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Kyndryl Code of Conduct: Driving Engagement, Integrity and Impact

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May 2026



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The Challenge

- Competition for Focus
- Engagement
- Understanding
- Value of Time



Knowing Our Audience

Meet them where they are

- Respecting audience intelligence
- Utilizing personas for relatability
- Telling real stories

Nobuhiro [redacted] Feb 5

I'm an associate who joined the company a week ago. I agree to all of the raving comments above. This is the best code of conduct training that I have received ever.



Jesus [redacted] Jan 19

It is weel documented, with practical examples that helped the understanding of it. Really learned a lot and enjoyed it. thanks



Mohammed [redacted] Jan 19

I have completed the Code of Conduct training on 16th. Really liked how clear and simple it was to understand. The scenarios made it easier to relate to real situations.



TAMMY [redacted] Jan 28

Very well done! For something that can easily feel dry, this training made the content engaging with real-life examples, humor, and great energy. I only wish my past history classes had been taught with this kind of flair! 😊
The bloopers reel was a fantastic touch—loved it!



Experience Focused

- Simplified navigation, text and tone
- Interactive and respectful quizzes
- Enhancing attention & retention

Question

Which of the following circumstances best describes when CTEBA pre-approval is required?

Select your choice, then select "Submit".

- Before offering anything of value to a GOE (or commercial entity in certain countries)
- As an alternative to your manager's approval
- Before offering a gift or amenity to a GOE (or commercial entity in certain countries) that exceeds preset country clip levels
- All circumstances, without exception

Submit

Grzegorz [redacted] Jan 20

A must-take course. "Code of Conduct 2026" turns complex policy into clear, practical guidance with engaging storytelling and timely examples. The pacing, structure, and interactivity make key topics—conflicts of interest, data handling, cybersecurity, and lobbying—easy to grasp and act on. The presenter "Code" is brilliant: confident, relatable, and crystal-clear from start to finish.



Indira [redacted] Jan 20

Thoroughly enjoyed the experience. Great acting. very practical tips and it is nice, informative, refreshing all at the same time.



Janni [redacted] Jan 22

I thought it was excellent and then heard the same from some of my team members. Infusing a deepfake throughout emphasizes the pervasiveness of bad actors. Nicely done, KD, nicely done.



Kyndryl's Course Evolution

- CODE knows all the answers
- CODE available to answer
- Employees become CODE

Mario [redacted] Jan 27

I have to admit that this new CODE VS CODEEEE was a great idea, also i loved that all the employees with experience did not require CODE support to figure out the best plan of action for their situations



Azher [redacted] Jan 29

Thank you, team, for an engaging and insightful session. I truly enjoyed learning while staying fully aligned with compliance expectations. Kudos to the creators and writers of this excellent course! Code vs Cody 😊



Lucian [redacted] Jan 20

I love how this episode promotes critical thinking 👍 crucial in today's world, where we can see a lot of "jerk-phishing".



ROYSTEN [redacted] Jan 24

CODEEEEE v/s CODE!

CODEEEE is the voice in your head which is loud, tempting, and makes you want to do things! But if you stay calm, and listen a little more carefully, you will hear CODE and that is the voice which tells us what to do when we are confused or where to go, for us to be sure!

Enjoy how this course is so practical to help learners absorb the content quickly.

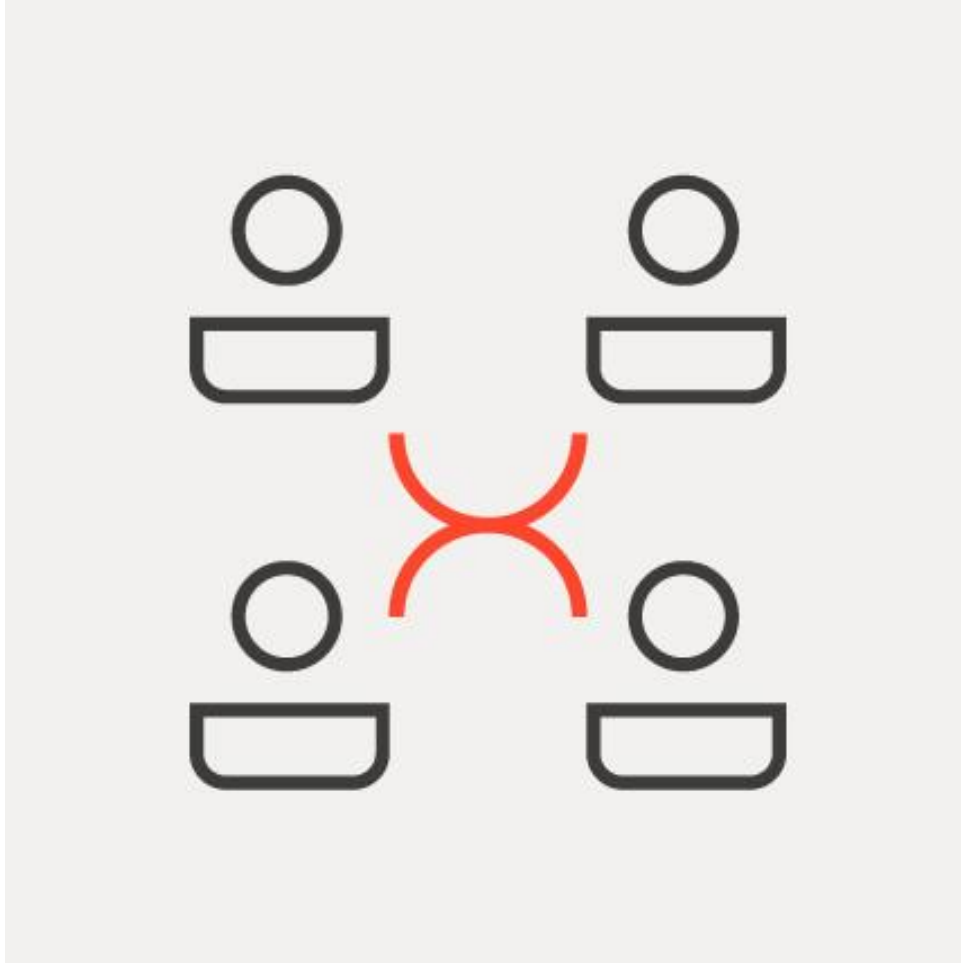
Kudos [DAN FOX](#) [Tasashia McCormick](#) [DESIREE GILER MANN](#) you ROCK!



Team Effort

**Comms/
Marketing**

Managers



**Human
Resources**

**Functional
Leads**



Logistics

- 100% for > 70k globally
- Soft Launch
- Communications
- Time, deadline, managers
- Prior year momentum



2025 Brandon Hall Awards



Best Compliance Training



Best Custom Content



Best Use of Video for Learning



John [redacted] Jan 20

Who is responsible for this?!?!

I'm well basted in 30+ years of annual corporate training and consider myself somewhat immune to training games, space launches, gem quests, and the like. I confess I even rolled my eyes a bit when I met Code last year. This year, I was unprepared for the excellence and humor... even the veiled nod to Max Headroom for us old timers! I laughed, then I belly laughed.... then I learned.

   26

  6

Carlos [redacted] Feb 2

I agree that this version of the training was the best of the last 20 years !!!

Juliette [redacted] Jan 30 • Edited

This training is what corporate training should be. It was funny, snappy, and engaging. Never before in my life have I said "oh good, the Business Conduct training is live - let's see what they've done this year!".

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Janni [redacted] Jan 30

Juliette [redacted] Never before in my life have I said "oh good, the Business Conduct training is live - let's see what they've done this year!".

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Exactly! 

Looking Ahead

- Will Code return?
- Mobile access
- Manager focused support

2026 Bloopers

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Thank You!

