADITIONAL TRAINING	✓	✓	●			
ethena	✓	✓	✓	✓	✓	✓