



TOP DOWN. BOTTOM UP. DRIVING CULTURE CHANGE THROUGH RG

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RG CULTURE ROADMAP

1) Vision: Where do you want to be?

2) Goals: What do you need to change to get there?

3) Gaps: Who needs to know what to make it happen?

4) Strategy: Which tools and touchpoints will help you fill the gaps?

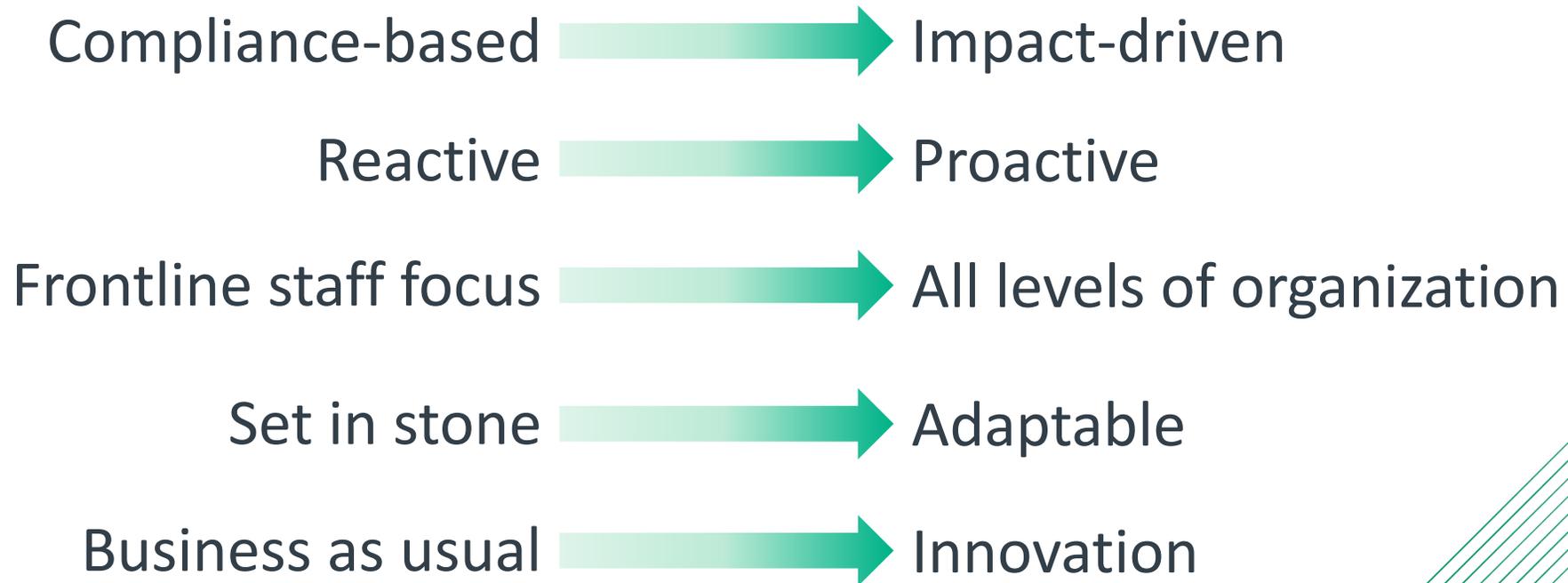
WHO WE ARE

- The Responsible Gambling Council (RGC) is an independent non-profit organization dedicated to problem gambling prevention.
- Our mission is to prevent problem gambling and reduce its impacts.
- We have 35+ years in research and education.
- We have a 360 perspective: gamblers, operators, regulators, policy makers and treatment professionals.

**What's your vision for
a strong RG culture?**

**How can you turn your
vision into practical
goals?**

RG CULTURE SHIFT



TOP DOWN RG

- Organizational commitment
- Overarching strategy
- Seeking social license to operate
- Creating policies, procedures, codes of conduct
- Meeting standards for legislative requirements or accreditation



BOTTOM UP RG

- On the ground, implementing RG policies
- Many opportunities to promote RG during daily customer interactions
- Know whether practices are relevant, practical, and well-received by players
- The face of RG for players



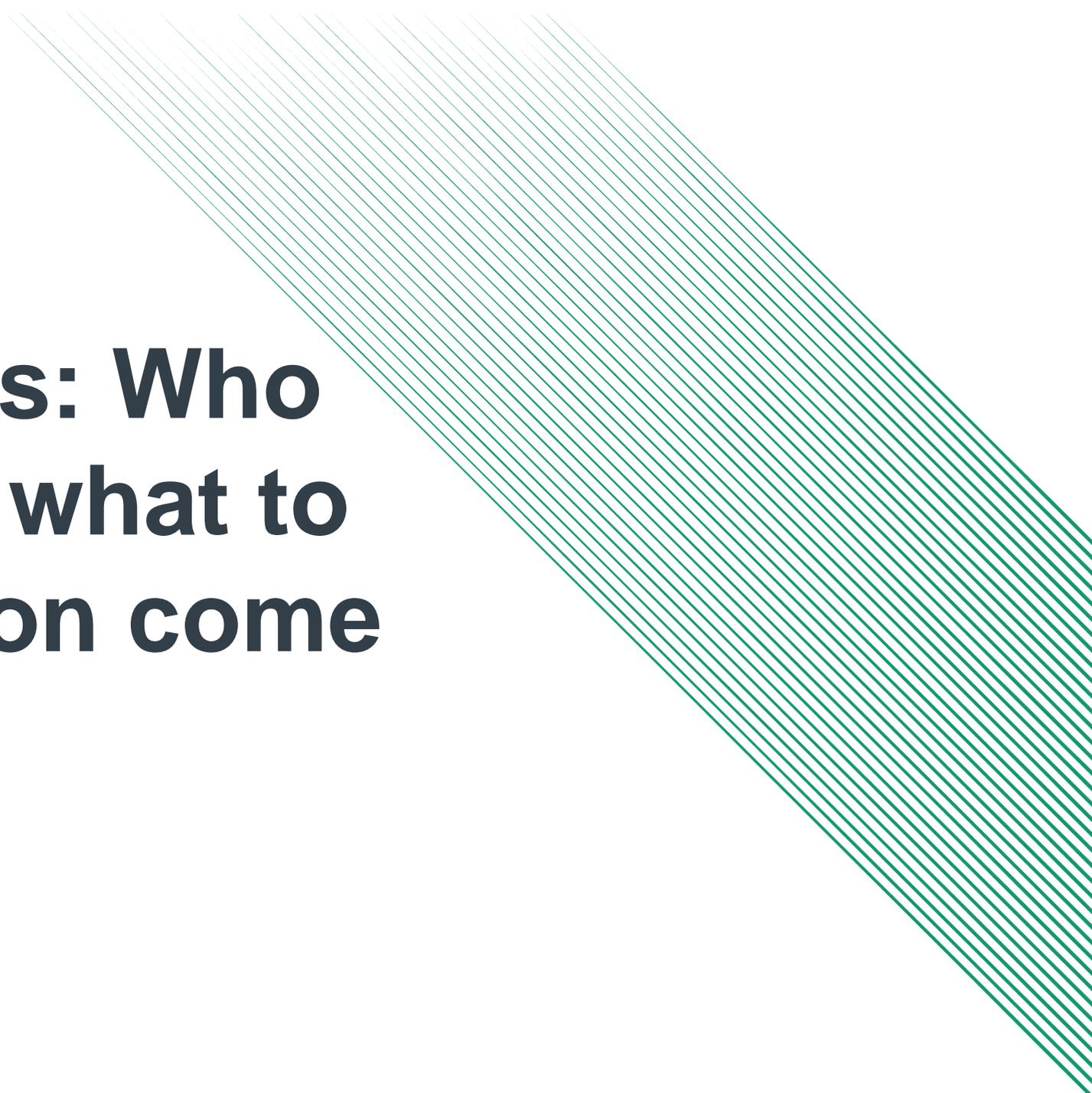
RG ACROSS THE ORGANIZATION

Board members: Passionate RG advocates

Executive team: RG champions and innovators

Management: RG ambassadors who provide mentorship, coaching, feedback

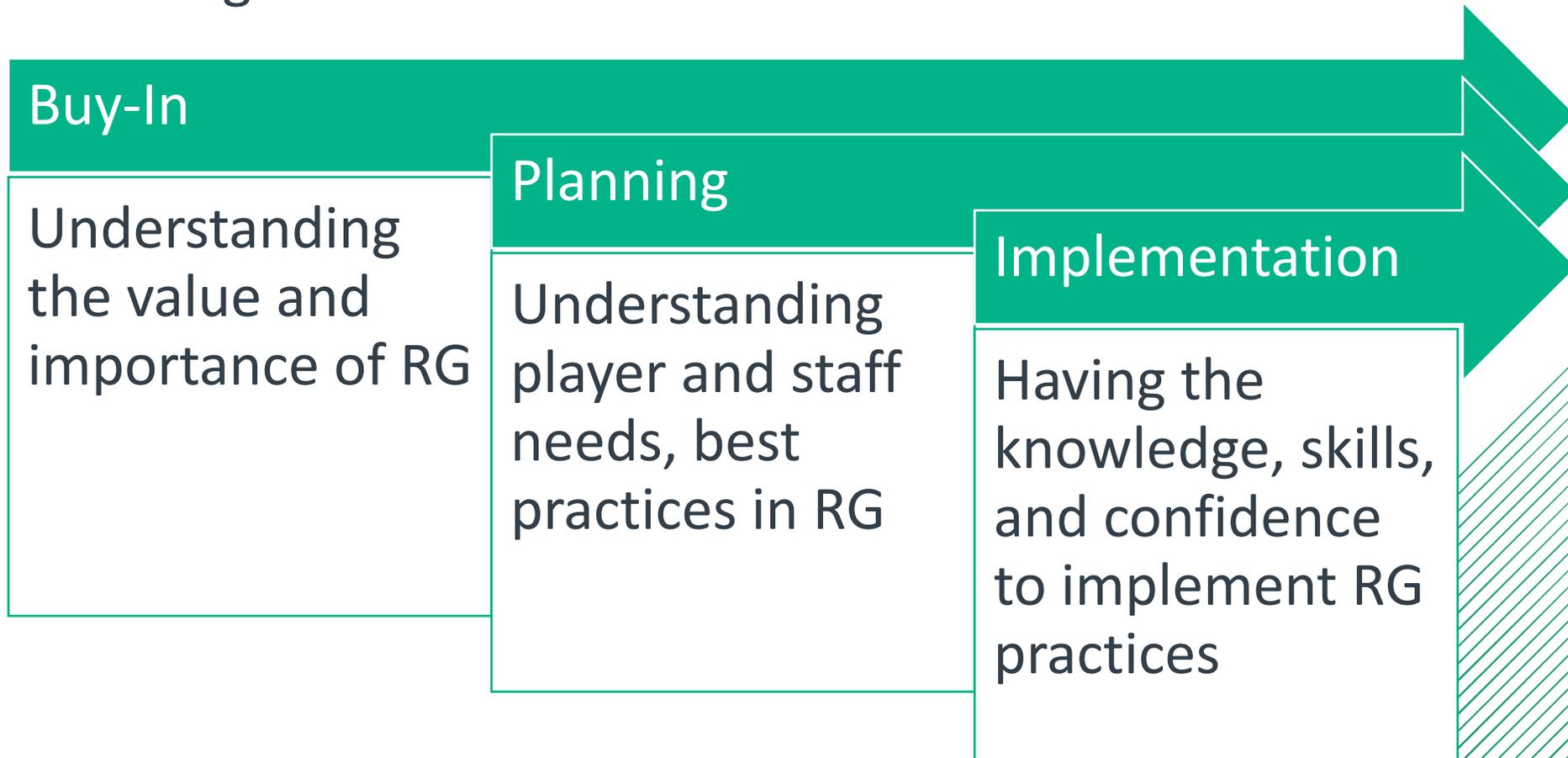
Staff: Enthusiastic, knowledgeable, and confident

A series of thin, parallel green lines radiating from the top right corner towards the center of the slide.

**Identifying gaps: Who
needs to know what to
make your vision come
true?**

THE ROLE OF TRAINING

Sharing RG knowledge across all levels of the organization is crucial for culture change:



FRONTLINE STAFF TRAINING

Witnessing signs of PG without knowing how to respond leads to lower job satisfaction.
(Quilty, Robinson, & Blaszczyński, 2015)

Impact
of RG
Training
on Staff

Leads to behaviour change, but may not be maintained over time without reinforcement.
(Dufour, Ladouceur, & Giroux, 2010)

Leads to increased knowledge, empathy, and confidence.
(Wong & Poon, 2011)

FRONTLINE STAFF TRAINING



Practical RG content to help staff implement programs and improve buy-in

- Interactive, practical, and engaging
- Allow staff to develop and practice skills
- Demonstrate the value of RG
- Reinforced with regular tools and communications

ADVANCED RG TRAINING

Staff who handle advanced RG interactions need training in:

Available Resources

Knowledge of in-house and community-based resources, and understanding of when to share them

Program Implementation

Step by step process for administering programs, like registering players for self-exclusion

Soft Skills

Opportunity to learn and practice skills to interact with players in a supportive, non-judgmental way

MANAGER TRAINING

Managers of customer-facing staff need to be knowledgeable enough in RG practices to provide effective support to their teams.



RG LEADER TRAINING

Top 5 Unmet Informational Needs

1. Gambling evaluation measures
2. Organizational barriers to implementing RG policies
3. Game design and machine structure characteristics
4. Venue design and environmental features
5. Organizational benefits of RG

(Philander, Stark, Keshabyan, & Robinson, 2018)

BOARD AND EXECUTIVE TRAINING

The decision-makers who set RG strategy need regular opportunities to:

- Understand the value of RG for their organization
- Stay up to date on RG advances in an ever-evolving industry
- Learn how to track how their RG strategy is being implemented and adjust course as needed
- Become familiar with the changing needs of players and communities



Anticipating Challenges: Humbling examples of the best laid plans falling through

COMMUNICATION IS KEY

Keep communication channels open between all levels of the organization:

- RG strategy is shared with all staff
- Easily accessible policies and procedures
- Clear method for staff to ask questions and get support
- Feedback from staff sought out regularly and used to inform changes





**Training as a strategy,
not an event:
Identifying ongoing
touchpoints**

EMERGING TRAINING

Tools

- Augmented reality
- Virtual reality
- Machine learning
- Interactive video

Strategies

- Storytelling
- Immersive
- Simulations
- Micro-learning
- Gamification

CHATBOTS

Chat simulation

Series of fictional customers

Chatbot responds based on keywords

The screenshot displays the eCASINOX Customer Service Chat Tool interface. At the top left, the logo "eCASINOX" is visible, followed by the text "eCASINOX Customer Service Chat Tool". The interface is divided into several sections:

- Currently chatting with:** A section showing the active customer "Twinstryk", a member since 2015, male, 25, from California, US. A red "ISSUE" banner indicates they are "Locked from joining rooms and unable to start new ones".
- In Queue:** A list of other customers waiting for service, including Twinstryk, Endoxus, Azazel, Tuj, Wigs, jirard, Bryan, Clawlend, Stoley, schmeckle, and frank.
- Chat Log:** A series of messages between the customer and the chatbot. The customer asks about being locked from play, and the chatbot explains the seat limit policy and offers a counter reset. The customer expresses frustration, and the chatbot provides a 21-minute wait time before allowing them to join games again.
- Input:** A text input field at the bottom with the placeholder "Message @Twinstryk" and a microphone icon.
- Navigation:** Buttons for "MENU", "NOTES", and "HELP" are located at the top right.
- Footer:** A "Logged in as: #6931" indicator is at the bottom left, and a "RGC" logo is in the bottom left corner of the overall image.

CHATBOTS

Trainees get feedback messages based on their responses

Interaction is dynamic and scenario branches

The screenshot displays the eCASINOX Customer Service Chat Tool interface. On the left, a sidebar shows the user's profile: "Twinstryk", Member since 2015, Male, 25, California, US. Below this is a list of users in the queue, including Endoxus, Azazel, Tuj, Wigs, jirard, Bryan, Clawlend, Stoley, schmeckle, and frank. The main chat area shows a conversation with a user named "#6931". The chat history includes messages from both parties. A prominent white dialog box with a red border and a red exclamation mark icon is overlaid on the chat. The dialog box contains the text "WARNING!" at the top, followed by "This decision may result in undesired consequences." At the bottom of the dialog box are two buttons: "GO BACK" and "PROCEED". The chat interface also features a top navigation bar with "MENU", "NOTES", and "HELP" options, and a bottom input field for sending messages.

STORYTELLING



VIDEO DEMO

- Placeholder for video demo

IN-PERSON TRAINING

In our age of technology-enhanced learning, where do facilitators add value?

- Exploring complex or daunting issues
- Answering questions or providing detailed feedback
- Expert advice and coaching
- Sparking discussion between colleagues
- Identifying and adapting to the specific needs of the group



Refining your strategy: Identifying the right tools for the job

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THANK YOU!

Questions?

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