



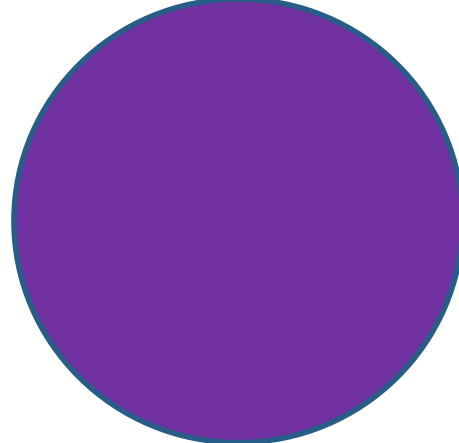
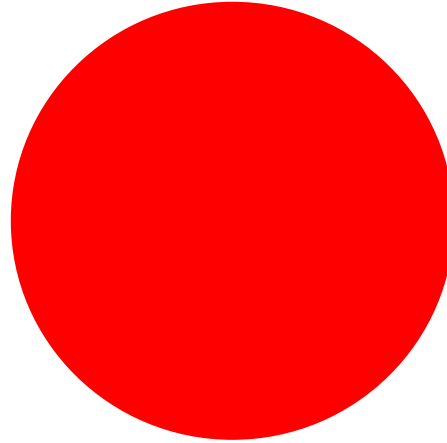
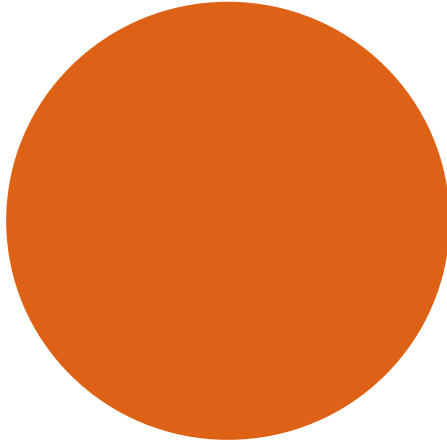
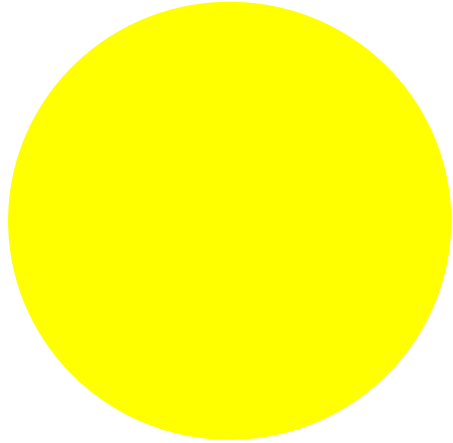
Bringing Research to Life: Staff Training

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ACTIVITY 1



PICK YOUR SPOT!



ACTIVITY 2



Let the bidding war begin!

● Staff Training 101

- All gaming employees in Ontario, since 2005
- Empirically validated and effective
- All lines of business (Gaming, lottery, bingo and iGaming)
- Online (all staff) and in-person (advanced RG teams)



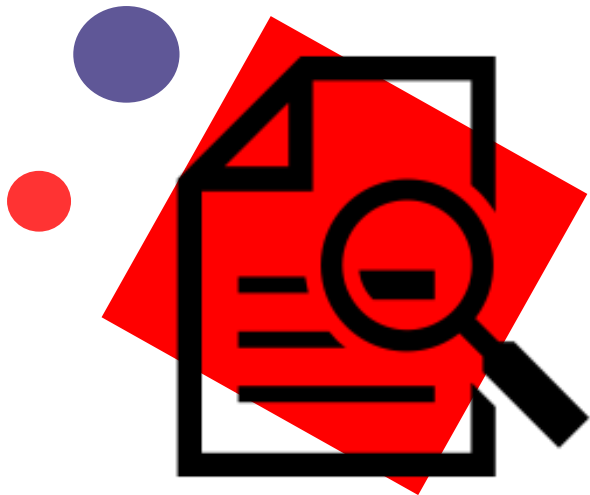
Research

Project Objective:

To conduct a rigorous **evaluation** of the RG training provided to employees of Ontario casino and slots facilities.

Methodology:

- 3 different studies
- Multiple perspectives (The **employee** experience, the **player** experience and **past records** of player interactions)



Findings

- Employees are compliant and **satisfied** with RG training
- RG training and procedural changes have meaningful **impacts**
- Employees report **positive** RG attitudes
- Greater **incidence** of red flag behaviours vs. **responses** to those flags





What Does this Mean?

1 Stronger focus on **responding** to signs of PG

- Awareness is not enough!
- Managerial support and feedback are key drivers
- Earlier response to signs on the gambling continuum is necessary



What Does this Mean?

2

Building confidence and competence

- Employees always want MORE training!
- Realistic scenario-based learning
- Need opportunities to use learned RG skills and knowledge with a trainer/ RG expert





What Does this Mean?

3

RG and employee satisfaction

- Relevant and factual
- Tangible tools and techniques
- Follow-ups, encouragement and reinforcements!





Innovative Practices

Role specific training

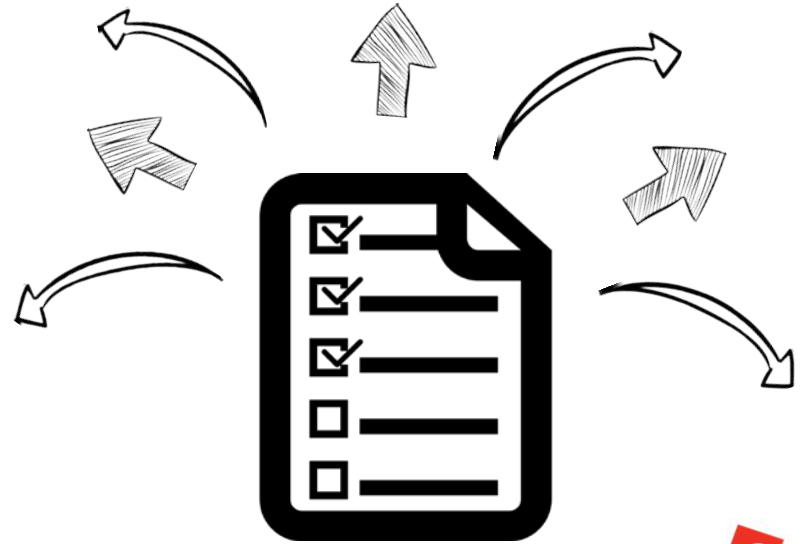
Tiered approach

Constant reinforcements

Scenario-based learning

Moving Forward

- **Customer service** focused
- **RG culture**
- Focus on **design** and **delivery**



Questions?





Thank You



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