

Soft Skills Training: Communication

Target Audience: Ideally, this is for new floor sales staff; however, any staff member whose kayak sales have a higher rate of return would benefit from the learning opportunity.

Learning Objectives: [make however many are applicable]

1. Classify hard and soft skills
2. Ask open-ended questions and evaluate the customer's response
3. Avoid confirmation bias while evaluating the response
4. Use customer's response to guide him/her toward a suitable kayak in order to get them out on the water in a kayak they can feel confident in

Learning Level: [Select from: Awareness, Knowledge, Skill, Performance, Mastery]

Outline (Click the Outline links below to navigate the document.):


- [Welcome](#)
- [Navigation](#)
- [The Mental Image of Kayaking](#)
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- [Listening Layer](#)
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Directions: [Notes for Reviewers, if applicable]

- Please focus on the **accuracy** and **completeness** of the content during this review cycle. "Page breaks" for the online course will be adjusted after the content is edited.
- Questions for reviewers are indicated with **green highlighting**. All questions will need to be resolved before programming can begin.
- Track Changes is on, so please use this to make corrections. For questions or comments, please use the Comments feature.
- Remember, the text in the third column will be narrated audio.
 - There will be "connecting" words and phrases that would not appear in a written procedure. If the wording seems awkward to you, try reading the text aloud to see how it fits, then make changes if it still seems necessary.
 - Formatting is merely to aid the voiceover talent: remember, learners will hear – not see – this text.
 - Capitalization is not important in the third column "Narration/Voiceover," but is very important in the second column, "Slide Text."
 - In the second and third columns, text in **red** is informational and NOT on slide.
- Optional Tip: Hiding the top and bottom margins of this document (double-clicking between the pages to "Hide/Show White Space") will enable you to go through the storyboard more smoothly.

Module Resources/References: [include links or titles of attachments that will go in the Resources tab]

N/A

Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Background image: touring kayak on water surrounded by cliffs</p> <p>Sound: lapping water from paddling</p> <p>Font color throughout should be white or black (depending on background and visibility)</p> <p>The colors below are the palette for the course. The purple should be used only for custom buttons.</p> 	<p>Adventure Equipment Emporium We get people outside!</p> <p>High-quality outdoor equipment Knowledgeable staff Meet customer needs</p> <p>Soft Skills Training: Communication</p> <p>Fitting People with the Best Kayak for Their Needs</p>	<p>Welcome to the Adventure Equipment Emporium team. We provide our customers with high-quality outdoor equipment. Each of our departments has a knowledgeable staff who can assist our customers with any purchase. However, it is important, especially with larger items such as kayaks, that we really listen to our customers' needs. This is our Soft Skills Training: Communication. Click here for the navigation tutorial, or click Next to begin the course.</p>	<p>All on-screen from the beginning except 3 lines between outside and soft skills. Those three lines are timed with bolded narration.</p> <p>special button click for navigation tutorial</p> <p>Learner clicks next to continue the course or special button to visit the navigation page.</p>

Notes:

Slide: 1.2
Menu Title: *Navigation*

Return to Outline

Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Kayakers in open water to imply the need for navigation Custom button to practice moving on	Menu Previous and Next Replay Pause Seekbar Click here or "Next" to start the course	If you need to revisit a slide, you can use the menu . Use the previous and next buttons to move forward or backward. Click the replay button if you'd like to view the slide from the beginning. Use the pause button if you need more time. You can also slide the seekbar to return to something you missed. Special buttons will have instructions to follow, such as, click here or next to start the course.	Text timed with narration; custom button to begin the course Learner clicks next or custom button to continue.

Notes:

Slide 1.3 Menu Title: <i>The Mental Image</i>			Return to Outline
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Slide divided in half. Left half has a text box Bulleted points</p> <p>Right half: Images: 3 images depicting a variety kayaking experiences such, as relaxing, white water, large group “party” atmosphere</p>	<p>The Mental Image</p> <p>Too frequently they purchase a kayak that is not appropriate to their needs and/or skill level. The result?</p> <p>Makes for an unenjoyable experience. New kayakers may think the sport “isn’t for them” The customer returns the kayak.</p> <p>Click “next” to continue</p>	<p>New kayakers often have a mental image of what they want their kayaking experience to be like.</p> <p>However, too frequently, they come to AEE to buy their first kayak and purchase a kayak that is not appropriate to their needs and/or skill level.</p> <p>This typically results in an experience that is unenjoyable for the new paddler. unfortunately, many who are new to the sport with think it “isn’t for them” Which ultimately leads to the customer returning the kayak</p>	<p>First line onscreen at beginning of timeline</p> <p>Text is timed with narration</p> <p>Learner advances to next slide with next button</p>
Notes:			

Slide 1.4 Menu Title: <i>Objectives</i>			Return to Outline
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Image: group of kayakers on flat water—continues the vibe of a good time on the water !/2 of slide has semi-transparent shape with text so that part of image shows through. Right side is clear image Bullet points are check marks in an incomplete circle</p> <p>Shape/bar with instructions</p>	<p>Objectives</p> <p>Classify hard and soft skills.</p> <p>Explain confirmation bias.</p> <p>Determine the appropriate open-ended questions to assess your customer’s needs and skill level.</p> <p>Use a customer’s responses to get them out on the water.</p> <p>Click “next” to continue</p>	<p>At the end of this course, you will be able to: Classify hard and soft skills. Explain confirmation bias. Determine the appropriate open-ended questions to assess your customer’s needs and skill level. Evaluate a customer’s responses to guide him/her toward a suitable kayak in order to get them out on the water in a kayak they can feel confident in.</p>	<p>Header onscreen at beginning of timeline.</p> <p>Text enters with narration on cue points</p> <p>User clicks next</p>
Notes:			

Slide 1.5 Menu Title: <i>Hard vs Soft Skills</i> Objective: 1			Return to Outline
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Kayakers on river surround by trees from perspective on one of the kayakers, looking forward to what’s to come</p>	<p>Hard and Soft Skills</p> <p>What is the difference between hard and soft skill?</p> <p>Click on each circle to learn the differences.</p>	<p>What is the difference between hard and soft skills?</p> <p>Click each circle to learn the differences. Click NEXT after both skills have been visited.</p>	<p>Header onscreen at beginning of timeline.</p> <p>Learner clicks each shape to learn more about each skill</p>

	<p>Hard Skills</p> <p>Soft Skills</p> <p>Click “next” after both skills have been visited for a knowledge check.</p>		<p>Each shape takes learner to a new slide with the affiliated information.</p> <p>Once each shape has been visited, learner can click next.</p>
<p>Notes:</p>			

Slide 1.6

Menu Title: *Hard Skills*

Objective: 1

[Return to Outline](#)

Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Sales associate ringing up a customer</p> <p>Custom button</p>	<p>Hard skills are the technical skills that help you complete the tasks of your job.</p> <ul style="list-style-type: none"> • Using the cash register • Using the scanning device • Using the credit card machine • Product knowledge • Money handling • Checking inventory. <p>Click here to continue</p>	<p>Hard skills are the technical skills that help you complete the tasks of your job. They include: Using the cash register, Using the scanning device, Using the credit card machine, Product knowledge, Money handling, and Checking inventory.</p> <p>Click here to continue</p>	<p>First sentence onscreen when timeline begins.</p> <p>Each bullet timed with key words in narration; learner clicks custom button to continue</p> <p>Custom button returns learner to slide 1.5. Once both circles have been visited, learner can continue the course.</p>
<p>Notes:</p>			

Slide 1.7

Menu Title: *Soft Skills*

Objective: 1

[Return to Outline](#)

Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Stock image of people smiling and appearing to communicate; casual dress as if on sales floor; could be employee talking with fellow sales staff or employee talking to customers.</p> <p>Custom button</p>	<p>Soft skills enable you to interact with coworkers and customers to help make you successful at your job. They include:</p> <ul style="list-style-type: none">• Work ethic• Attention to detail• Empathy• Active listening• Effective questioning. <p>Click here to continue</p>	<p>Soft skills enable you to interact with coworkers and customers to help make you successful at your job. They include: Work ethic, attention to detail, empathy, active listening, and effective questioning.</p> <p>Click here to continue</p>	<p>First sentence onscreen when timeline begins.</p> <p>Each bullet timed with narration; learner clicks custom button to continue</p> <p>Custom button returns learner to slide 1.5. Once both circles have been visited, learner can continue the course.</p>

Notes:

Slide 1.8

Menu Title: *Knowledge Check 1*
Objective 1

[Return to Outline](#)

Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Same image from base layer of slide 1.4. This image will be used on all Knowledge Checks and Quiz slides. Offers continuity without using a new image that could distract the learner.</p> <p>Two boxes: one labeled Hard, one Soft Smaller boxes with one skill in each box (to be dragged to appropriate box)</p>	<p>Let's Review! Click and drag all of the skills into the appropriate column.</p> <p>Hard Skills</p> <p>Soft Skills</p> <p>Money handling, Work ethic, Display empathy, Checking inventory, Active listening, Using the cash register, Product knowledge, Effective questioning</p> <p>Be sure to click "submit" once you've completed your responses.</p> <p>Correct Layer: That's right! You selected the correct response. Please click continue.</p> <p>Try again: Incorrect That is incorrect. Please try one more time. Try again.</p> <p>Incorrect (after 2nd try): Incorrect</p>	<p>Let's Review! Click and drag all of the skills into the appropriate column.</p> <p>Be sure to click the submit button below once you've completed your responses.</p> <p>Correct Layer: (with winning trumpet sound) That's right! You selected the correct response. Please click continue.</p> <p>Try again Uh oh! That is incorrect. Please try again.</p> <p>Incorrect (after 2nd try):</p>	<p>Drag and drop knowledge check/quiz.</p> <p>All text is on the slide when it opens.</p> <p>Learner clicks continue button</p> <p>Learner clicks try again button</p>

	<p>The correct Soft Skills are Active listening, Work ethic, Display empathy, and Effective Questioning.</p> <p>The remaining options are Hard Skills.</p>	<p>Sorry, that is incorrect. The correct Soft Skills are Active listening, Work ethic, Display empathy, and Effective Questioning.</p> <p>The remaining options are Hard Skills.</p>	<p>Learner clicks continue button</p>
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Slide 1.9 Menu Title: <i>Focus Soft Skills: Listening and Questioning</i> Objective 1			Return to Outline
O	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Image on all layers: variety of kayaks against a wall—underscores the number of options but in a fun colorful manner.</p> <p>Background image has a semi-transparent shape over with text boxes and free-standing text (not in visible boxes)</p>	<p>Soft Skills: Listening and Questioning</p> <p>How can we ensure the customer is matched with the most appropriate kayak?</p> <p>Soft skills enable you to have interactions that are more:</p> <ul style="list-style-type: none"> • effective • positive <p>This training focuses on listening and questioning skills.</p> <p>Click on the icons to find out more.</p> <p>Click “next” after both soft skills have been visited for a knowledge check.</p>	<p>How can we ensure the customer is matched with the most appropriate kayak?</p> <p>While hard skills are vital to do your job, soft skills enable you to have more effective, positive interactions with AEE’s customers. This training focuses on listening and questioning skills.</p> <p>Click on the icons to find out more.</p>	<p>Text enters with animation on narration cues</p> <p>Both shapes for listening and questioning are clickable and take the learner to the appropriate layer.</p> <p>Learner clicks next to continue after both soft skill shapes have been visited.</p>

Notes:			

Slide 1.10 Menu Title: <i>Listening Layer</i> Objective 1			Return to Outline
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Image on all layers: variety of kayaks against a wall—underscores the number of options but in a fun colorful manner. Background image has a semi-transparent shape over with text boxes and free-standing text (not in visible boxes)</p> <p>List starting with Be friendly is separate from the first two bullets in another column.</p>	<p>“There is a difference between listening and waiting for your turn to speak.”</p> <p style="text-align: right;">Simon Sinek Entrepreneur and Inspirational Speaker</p> <p>Listen</p> <ul style="list-style-type: none"> • Customers provide information that help you guide them to an appropriate kayak. • Listen for cues without judgment. <ul style="list-style-type: none"> • Be friendly. • Show interest. • Keep an open-mind. • Be patient. 	<p>There is a difference between listening and waiting for your turn to speak. Simon Sinek</p> <p>Often, customers will provide information that will help you guide them to an appropriate kayak. However, you have to be listening for those cues without judgment</p> <ul style="list-style-type: none"> • Be friendly. • Show interest. • Keep an open-mind. • Be patient. • Be aware of your own biases (towards types of kayaks, types of kayaking, gender, skill, etc). 	<p>No interactivity. Text animates in according to narration cues (bolded) and bullet points</p> <p>Automatically returns to slide 1.9 at end of timeline.</p>

	<ul style="list-style-type: none"> • Be aware of your own biases 		
Notes:			

Slide 1.11 Menu Title: <i>Questioning Layer</i> <i>Objective</i>			Return to Outline
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Image on all layers: variety of kayaks against a wall—underscores the number of options but in a fun colorful manner. Background image has a semi-transparent shape over with text boxes and free-standing text (not in visible boxes)</p>	<p>“To effectively communicate, we must realize that we are all different in the way we perceive the world and use this understanding as a guide to our communication with others.”</p> <p style="text-align: right;">Tony Robbins Self-help Author and Motivational Speaker</p> <p>Question</p> <p>Ask questions to help guide them to an appropriate kayak.</p> <ul style="list-style-type: none"> • Use open-ended questions • Avoid leading the customer (confirmation bias) until you have more information. 	<p>“To effectively communicate, we must realize that we are all different in the way we perceive the world and use this understanding as a guide to our communication with others.” Tony Robbins</p> <p>If a customer hasn’t provided much information, you can ask questions to help guide them to an appropriate kayak. Use open-ended questions and avoid leading the customer (confirmation bias) until you have more information.</p>	<p>Quote comes onscreen immediately.</p> <p>No interactivity. Text animates in according to narration cues (bolded) and bullet points</p> <p>Automatically returns to slide 1.9 at end of timeline.</p>

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Slide 1.12 Menu Title: <i>Knowledge Check 2</i> Objective 1			Return to Outline
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Same image as previous Knowledge Check	<p>Let's Review! Drag and drop only 3 of the traits of active listening into the box.</p> <p>Be sure to click the submit button below once you've selected your response.</p> <p>Correct layer: Correct! That's right! You selected the correct response.</p> <p>Continue</p> <p>Try Again layer: Incorrect That is incorrect. Please try again.</p> <p>Try again</p> <p>Incorrect after 2 tries layer: Incorrect</p>	<p>Drag and drop only 3 of the traits of active listening into the box. Be sure to click the submit button below once you've selected your response.</p> <p>Correct layer (with winning trumpet sound): That's right! You selected the correct response. Click continue.</p> <p>Try Again layer: That is incorrect. Please try again.</p> <p>Incorrect after 2 tries layer: Nice try! However, effective listeners are patient, friendly, and open-minded.</p>	<p>Interaction: Learner drags and drops terminology into the target hotspot</p> <p>The text: Be sure to click the submit button below once you've selected your response. Animates in with narration.</p> <p>Correct/Incorrect/Try again layers: The learner clicks the continue or try again buttons.</p>

	Effective listeners are patient, friendly, and open-minded. Continue		
Notes:			

Slide 1.13 Menu Title: <i>What are open-ended questions</i> Objective 2			Return to Outline
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Smiling, attentive sales associate making eye contact (presumably with customer)	<p>Open-ended questions require more than a “yes” or “no” or a number.</p> <ul style="list-style-type: none"> • require the customer to pause and think before answering • allow you to collect more detail and clarify information <p>Click NEXT to learn about specific open-ended questions.</p>	<p>Open-ended questions require more than a “yes” or “no” or a number. These questions help you get more information from the customers.</p> <p>They require the customer to pause and think before answering.</p> <p>Open-ended questions allow you to collect more detail and clarify information.</p>	<p>First sentence on screen at beginning of the timeline.</p> <p>Text animates in with narration</p> <p>Learner clicks next to continue.</p>
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Slide 1.14 Menu Title: <i>Specific Open-ended Questions</i> Objective 4			Return to Outline
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:

<p>Image: a mountain lake with blue sky and a few bright, white, puffy clouds. No people or kayaks. Ultimate kayaker dream to be on beautiful flat water with no one else.</p> <p>6 interactive shapes with an open-ended question in each.</p> <p>Box with directions after visiting each question.</p> <p>Bulleted points are on the layers.</p>	<p>Open-ended Questions and Why They Matter</p> <p>Each of these open-ended questions can help you better fit a customer with the right type of kayak. Click on each question to see why it matters. Click Next When you have Finished with all of the questions.</p> <p>Where will you be paddling and how long will your trips be?</p> <ul style="list-style-type: none"> • Sea kayaking: shorter, open cockpit or sit-on-top kayak is probably NOT a good match. • Short (1-4 hours) trips on lakes do not call for a long touring kayak. <p>Where have you paddled before?</p> <ul style="list-style-type: none"> • Helps determine whether the customer is a novice or experienced paddler • May indicate interest in paddling in an unfamiliar situation • May not realize considerations the new experience may require. <p>What is your budget range?</p>	<p>BL: Each of these open-ended questions can help you better fit a customer with the right type of kayak. Click on each question to see why it matters. Click Next When you have Finished with all of the questions. When finished reading each description, click “got it” to return to the main screen.</p> <p>Where paddling layer:</p> <p>This question narrows down the type of kayak the customer needs. If they are planning to sea kayak, then a shorter, open cockpit or sit-on-top kayak is probably not a good match. Conversely, short (1-4 hours) trips on lakes do not necessarily call for a long touring kayak.</p> <p>Where have paddled layer:</p> <p>Helps determine whether the customer is a novice who may need more guidance or an experienced paddler who needs little help. It may also indicate that the customer is interested in paddling in an unfamiliar situation and may not realize some of the considerations the new paddling environment may require.</p> <p>Budget range layer:</p>	<p>Text animates in according to narration cues (bolded) and bullet points</p> <p>Learner clicks textboxes to reveal info on layers.</p> <p>Cannot move to the next slide unless all textboxes have been visited.</p> <p>Once all textboxes have been visited, learner clicks next.</p>
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	<ul style="list-style-type: none"> • Requires the customer to think about their budget which may limit kayak options • If the maximum range is \$500, then they are not looking for sea kayaks. • Helps narrow down options. <p>How will you be storing and transporting your kayak?</p> <ul style="list-style-type: none"> • kayak length will be a factor. • customer might be prompted to consider a more portable kayak. <p>Is speed or stability more important?</p> <ul style="list-style-type: none"> • Also narrows down kayak options the customer may be interested in. • If stability is more important, then they need to be directed to a wider kayak. • If speed is more important, then a narrower and longer kayak is what they should consider. <p>Do you prefer a sit-in or sit-on kayak?</p> <ul style="list-style-type: none"> • Eliminates many of the available kayaks 	<p>While this is somewhat close-ended, it is asking for range that requires the customer to really think about their budget. For example, if a customer's maximum range is \$500, then they are not looking for sea kayaks. It also helps you narrow down options.</p> <p>Transporting and storage layer: If they have limited storage, the kayak's length will be a factor. With limited storage and a smaller vehicle, this may mean the customer might be prompted to consider an inflatable kayak.</p> <p>Speed vs. stability layer: Helps you narrow down the options the customer may be interested in. If stability is more important, then they need to be directed to a wider kayak. If speed is more important, then a narrower and longer kayak is what they should consider.</p> <p>Sit-in vs. sit-on layer: This eliminates many of the available kayaks. Additionally, if a customer is a novice paddler, a sit-on-top or</p>	
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	<ul style="list-style-type: none"> • Novice paddler: a sit-on-top or recreational kayak with a larger cockpit <ul style="list-style-type: none"> • easier re-entry • tend to be more stable. • Someone intending long sea excursions or class III or IV rapids will not likely want a sit-on kayak. <p>Click NEXT to learn about confirmation bias once all of the questions has been visited.</p>	<p>recreational kayak with a larger cockpit allow for ease of re-entry and tend to be more stable. Someone intending long sea excursions will not want a sit-on kayak.</p> <p>Click next to continue</p>	
<p>Notes:</p>			

<p>Slide 1.15 Menu Title: <i>Confirmation Bias</i> Objective 3</p>			<p>Return to Outline</p>
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Image on all layers: background same display of kayaks from Active Listening slide for continuity</p>	<p>Avoid Confirmation Bias</p> <p>Broadly, confirmation bias is seeking information that confirms what we already think.</p>	<p>Narrator Terra: Broadly, confirmation bias is seeking information that confirms what we already think.</p>	<p>Autoplays layers/scenario.</p> <p>At the end of the scenario, the learner</p>

<p>BL: Content in shape</p> <p>2nd and 3rd layer: Animated SL characters, Claire and Jonah interacting with each other.</p> <p>Claire</p> <p>Jonah</p> <p>Layer 3: Claire (thought bubble):</p> <p>Jonah (thought bubble)</p> <p>Narrator:</p>	<p>Hi! Welcome to AEE. I see you are looking at kayaks. Do you like kayaking?</p> <p>Yes, I do!</p> <p>Hmmmm...what did he mean by that? I assume he's been kayaking before.</p> <p>I can't wait to get out on the water for my first paddling adventure! I love it already!</p> <p>Good news! Claire is questioning Jonah's response and recognizing her confirmation bias.</p> <p>Jonah likes the IDEA of kayaking.</p>	<p>Claire: Hi! Welcome to AEE. I see you are looking at kayaks. Do you like kayaking?</p> <p>Jonah: Yes, I do!</p> <p>3rd layer of scenario: Claire: What did he mean by that? I assume he's been kayaking before.</p> <p>Jonah: I can't wait to get out on the water for my first paddling adventure! I love it already!</p>	<p>clicks a custom button to review.</p>
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	Click NEXT to help Claire ask better questions.	<p>Narrator: Good news! Claire is questioning Jonah's response and recognizing her confirmation bias that his response means he's been kayaking before. We can tell from his thoughts that Jonah likes the IDEA of kayaking though he's never done it before.</p> <p>Click NEXT to help Claire ask better questions.</p>	
Notes:			

<p>Slide 1.16 Menu Title: <i>Knowledge Check Scenario 1</i> Objective: 2</p>			<p>Return to Outline</p>
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Repeat visuals from previous slide</p> <p>Claire is thinking at first until narrator asks the question. Then she turns to Jonah as though asking a question.</p>	<p>Review: Scenario 1</p> <p>Which question is open-ended and non-judgmental?</p> <p>Where have you kayaked before?</p> <p>Have you ever even been kayaking?</p>	<p>Let's review what you've learned so far.</p> <p>Because Claire is aware of confirmation bias, she knows she'll need to ask additional questions.</p> <p>She wants to find out for certain if Jonah has actually kayaked before.</p>	<p>Question and choices timed with narration and all enter at the same time.</p> <p>The first choice is in the text column is always correct. Be sure to shuffle responses in SL.</p>

	<p>Correct! There is no judgment in the question and it allows Jonah to be upfront without feeling bad.</p> <p>Sorry! That is incorrect. Aside from being a yes or no question, the tone is negative and judgmental.</p>	<p>Which question is the best one of her to ask that is open-ended and non-judgmental?</p> <p>Correct! There is no judgment in the question and it allows Jonah to be upfront without feeling bad.</p> <p>Sorry! That is incorrect. Aside from being a yes or no question, the tone is negative and judgmental.</p>	<p>Both responses enter at the same time after the narrator asks: Which question is open-ended and non-judgmental?</p> <p>Because it's 50/50 chance, give feedback after first try.</p> <p>Success layer</p> <p>Failure layer</p>
Notes:			

<p>Slide 1.17 Menu Title: <i>Knowledge Check Scenario 2</i> Objective: 2</p>			<p>Return to Outline</p>
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Repeat visuals from previous slide	<p>Review: Scenario 2</p> <p>Where will you kayak most often?</p> <p>What is your budget?</p>	<p>Jonah has confirmed that he has never been kayaking before. He suggests that he'd really like to take up long-distance sea-kayaking.</p> <p>Claire is concerned because Jonah is at an Arizona AEE location.</p>	<p>Question and choices timed with narration and all enter at the same time.</p> <p>The first choice is in the text column is always</p>

	<p>Correct! While Jonah may like the idea of sea-kayaking, if he wants to kayak more often, he'll be closer to home and need a kayak for the bodies of water available in Arizona.</p> <p>Sorry! That is incorrect. Jonah has never kayaked before and lives in a state that isn't near the ocean though there are larger lakes. A sea kayak may be more than he bargained for.</p>	<p>Which question is the best one for Claire to ask next?</p> <p>Correct! While Jonah may like the idea of sea-kayaking, if he wants to kayak more often, he'll be closer to home and need a kayak for the bodies of water available in Arizona.</p> <p>Sorry! That is incorrect. Jonah has never kayaked before and lives in a state that isn't near the ocean though there are larger lakes. A sea kayak may be more than he bargained for.</p>	<p>correct. Be sure to shuffle responses in SL.</p> <p>Because it's 50/50 chance, give feedback after first try.</p> <p>Success Layer</p> <p>Failure Layer</p>
Notes:			

<p>Slide 1.18 Menu Title: <i>Knowledge Check Scenario 3</i> Objectives: 2 and 3</p>			<p>Return to Outline</p>
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Repeat visuals from previous slide	<p>Review: Scenario 3</p> <p>Is speed or stability more important to you?</p> <p>I'll bet you prefer a sit-on-top kayak?</p>	<p>Claire has tactfully helped Jonah realize that he should buy a kayak to suit where he lives. If he takes a trip to the ocean, he can rent a sea-kayak from one of AEE's rental fleet.</p> <p>Now that they have narrowed down where he'll be kayaking the most, Claire</p>	<p>Question and choices timed with narration and all enter at the same time.</p> <p>The first choice is in the text column is always</p>

	<p>Yes! This allows Jonah to consider what he's interested in and will lead to whether or not a sit-on-top or recreational sit-in kayak is best for him.</p> <p>Oh no! That is incorrect. Aside from being a yes or no question, there is confirmation bias present with "I'll bet you prefer...."</p>	<p>still needs to reduce the options available to Jonah.</p> <p>What is the best question to ask next?</p> <p>Yes! This allows Jonah to consider what he's interested in and will lead to whether or not a sit-on-top or recreational sit-in kayak is best for him.</p> <p>Oh no! That is incorrect. Aside from being a yes or no question, there is confirmation bias present with "I'll bet you prefer...."</p>	<p>correct. Be sure to shuffle responses in SL.</p> <p>Because it's 50/50 chance, give feedback after first try.</p> <p>Success Layer</p> <p>Failure Layer</p>
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Notes:

Slide 1.19
Menu Title: *Knowledge Check Scenario 4*
Objectives: 1, 2, 3

[Return to Outline](#)

Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Repeat visuals from previous slide	<p>Review: Scenario 4</p> <p>How will you be storing and transporting your kayak?</p>	<p>Claire and Jonah are well on their way to choosing the best kayak for Jonah. They've narrowed it down, but Jonah happens to joke about all of the steps at his apartment complex.</p> <p>Because Claire was actively listening, the mention of apartment stairs gives her cause for concern.</p>	<p>Question and choices timed with narration and all enter at the same time.</p> <p>The first choice is in the text column is always correct. Be sure to shuffle responses in SL.</p>

	<p>You'll be wanting an inflatable kayak, then, right?</p> <p>Yes! Just because Jonah has a lot of stairs doesn't mean he'll be storing his kayak in his apartment. He could have a storage unit or other arrangements for storage.</p> <p>Sorry, that is incorrect. Not only is there confirmation bias "right?" but it is a yes or no question.</p> <p>Click "next" to continue</p>	<p>What should her next question be?</p> <p>Yes! Just because Jonah has a lot of stairs doesn't mean he'll be storing his kayak in his apartment. He could have a storage unit or other arrangements for storage.</p> <p>Sorry, that is incorrect. Not only is there confirmation bias "right?" but it is a yes or no question.</p>	<p>Because it's 50/50 chance, give feedback after first try.</p> <p>Success Layer</p> <p>Failure Layer</p>
<p>Notes:</p>			

<p>Slide 1.20 Menu Title: <i>Summary</i> Objectives 2, 3, 4</p>			<p>Return to Outline</p>
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Same as scenario with image made transparent so that the text boxes stand out. Jonah and Claire are happy—her with thumbs up and him with arms in the air.</p>	<p>Great job!</p> <p>Thanks to you, Claire has helped Jonah pick his first kayak.</p> <p>You remembered to:</p> <ul style="list-style-type: none"> • listen actively • not judge 	<p>Great job!</p> <p>Thanks to you, Claire has helped Jonah pick his first kayak. It is much less likely that Jonah will return his kayak because it isn't appropriate for his needs.</p> <p>You remembered to listen actively and picked up on cues he gave Claire. You also</p>	<p>Timed to enter with bolded narration cues.</p> <p>Learner clicks next.</p>

	<ul style="list-style-type: none"> • avoid confirmation bias <p>Click next to learn about the course quiz</p>	<p>avoided judgmental language and confirmation bias.</p> <p>Click next to learn about the course quiz</p>	
Notes:			

<p>Slide 1.21 Menu Title: <i>Quiz Introduction</i></p>			<p>Return to Outline</p>
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Image: Quiz Intro slide has black, cut-out question marks on a black surface with one bright orange question mark centered.</p> <p>Images on quiz slides same as the knowledge checks for similar reasons</p>	<p>Graded Quiz</p> <p>There are 5 questions to check your knowledge. You will need to answer 80% of the questions correctly to pass the quiz successfully. You will have unlimited attempts.</p> <p>Click the button below to start the quiz.</p>	<p>There are 5 questions to check your knowledge. You will need to answer 80% of the questions correctly to pass the quiz successfully.</p> <p>Click the button below to start the quiz.</p>	<p>Interaction clicking the custom button.</p>
Notes:			

Slide 1.22
Menu Title: *Quiz Q 1*
Objective 3

Return to Outline

Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Same image as all knowledge checks and quizzes.</p>	<p>Let's review! What are the problems that are inherent to confirmation bias? Select the 2 best answers below.</p> <p>There is a risk of the customer making an uninformed decision if he or she believes the sales associate is "on the same page."</p> <p>There is no problem with confirmation bias.</p> <p>Confirmation bias is actually good because it means the sales associate and the customer are thinking alike.</p> <p>Confirmation bias can prevent the sales associate from asking questions to better understand the customer.</p> <p>Be sure to click the submit button below once you've selected your response.</p>		<p>BL: Multiple choice interaction with 2 correct responses.</p> <p>Click submit, continue or try again depending on layer</p>

Notes:			

Slide 1.23 Menu Title: QQ2 Objective 1			Return to Outline
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Images on quiz slides same as the knowledge checks	<p>From the list of hard and soft skills below, identify 4 soft skills.</p> <p>Checking Inventory Listening [correct] Empathy [correct] Questioning [correct] Using the cash register Having a work ethic [correct] Handling money</p> <p>Be sure to click the submit button once you've selected your responses.</p>		<p>Multiple choice interaction</p> <p>Learner clicks submit</p>
Notes:			

Slide 1.24
Menu Title: QQ3
Objective 2

[Return to Outline](#)

Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Images on quiz slides same as the knowledge checks	Asking the customer “yes” or “no” questions gives you an accurate understanding of their needs. True False [correct] Be sure to click the submit button below once you’ve selected your response.		True/False interaction Learner clicks submit
Notes:			

Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Images on quiz slides same as the knowledge checks</p>	<p>Drag the reasoning in the right column to the question in the left column that it supports.</p> <p>[questions] Where will you be paddling and how long will your trips be? Where have you paddled before? How will you be storing and transporting your kayak? Is speed or stability more important? Do you prefer a sit-in or sit-on kayak?</p> <p>[reasoning responses in correct order of questions above] Helps determine the type of kayak (sea, recreational, white water) May reveal that the customer is a novice or very experienced. Limits weight and length of kayak, or if the customer needs to consider a folding or inflatable kayak.</p>		<p>Matching Drag and Drop interaction</p> <p>Learner clicks submit</p>

	<p>This is determined by the width of the kayak.</p> <p>Affected by the type of kayaking a customer will be doing, but also a personal preference.</p> <p>Be sure to click the submit button below once you've selected your response</p>		
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Notes:

Slide 1.26
 Menu Title: QQ5
 Objective 3

[Return to Outline](#)

Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Images on quiz slides same as the knowledge checks</p>	<p>Which statement below best explains what confirmation bias is?</p> <p>Confirmation bias is a system of deeply held beliefs that may bias someone for or against another person with a different ethnicity, religion, political stance, gender identity, etc.</p> <p>Confirmation bias results as a tendency to process information in a way that support's someone's preexisting beliefs/ideas.</p>		<p>2 option multiple choice (basically a true/false) interaction</p> <p>Learner clicks submit</p>

	Be sure to click “submit” once you’ve selected your response.		
Notes:			

Slide 1.27 Menu Title: <i>Results</i>			Return to Outline
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Images on result slide same as the quiz slides	Results Your Score: [variable %] Passing Score: [variable %] Result Click Next to Finish	Success layer: Congratulations! You passed. Click next to finish. Failure layer: You did not pass. Please click below to retake the quiz.	No animation Learner clicks custom button to finish course
Notes:			

Return to Outline

Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Group of kayaks on water, somewhat clustered as though chatting (clearly having a good time).</p>	<p>Well done!</p> <p>You are ready to help our customers get out on the water in a kayak they can be confident in.</p> <p>At AEE, we want every customer to:</p> <ul style="list-style-type: none"> • opt-outside • enjoy their time outdoors. <p>Through effective use of open-ended questions, we can help customers have a more enjoyable and satisfying experience in their new kayak.</p> <p>Paddle on!</p> <p>You may now exit the course. Click here.</p>	<p>Well done!</p> <p>You are ready to help our customers get out on the water in a kayak they can be confident in.</p> <p>At A.E.E, we want every customer to opt-outside and enjoy their time outdoors.</p> <p>Through effective use of open-ended questions, we can help customers have a more enjoyable and satisfying experience in their new kayak.</p> <p>Paddle on!</p> <p>You may now exit the course</p>	<p>Text animates in with bolded narration cues.</p> <p>Learner clicks custom button to exit the course.</p>

Notes:

Slide [##]/ Menu Title: <i>[Insert Title]</i>			Objective: [#]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
	[Slide Title]	<i>[Insert Script Text]</i>	
Notes: Template if needed to copy for additional slides			