

## Instructional Page

<b>Module #4</b>	<b>Screen #001</b>	<b>Version #1</b>	<b>Date: 12.02.16</b>
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**From Member to Loyal Fan in 5 Steps**  
**AAFP | CARES**  
**Empathy**



Hi! Make sure your audio is turned up and your headphones are in. Click the button below to start.



### Branching

Button:	Go To Screen:	Selection:	Go To:
Next	N/A	Right arrow button	002
Back	N/A		
Exit	N/A		
Help	N/A		
Main Menu		<b>Graphic/Video Files:</b>	

**Programming Notes:**

**Text Caption Type:** Transparent. Placed bottom right hand corner

**Title Auto Shape:** Transparent, center-aligned, Arial, 48pt, white.

**Graphic Notes:**

**Next Arrow Button:** Insert from shapes menu

**Effect:** Apply flicker effect

**Speaker Graphic:** Insert from shapes menu

**Transition:** Empathy text in the middle of the screen fades in at 1 second

**Audio Script:** No audio for this screen

**Comments/Notes:**

**Template:** Use the Clear Captivate template for the project, delete any unused template objects, use the Title slide template for this screen.

**Global Font:** Unless noted in the storyboard use Arial, Regular size 20, left-aligned. All text should have black font unless otherwise specified.

# Instructional Page

**Module #4**

**Screen #002**

**Version #1**

**Date: 12.02.16**

## CARES | Empathy



### Branching

Button:	Go To Screen:	Selection:	Go To:
Next	N/A	Right arrow button	003
Back	N/A	Left arrow button	001
Exit	N/A		
Help	N/A		
Main Menu		<b>Graphic/Video Files:</b> Captivate assets image-10597 Tamika	
<b>Programming Notes:</b>		<b>Graphic Notes:</b> Graphic image of “Regina” center aligned. <b>Right Arrow Button:</b> Insert from shapes menu. <b>Effect:</b> Apply flicker effect to the right facing arrow when it is mentioned in the script. <b>Left Arrow Button:</b> Insert from shapes menu. <b>Arrow Button Color:</b> Solid light gray fill, aqua blue stroke.	

**Audio Script:** Hi! It’s Regina, your CARES Ambassador again. I’m looking forward to seeing how you will help your colleague this time! Make sure you have your CARES Skills Action Plan document saved to your desktop. You’re going to be using it later in this module. Click the next arrow below to get started on building empathy for members.

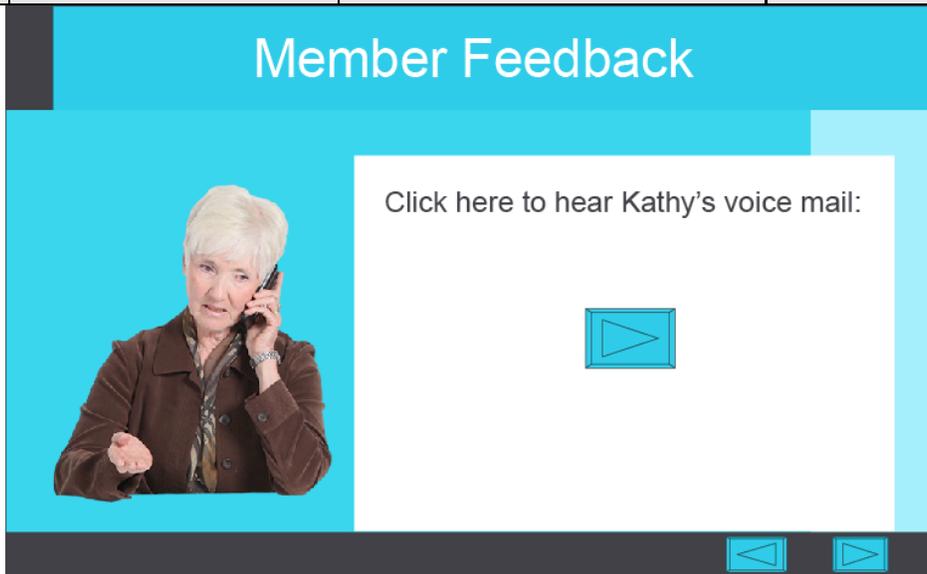
**Comments/Notes:**

**Template:** Use the Clear Captivate template for the project, delete any unused template objects, use the Content 03 slide template for this screen.

**Global Font:** Unless noted in the storyboard use Arial, Regular size 20pt, left-aligned. All text should have black font unless otherwise specified. All titles are transparent, centered, Arial 58pt centered, white font.

## Instructional Page

<b>Module #4</b>	<b>Screen #003</b>	<b>Version #1</b>	<b>Date: 12.02.16</b>
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### Branching

Button:	Go To Screen:	Selection:	Go To:
Next	N/A	Right arrow button	004
Back	N/A	Left arrow button	002
Exit	N/A		
Help	N/A		
Main Menu		<b>Graphic/Video Files:</b> Captivate assets image-37284 Catherine	

**Programming Notes:**

**Text Caption type:** Transparent. Text should be left-aligned Arial 32 font, black.

Title auto shape should say "Member Feedback"

**Graphic Notes:** Graphic image of "Kathy" left-aligned.

**Right Arrow Button:** Insert from shapes menu.

**Left Arrow Button:** Insert from shapes menu.

**Play Arrow Button:** Insert from shapes menu placed below text, add audio.

**Audio Script:**

This is the THIRD message I've left! I need confirmation of my registration TODAY! I can't get reimbursed from my job without it.

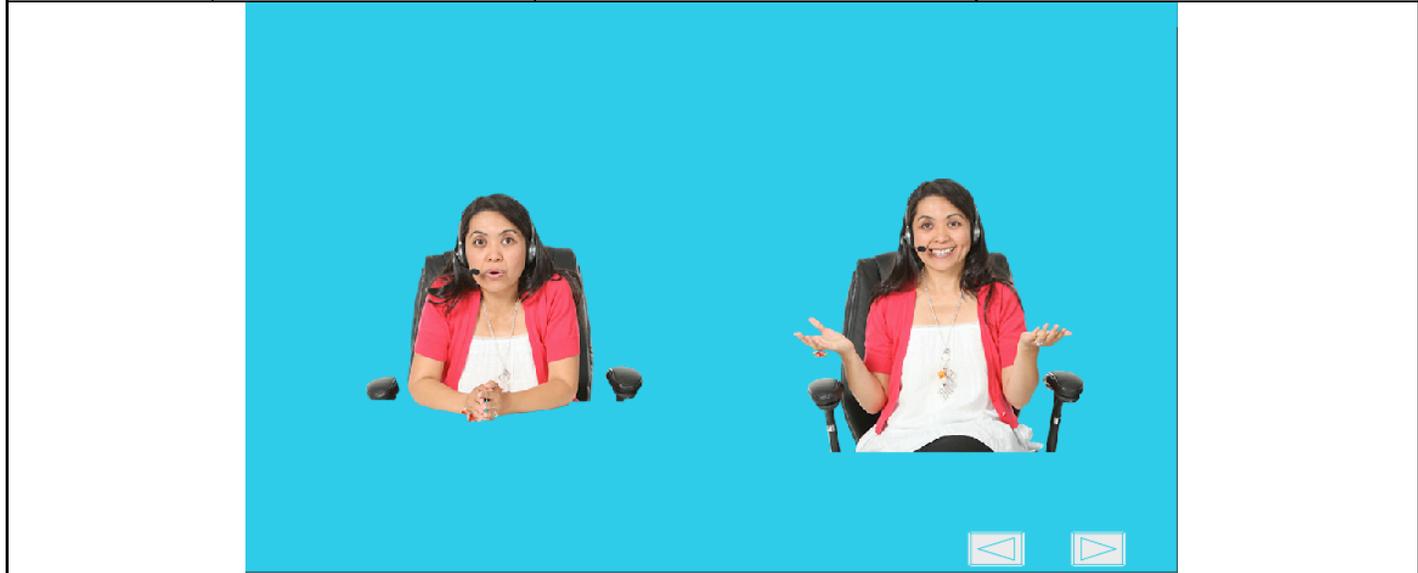
**Comments/Notes:**

**Template:** Use the Clear Captivate template for the project, delete any unused template objects, use the Content 04 slide template for this screen.

**Global Font:** Unless noted in the storyboard use Arial, Regular size 20pt, left-aligned. All text should have black font unless otherwise specified. All titles are transparent, centered, Arial 58pt centered, white font.

## Instructional Page

<b>Module #4</b>	<b>Screen #004</b>	<b>Version #1</b>	<b>Date: 12.02.16</b>
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### Branching

Button:	Go To Screen:	Selection:	Go To:
Next	N/A	Right arrow button	005
Back	N/A	Left arrow button	003
Exit	N/A		
Help	N/A		
Main Menu		<b>Graphic/Video Files:</b> Captivate assets image "Alma" images-17266 Janice 17278 Janice	
<b>Programming Notes:</b> <b>Transitions:</b> Left graphic shows at the beginning of the screen, fades out at "I'm glad" in the script. Right graphic fades in at "I'm glad" in the script.		<b>Graphic Notes:</b> <b>Right Arrow Button:</b> Insert from shapes menu. <b>Left Arrow Button:</b> Insert from shapes menu. <b>Arrow Button Color:</b> Solid light gray fill, aqua blue stroke. <b>Insert graphic:</b> 17266 Janice left-aligned screen center. <b>Insert graphic:</b> 17278 Janice right-aligned screen center.	

**Audio Script:** Whoa! See what I'm saying? She's sooo irritated. I'm glad I was paired with you to mentor me for my first few weeks here. At my old job, it was all about getting the customer off the phone fast and moving on to the next one. We didn't have anything like the CARES model.

**Comments/Notes:**

**Template:** Use the Clear Captivate template for the project, delete any unused template objects, use the Content 03 slide template for this screen.

**Global Font:** Unless noted in the storyboard use Arial, Regular size 20pt, left-aligned. All text should have black font unless otherwise specified.

# Instructional Page

<b>Module #4</b>	<b>Screen # 005</b>	<b>Version #1</b>	<b>Date: 12.02.16</b>
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## Branching

Button:	Go To Screen:	Selection:	Go To:
Next	N/A	Right arrow button	006
Back	N/A	Left arrow button	004
Exit	N/A		
Help	N/A		
Main Menu		<b>Graphic/Video Files:</b> 17260	

**Programming Notes:**

**Text Caption:**

- **Individual text caption boxes:** for the “C A R E S” alphabet Copperplate Gothic Bold, 90pt font, center-aligned, middle-aligned, black, outer shadow right bottom, transparent.
- **Individual text caption boxes:** for the definitions, should read as typed above, Adobe Blue, center aligned, middle aligned, title- bold, body-regular, Arial 20pt.
- **Transitions:** “C A R E S” alphabet will be static the beginning of the slide and throughout. Definitions will fade in at evenly timed intervals after script ends for learner to read.

**Graphic Notes:**

- Right Arrow Button:** Insert from shapes menu.  
**Left Arrow Button:** Insert from shapes menu.

**Audio Script:** In training, they told us to look at the CARES model when we were in a jam, so I’m going to take a sec to check it out again.

**Comments/Notes:**

**Template:** Use the Clear Captivate template for the project, delete any unused template objects, use the Content 03 slide template for this screen.

**Global Font:** Unless noted in the storyboard use Arial, Regular size 20pt, left-aligned. All text should have black font unless otherwise specified. All titles are transparent, centered, Arial 58pt centered, white font.

# Instructional Page

<b>Module #4</b>	<b>Screen #006</b>	<b>Version #1</b>	<b>Date: 12.02.16</b>
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### Branching

Button:	Go To Screen:	Selection:	Go To:
Next	N/A	Right arrow button	007
Back	N/A	Left arrow button	005
Exit	N/A		
Help	N/A		
Main Menu		<b>Graphic/Video Files:</b> Captivate assets image "Alma" image- 17275 Janice	

**Programming Notes:**

**Text Caption Boxes:** “E” individual text caption box Copperplate Gothic Bold, 90pt font, center aligned, middle aligned, black font, outer shadow right bottom, transparent.

- “Empathy” Adobe Halo blue text caption box, Arial, 24pt, bold center and middle aligned.
- “Empathy will help you:” subtitle is a transparent text caption box, Arial, regular, 20pt center and middle aligned.
- Each of the statements after “Empathy will help you” will be Arial, 20pt, black, left-aligned, top-aligned, have its own transparent text caption boxes.

**Transitions:** “E” and “Empathy” shows at the beginning of the screen, fades out at the end of the “Ok, so empathy” sentence.

“Empathy will help you:” subtitle will fade in at the “I know it will help me” sentence.

Each text caption box and will fade in at evenly timed intervals to the script after the “Empathy will help you:” subtitle fade in, no fade out.

**Graphic Notes:**

**Right Arrow Button:** Insert from shapes menu.

**Left Arrow Button:** Insert from shapes menu.

**Audio Script:** I’m going to try to use all of the suggestions in the CARES model, but I think it’s really important to focus on empathy with Kathy. (pause) Ok, so empathy means that members know that I understand and care about their issue.

I know that it will help me to:

Ease tensions when communicating with frustrated members

Build good relationships with members frustrated members

Nurture member loyalty

**Comments/Notes:**

**Template:** Use the Clear Captivate template for the project, delete any unused template objects, use the Content 04 slide template for this screen.

**Global Font:** Unless noted in the storyboard use Arial, Regular size 20pt, left-aligned. All text should have black font unless otherwise specified. All titles are transparent, centered, Arial 58pt centered, white font.

# Instructional Page

<b>Module #4</b>	<b>Screen #007</b>	<b>Version #1</b>	<b>Date: 12.02.16</b>
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## Branching

Button:	Go To Screen:	Selection:	Go To:
Next	N/A	Right arrow button	008
Back	N/A	Left arrow button	006
Exit	N/A		
Help	N/A		
Main Menu		<b>Graphic/Video Files:</b> Captive assets image "Alma" image- 17275 Janice	

<p><b>Programming Notes:</b></p> <p><b>Text Caption type:</b> Adobe Blue, left and middle aligned.</p> <p><b>Transitions:</b> "Think of the member first..." and "See things from the members' perspective" will fade in and stay onscreen as they are mentioned in the audio.</p>	<p><b>Graphic Notes:</b></p> <p><b>Right Arrow Button:</b> Insert from shapes menu.</p> <p><b>Left Arrow Button:</b> Insert from shapes menu.</p> <p><b>Arrow Button Color:</b> Solid light gray fill, aqua blue stroke.</p>
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**Audio Script:** Training was great, but here I am faced with a REAL member, who is really ticked off. Ok, I'm going to take a deep breath and go over my notes with you before I call him back. I know thinking about the member first is really important, it's not about me. So, right now I'm a little flustered. I need to refocus and remember that I want Kathy to have the best member experience possible.

I need to see things from her perspective. (pause) I get why Kathy is frustrated, he's been waiting three weeks for something he should've gotten in an email seconds after he registered for the conference. He needs the confirmation to get reimbursed. \$600 is a lot of money.

**Comments/Notes:**

**Template:** Use the Clear Captivate template for the project, delete any unused template objects, use the Content 03 slide template for this screen.

**Global Font:** Unless noted in the storyboard use Arial, Regular size 20pt, left-aligned. All text should have black font unless otherwise specified. All titles are transparent, centered, Arial 58 centered, white font.

# Instructional Page

<b>Module #4</b>	<b>Screen #008</b>	<b>Version #1</b>	<b>Date: 12.02.16</b>
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## Branching

Button:	Go To Screen:	Selection:	Go To:
Next	N/A	Right arrow button	009
Back	N/A	Left arrow button	007
Exit	N/A		
Help	N/A		
Main Menu		<b>Graphic/Video Files:</b> Captivate assets image "Alma" image- 17263 Janice	

<p><b>Programming Notes:</b></p> <p><b>Text Caption type:</b> Adobe Blue, left and middle aligned.</p> <p><b>Transitions:</b> Text caption boxes will fade in and stay onscreen as they are mentioned in the audio.</p>	<p><b>Graphic Notes:</b></p> <p><b>Right Arrow Button:</b> Insert from shapes menu.</p> <p><b>Left Arrow Button:</b> Insert from shapes menu.</p> <p><b>Arrow Button Color:</b> Solid light gray fill, aqua blue stroke.</p>
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**Audio Script:** I'm going to need to really listen to Kathy to make sure I understand the obvious and not so obvious problem. Yes, the confirmation is a problem, but she's probably feeling ignored and unappreciated, because no one returned her phone calls in a timely manner due to a staff member leaving. It's important for me to acknowledge the problem. Whatever other issues come up, I have to be straight with Kathy and let her know we were wrong and sincerely apologize for not getting back to her I need to remember to be conversational, but professional. Another important thing they taught us in training is to be friendly, not stuffy and formal, but also professional. I'm going to really have to practice that!

**Comments/Notes:**

**Template:** Use the Clear Captivate template for the project, delete any unused template objects, use the Content 03 slide template for this screen.

**Global Font:** Unless noted in the storyboard use Arial, Regular size 20pt, left-aligned. All text should have black font unless otherwise specified. All titles are transparent, centered, Arial 58pt centered, white font.

# Instructional Page

<b>Module #4</b>	<b>Screen #009</b>	<b>Version #1</b>	<b>Date: 12.02.16</b>
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Click here to listen to Alma and Kathy's conversation:


## Branching

Button:	Go To Screen:	Selection:	Go To:
Next	N/A	Right arrow button	010
Back	N/A	Left arrow button	008
Exit	N/A		
Help	N/A		

Main Menu		<p><b>Graphic/Video Files:</b>  <b>Left-</b> Captivate assets image "Alma" image- 17276 Janice  <b>Right-</b> Captivate assets image "Kathy"                      Image 1- 32781 Catherine                      Image 2- 32770 Catherine                      Image 3- 32775 Catherine</p>
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<p><b>Programming Notes:</b>  <b>Text caption box:</b> Adobe Blue, add play button. Attach audio from the script to this button.</p>	<p><b>Graphic Notes:</b>  <b>Right Arrow Button:</b> Insert from shapes menu.  <b>Left Arrow Button:</b> Insert from shapes menu.  <b>Play Button:</b> Insert from shapes menu.  <b>Transitions:</b> Images of Catherine change with her mood in the script in this order:                      Image 1- 32781 Catherine (angry)                      Image 2- 32770 Catherine (calming)                      Image 3- 32775 Catherine (happy)</p>
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**Audio Script:**  
 Alma: Hi Kathy, it's Alma from AAFP returning your call. How's your day going so far?  
  
 Kathy: It would be better if the association that I pay a membership fee for would return my calls!  
  
 Alma: I know it took a long time to get back to you and I sincerely apologize for the wait. We generally don't operate that way and I will do everything I can to make sure it doesn't happen again.

Kathy: Thanks.

Alma: So on your message, you mentioned that you needed a confirmation of your registration. I just sent it to your email. Did you get it?

Kathy: (sighhh) No. I didn't.

Alma: Hmmmm. Can you do me a favor Kathy? Can you check your junk email. Sometimes companies have really tight security measures on their email.

Kathy: Ha! There it is! Along with the original one sent a few weeks ago. I just didn't think to check the junk mail. Thanks so much for your help.

Alma: My pleasure Kathy. If you need anything else, feel free to give me call or send me an e-mail. Is there anything else I can do for you today?

Kathy: No. Thank you.

Alma: You're welcome! I look forward to meeting you in person at the conference. Enjoy the rest of your day.

Kathy: That would be great. Thanks, you too.

Alma: Thanks. Bye.

Kathy: Bye.

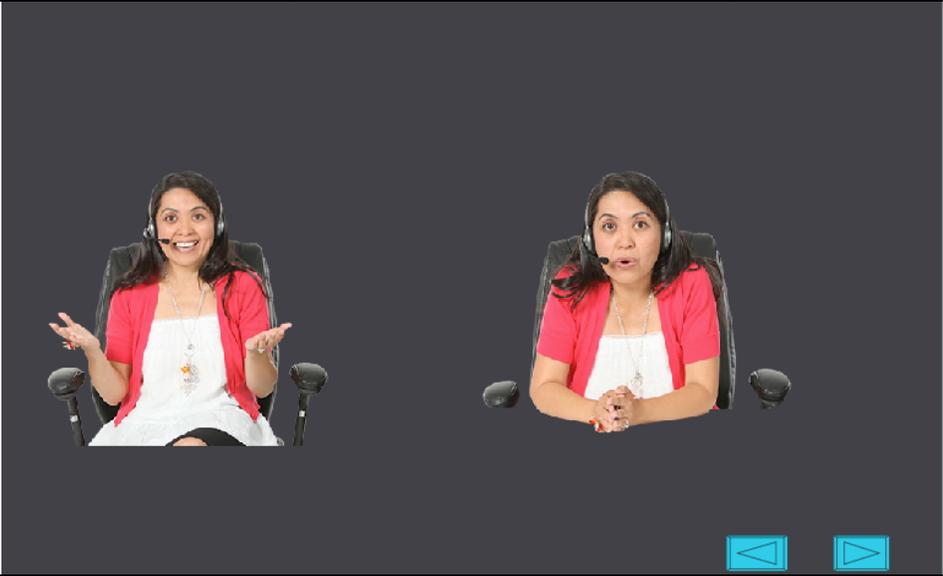
**Comments/Notes:**

**Template:** Use the Clear Captivate template for the project, delete any unused template objects, use the Blank slide template for this screen.

**Global Font:** Unless noted in the storyboard use Arial, Regular size 20pt, left-aligned. All text should have black font unless otherwise specified. All titles are transparent, centered, Arial 58pt centered, white font.

# Instructional Page

<b>Module #4</b>	<b>Screen #010</b>	<b>Version #1</b>	<b>Date: 12.02.16</b>
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## Branching

Button:	Go To Screen:	Selection:	Go To:
Next	N/A	Right arrow button	011
Back	N/A	Left arrow button	009
Exit	N/A		
Help	N/A		
Main Menu	N/A	<b>Graphic/Video Files:</b> Captivate assets image "Alma" images-17266 Janice 17278 Janice	

<b>Programming Notes:</b>	<b>Graphic Notes:</b> <b>Right Arrow Button:</b> Insert from shapes menu. <b>Left Arrow Button:</b> Insert from shapes menu. <b>Transitions:</b> <ul style="list-style-type: none"> <li>Alma image on the left starts at the beginning of the screen and fades out at the end of the "I feel like.." sentence in the script.</li> <li>Alma image on the right fades in as the Alma image on the left fades out.</li> </ul>
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**Audio Script:** Thanks so much for all of your help! I feel like I wasn't just **using** empathy, I was really **feeling** empathy for Kathy. I have a couple more calls I need some guidance on. Can you stay around and help me out?

**Comments/Notes:**  
**Template:** Use the Clear Captivate template for the project, delete any unused template objects, use the Blank slide template for this screen.  
**Global Font:** Unless noted in the storyboard use Arial, Regular size 20pt, left-aligned. All text should have black font unless otherwise specified. All titles are transparent, centered, Arial 58pt centered, white font.

# Multiple Choice Question

<b>Module #4</b>	<b>Screen #011</b>	<b>Version #1</b>	<b>Date: 12.02.16</b>
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**Help Alma**

You're doing a great job mentoring Alma! She has another member, Jerry, on the phone and needs your help.

There is a huge backlog of conference registrations due to a system crash. Members have been calling and emailing all morning! Help Alma choose the most empathetic way to answer the phone. Click on the best answer below.

- A) Oh, I get it! If it was me, I'd be pissed off too.
- B) I know it seems like a long time, but other members waited even longer.
- C) I appreciate your patience. I really apologize for the wait. How can I help you today?
- D) Thanks for holding. Let's get you squared away as fast as possible.



You must answer the question before continuing.

Submit

## Branching

Button:	Go To Screen:	Selection:	Go To:
Next	N/A	A) "Oh I get it..."	012
Back	N/A	B) "I know it..."	013
Exit	N/A	C) "I appreciate..."	014
		D) "Thanks for..."	015
Help	N/A	After 2 <sup>nd</sup> attempt	016
Main Menu	N/A	<b>Graphic/Video Files:</b> Insert graphic: 17260 Janice left lower screen.	
<b>Programming Notes:</b> Text Captions: top instruction box- aqua blue, title- Arial 24pt black, bold, body text- Arial, 20pt, black, regular Incomplete shape right of Alma: transparent, Arial, 20pt, yellow # of Attempts: 2		<b>Graphic Notes:</b> Submit Button: Transparent, Arial, 20pt, bold	

**Audio Script:** No audio for this screen

**Comments/Notes:**  
**Template:** Use the Clear Captivate template for the project, delete any unused template objects, use Knowledge Check slide template for this screen.  
**Global Font:** Unless noted in the storyboard use Arial, Regular size 20pt, left-aligned. All text should have black font unless otherwise specified. All titles are transparent, centered, Arial 58pt centered, white font.

## Knowledge Check Settings

Complete one settings table for each lesson quiz. Place an 'X' or other applicable value in the blank cells.

**Note:** Questions can be displayed all at once near the end of the lesson OR throughout a lesson. The settings apply to one physical lesson file. You can place this particular screen wherever you want in the lesson as it just communicates settings to the developer.

Required		Optional – the user can skip the quiz		
	x	Required – the user must take the quiz to continue		
		Pass – the user must pass the quiz to continue		
Settings	x	Allow backward movement		
		Allow user to review quiz		
		Show score at end of quiz		
		Show progress (e.g., Question 3 of 5)		
Report this lesson quiz to LMS?			Report end-of-course assessment?	
Report pass/fail		Report Complete/Incomplete		Report Pass/Fail
Report score to LMS as:		Score		Percent
Quiz Pass/Fail Settings		% of total score to pass		Number of questions to pass [Cannot exceed total number of questions in the quiz.]
Default feedback messages		Correct		
		Retry		
		Exit		
		Incomplete		

# Instructional Page

<b>Module #4</b>	<b>Screen #012</b>	<b>Version #1</b>	<b>Date: 12.02.16</b>
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Roll the cursor over the photo for more information about your answer.

Oh, I get it! If it was me, I'd be pissed off too.



Good try, but not quite what you're looking to do. You want to be empathetic, but not unprofessional or too informal.

Click the back arrow to try again.

◀
▶

## Branching

Button:	Go To Screen:	Selection:	Go To:
Next	N/A	Right arrow button	016
Back	N/A	Left arrow button	011
Exit	N/A		
Help	N/A		
Main Menu	N/A	<b>Graphic/Video Files:</b> Image: Captivate assets 9218040Jeremy	

<p><b>Programming Notes:</b></p> <p><b>Caption text above image:</b> Transparent, and black, 24pt, Adobe red callout.</p> <p><b>Caption text under image:</b> Transparent and black, 24pt.</p> <p><b>Text button left of the image:</b> Black, 18pt.</p> <p><b>Caption text to the left of navigation arrows:</b> Adobe blue</p> <p><b>Rollover box:</b> Red stroke, 10 width stroke, 0% opacity, text as written.</p> <p><b># of Attempts:</b> 2</p> <p><b>Note:</b> The rollover boxes and answer buttons should appear in the same place on each screen. The X and Y need to be exactly the same.</p>	<p><b>Graphic Notes:</b></p> <p><b>Right Arrow Button:</b> Insert from shapes menu.</p> <p><b>Left Arrow Button:</b> Insert from shapes menu.</p>
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**Audio Script:** No audio for this screen.

**Comments/Notes:**

**Template:** Use the Clear Captivate template for the project, delete any unused template objects, use the Content 04 slide template for this screen.

**Global Font:** Unless noted in the storyboard use Arial, Regular size 20pt, left-aligned. All text should have black font unless otherwise specified.

# Instructional Page

<b>Module #4</b>	<b>Screen #013</b>	<b>Version #1</b>	<b>Date: 12.02.16</b>
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Roll the cursor over the photo for more information about your answer.

I know it seems like a long time, but other members waited even longer.



Nice guess, but not quite right. This statement could make the member feel that you don't care about his situation and comes across as unprofessional.

Click the back arrow to try again.

◀
▶

## Branching

Button:	Go To Screen:	Selection:	Go To:
Next	N/A	Right arrow button	016
Back	N/A	Left arrow button	011
Exit	N/A		
Help	N/A		
Main Menu	N/A	<b>Graphic/Video Files:</b> Image: Captivate assets 9218032Jeremy	

<p><b>Programming Notes:</b></p> <p><b>Caption text above image:</b> Transparent, and black, 24pt, Adobe red callout.</p> <p><b>Caption text under image:</b> Transparent and black, 24pt.</p> <p><b>Text button left of the image:</b> Black, 18pt.</p> <p><b>Caption text to the left of navigation arrows:</b> Adobe blue</p> <p><b># of Attempts:</b> 2</p> <p><b>Rollover box:</b> Red stroke, 10 width stroke, 0% opacity, text as written.</p> <p><b>Note:</b> The rollover boxes and answer buttons should appear in the same place on each screen. The X and Y need to be exactly the same.</p>	<p><b>Graphic Notes:</b></p> <p><b>Right Arrow Button:</b> Insert from shapes menu.</p> <p><b>Left Arrow Button:</b> Insert from shapes menu.</p>
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**Audio Script:** No audio for this screen.

**Comments/Notes:**

**Template:** Use the Clear Captivate template for the project, delete any unused template objects, use the Content 04 slide template for this screen.

**Global Font:** Unless noted in the storyboard use Arial, Regular size 20, left-aligned. All text should have black font unless otherwise specified.

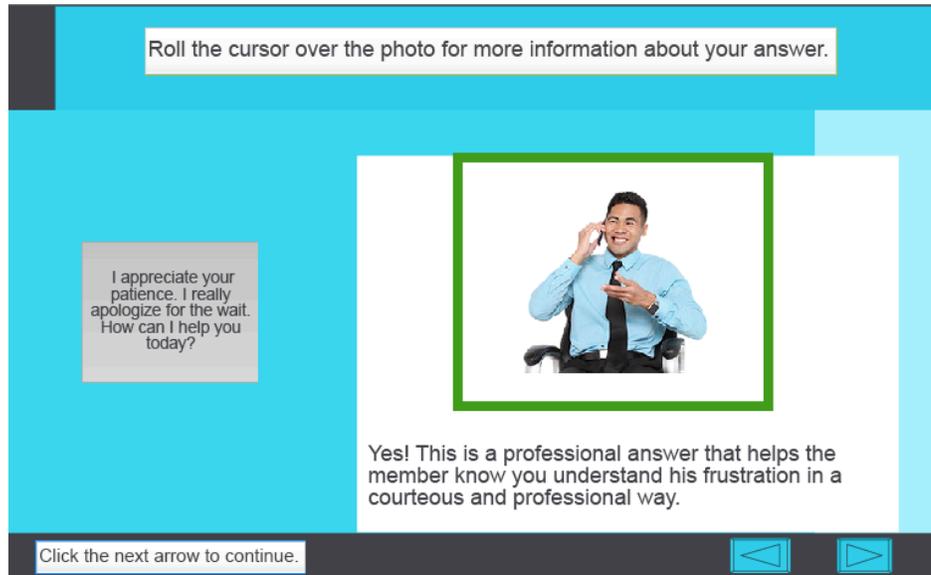
# Instructional Page

**Module #4**

**Screen #014**

**Version #1**

**Date: 12.02.16**



## Branching

Button:	Go To Screen:	Selection:	Go To:
Next	N/A	Right arrow button	016
Back	N/A	Left arrow button	011
Exit	N/A		
Help	N/A		
Main Menu	N/A	<b>Graphic/Video Files:</b> Image: Captivate assets 9218016Jeremy	

**Programming Notes:**  
**Caption text above image:** Transparent, and black, 24pt, Adobe green callout.  
**Caption text under image:** Transparent and black, 24pt.  
**Text button left of the image:** Black, 18pt.  
**Caption text left of navigation arrows:** Adobe blue  
**Rollover box:** Green stroke, 10 width stroke, 0% opacity, text as written.  
**Note:** The rollover boxes and answer buttons should appear in the same place on each screen. The X and Y need to be exactly the same.

**Graphic Notes:**  
**Right Arrow Button:** Insert from shapes menu.  
**Left Arrow Button:** Insert from shapes menu.

**Audio Script:** No audio for this screen.

**Comments/Notes:**  
**Template:** Use the Clear Captivate template for the project, delete any unused template objects, use the Content 04 slide template for this screen.  
**Global Font:** Unless noted in the storyboard use Arial, Regular 20pt, left-aligned. All text should have black font unless otherwise specified.

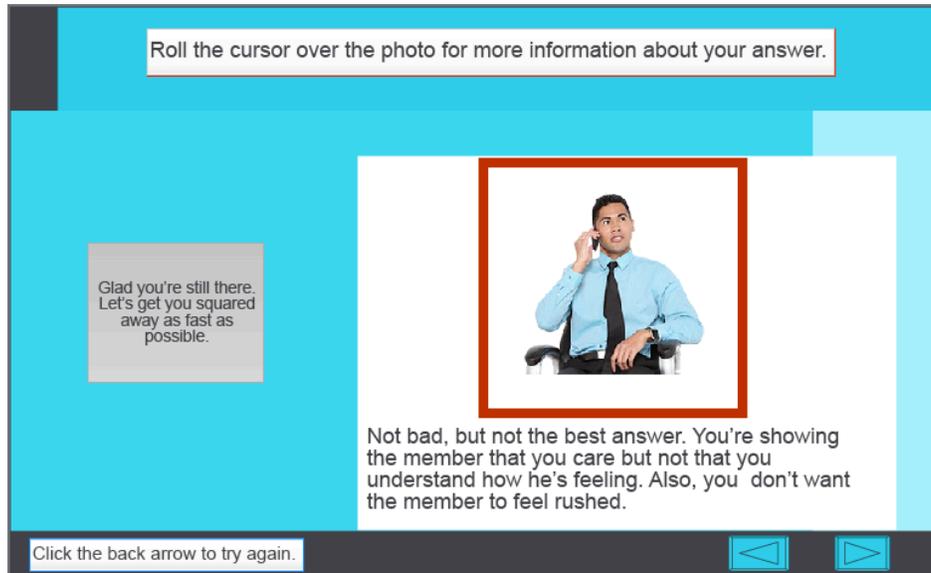
# Instructional Page

**Module #4**

**Screen #015**

**Version #1**

**Date: 12.02.16**



## Branching

Button:	Go To Screen:	Selection:	Go To:
Next	N/A	Right arrow button	016
Back	N/A	Left arrow button	011
Exit	N/A		
Help	N/A		
Main Menu	N/A	<b>Graphic/Video Files:</b> Image: Captivate assets 9218036Jeremy	

**Programming Notes:**  
**Caption text above image:** Transparent, and black, 24pt, Adobe red callout.  
**Caption text under image:** Transparent and black, 24pt.  
**Text button left of the image:** Black, 18pt.  
**Caption text left of navigation arrows:** Adobe blue  
**# of Attempts:** 2  
**Rollover box:** Red stroke, 10 width stroke, 0% opacity, text as written.  
**Note:** The rollover boxes and answer buttons should appear in the same place on each screen. The X and Y need to be exactly the same.

**Graphic Notes:**  
**Right Arrow Button:** Insert from shapes menu.  
**Left Arrow Button:** Insert from shapes menu.

**Audio Script:** No audio for this screen.

**Comments/Notes:**  
**Template:** Use the Clear Captivate template for the project, delete any unused template objects, use the Content 04 slide template for this screen.  
**Global Font:** Unless noted in the storyboard use Arial, Regular size 20, left-aligned. All text should have black font unless otherwise specified.

# Knowledge Check

<b>Module #4</b>	<b>Screen #016</b>	<b>Version #1</b>	<b>Date: 12.02.16</b>
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Help Alma Again

Jerry has another question for Alma. He wants to bring his dog to the conference. AAFP has a very strict no pets rule, unless the animal is a service animal, which Jerry's dog isn't.

Help Alma choose the most empathetic way to reply. Click on the best answer below.

- A) I so get it. My cat Sheba is my world! But I gotta say, no can do!
- B) I feel the same exact way about my dog! I'll ask if it's ok. Aww, my manager said no.
- C) Um... that would be a "no".
- D) I understand how pets are like family. I'm really sorry, but I have to take the health and safety of all our guests into consideration and stick with the "no pets" rule.



You must answer the question before continuing.

Submit

## Branching

Button:	Go To Screen:	Selection:	Go To:
Next	N/A	A) I so get...	017
Back	N/A	B) I feel the same...	018
Exit	N/A	C) "Um.."	019
Help	N/A	D) "I understand"	020
Help	N/A	After 2 <sup>nd</sup> Attempt	022
Main Menu	N/A	<b>Graphic/Video Files:</b> <b>Insert graphic:</b> 17260 Janice	

**Programming Notes:**

**Text Captions:** top instruction box- aqua blue, title- Arial 24pt black, bold, body text- Arial, 20pt, black, regular

**Incomplete shape right of Alma:** transparent, Arial, 20pt, yellow

**# of Attempts:** 2

**Graphic Notes:**

**Submit Button:** Transparent, Arial, 20pt, bold

**Insert graphic image:** left lower screen.

**Audio Script:** No audio for this screen

**Comments/Notes:**

**Template:** Use the Clear Captivate template for the project, delete any unused template objects, use the Knowledge Check slide template for this screen.

**Global Font:** Unless noted in the storyboard use Arial, Regular size 20, left-aligned. All text should have black font unless otherwise specified.

# Knowledge Check

<b>Module #4</b>	<b>Screen #017</b>	<b>Version #1</b>	<b>Date: 12.02.16</b>
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Roll the cursor over the photo for more information about your answer.

I so get it. My cat Sheba is my world! She just loves traveling with me. But I gotta say, no can do!



Rollover Area

Good try, but not quite what you're looking to do. You want to be empathetic, but not unprofessional or too informal. Also, remember it's not about you. It's all about helping the member.

Click the back arrow to try again.

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## Branching

Button:	Go To Screen:	Selection:	Go To:
Next	N/A	Right arrow button	022
Back	N/A	Left arrow button	016
Exit	N/A		
Help	N/A		
Main Menu	N/A	<b>Graphic/Video Files:</b> Image: Captivate assets 9218039 Jeremy	

<p><b>Programming Notes:</b></p> <p><b>Caption text above image:</b> Transparent, and black, 24pt, Adobe red callout.</p> <p><b>Caption text under image:</b> Transparent and black, 24pt.</p> <p><b>Text button left of the image:</b> Black, 18pt.</p> <p><b>Caption text to the left of navigation arrows:</b> Adobe blue</p> <p><b>Rollover box:</b> Red stroke, 10 width stroke, 0% opacity, text as written.</p> <p><b># of Attempts:</b> 2</p> <p><b>Note:</b> The rollover boxes and answer buttons should appear in the same place on each screen. The X and Y need to be exactly the same.</p>	<p><b>Graphic Notes:</b></p> <p><b>Right Arrow Button:</b> Insert from shapes menu.</p> <p><b>Left Arrow Button:</b> Insert from shapes menu.</p>
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**Audio Script:** No audio for this screen

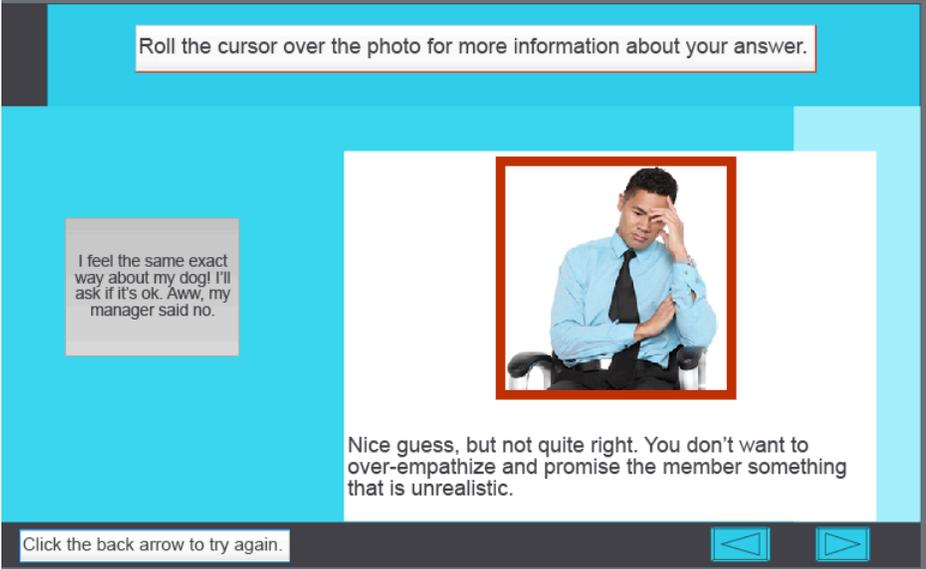
**Comments/Notes:**

**Template:** Use the Clear Captivate template for the project, delete any unused template objects, use the Content 04 slide template for this screen.

**Global Font:** Unless noted in the storyboard use Arial, Regular size 20, left-aligned. All text should have black font unless otherwise specified.

# Knowledge Check

<b>Module #4</b>	<b>Screen #018</b>	<b>Version #1</b>	<b>Date: 12.02.16</b>
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## Branching

Button:	Go To Screen:	Selection:	Go To:
Next	N/A	Right arrow button	022
Back	N/A	Left arrow button	016
Exit	N/A		
Help	N/A		
Main Menu	N/A	<b>Graphic/Video Files:</b> <b>Image:</b> Captivate assets 9218032 Jeremy	

<p><b>Programming Notes:</b></p> <p><b>Caption text above image:</b> Transparent, and black, 24pt, Adobe red callout.</p> <p><b>Caption text under image:</b> Transparent and black, 24pt.</p> <p><b>Text button left of image:</b> Black, 18pt.</p> <p><b>Caption text to the left of navigation arrows:</b> Adobe blue</p> <p><b>Rollover box:</b> Red stroke, 10 width stroke, 0% opacity, text as written.</p> <p><b># of Attempts:</b> 2</p> <p><b>Note:</b> The rollover boxes and answer buttons should appear in the same place on each screen. The X and Y need to be exactly the same.</p>	<p><b>Graphic Notes:</b></p> <p><b>Right Arrow Button:</b> Insert from shapes menu.</p> <p><b>Left Arrow Button:</b> Insert from shapes menu.</p>
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**Audio Script:** No audio for this screen

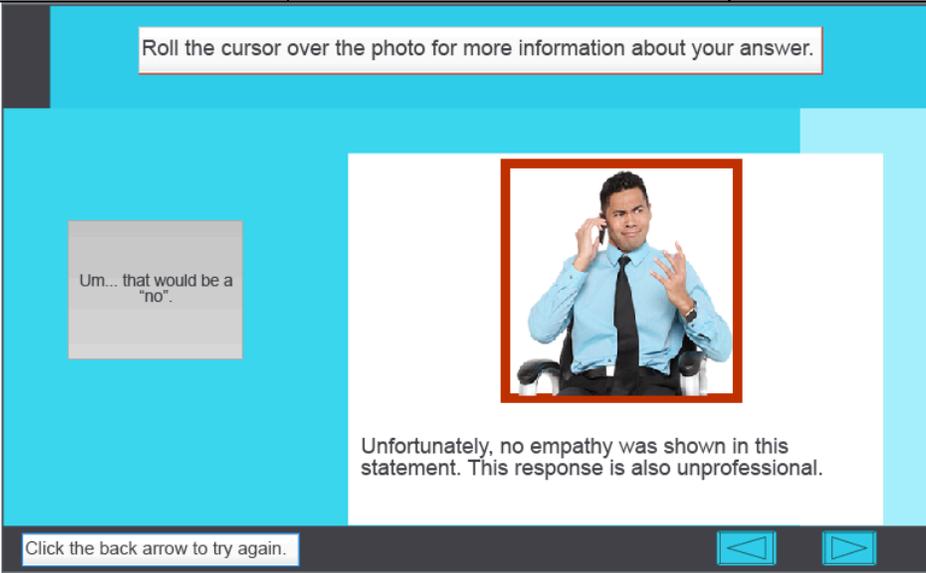
**Comments/Notes:**

**Template:** Use the Clear Captivate template for the project, delete any unused template objects, use the Content 04 slide template for this screen.

**Global Font:** Unless noted in the storyboard use Arial, Regular size 20, left-aligned. All text should have black font unless otherwise specified.

# Knowledge Check

<b>Module #4</b>	<b>Screen #019</b>	<b>Version #1</b>	<b>Date: 12.02.16</b>
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## Branching

Button:	Go To Screen:	Selection:	Go To:
Next	N/A	Right arrow button	022
Back	N/A	Left arrow button	016
Exit	N/A		
Help	N/A		
Main Menu	N/A	<b>Graphic/Video Files:</b> Image: Captivate assets 9218040 Jeremy	

<p><b>Programming Notes:</b></p> <p><b>Caption text above image:</b> Transparent, and black, 24pt, Adobe red callout.</p> <p><b>Caption text under image:</b> Transparent and black, 24pt.</p> <p><b>Text button left of the image:</b> Black, 18pt.</p> <p><b>Caption text to the left of navigation arrows:</b> Adobe blue</p> <p><b>Rollover box:</b> Red stroke, 10 width stroke, 0% opacity, text as written.</p> <p><b># of Attempts:</b> 2</p>	<p><b>Graphic Notes:</b></p> <p><b>Right Arrow Button:</b> Insert from shapes menu.</p> <p><b>Left Arrow Button:</b> Insert from shapes menu.</p>
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**Audio Script:** No audio for this screen

**Comments/Notes:**

**Template:** Use the Clear Captivate template for the project, delete any unused template objects, use the Content 04 slide template for this screen.

**Global Font:** Unless noted in the storyboard use Arial, Regular size 20, left-aligned. All text should have black font unless otherwise specified.

# Knowledge Check

<b>Module #4</b>	<b>Screen #020</b>	<b>Version #1</b>	<b>Date: 12.02.16</b>
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Roll the cursor over the photo for more information about your answer.

I understand how pets are like family. I'm really sorry, but I have to take the health an safety of all our guests into consideration and stick with the "no pets" rule.



Yes! This is a professional answer that helps the member know you understand his frustration, but need to follow the rules, in a courteous and professional way.

Click the next arrow to continue.

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## Branching

Button:	Go To Screen:	Selection:	Go To:
Next	N/A	Right arrow button	022
Back	N/A	Left arrow button	016
Exit	N/A		
Help	N/A		
Main Menu	N/A	<b>Graphic/Video Files:</b> Image: Captivate assets - 9218036 Jeremy	

<p><b>Programming Notes:</b></p> <p><b>Caption text above image:</b> Transparent, and black, 24pt, Adobe green callout.</p> <p><b>Caption text under image:</b> Transparent and black, 24pt.</p> <p><b>Text button left of the image:</b> Black, 18pt.</p> <p><b>Caption text to the left of navigation arrows:</b> Adobe blue</p> <p><b>Rollover box:</b> Green stroke, 10 width stroke, 0% opacity, text as written.</p> <p><b># of Attempts:</b> 2</p> <p><b>Note:</b> The rollover boxes and answer buttons should appear in the same place on each screen. The X and Y need to be exactly the same.</p>	<p><b>Graphic Notes:</b></p> <p><b>Right Arrow Button:</b> Insert from shapes menu.</p> <p><b>Left Arrow Button:</b> Insert from shapes menu.</p>
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**Audio Script:** No audio for this screen

**Comments/Notes:**

**Template:** Use the Clear Captivate template for the project, delete any unused template objects, use the Content 04 slide template for this screen.

**Global Font:** Unless noted in the storyboard use Arial, Regular size 20, left-aligned. All text should have black font unless otherwise specified.

## Instructional Page

<b>Module #4</b>	<b>Screen #022</b>	<b>Version #1</b>	<b>Date: 12.02.16</b>
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# 5 Steps to Empathy

Think of the member first. It's not about you.

See things from the members' perspective.

Really listen.

Acknowledge the problem.

Be conversational, but professional.



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### Branching

Button:	Go To Screen:	Selection:	Go To:
Next	N/A	Right arrow button	023
Back	N/A	Left arrow button	016
Exit	N/A		
Help	N/A		
Main Menu	N/A	<b>Graphic/Video Files:</b> Captivate assets images "Alma" - 17278 Janice	

**Programming Notes:**

**Caption Text:** Adobe blue.

**Transitions:** Text caption boxes will fade in and stay onscreen as they are mentioned in the audio.

**Graphic Notes:**

**Right Arrow Button:** Insert from shapes menu.

**Left Arrow Button:** Insert from shapes menu.

**Arrow Button Color:** Solid light gray fill, aqua blue stroke.

**Audio Script:**

Thanks so much for all of your help! I feel like I wasn't just using empathy, I was really feeling empathy for Kathy and Jerry. I was able to:

Think of the member first. Not myself.

See things from the members' perspective.

Really listen.

Acknowledge the problem.

Be conversational, but professional.

I'm still a little nervous, but I'm starting to feel more comfortable with this CARES approach to helping members.

You're a great mentor. I'm definitely giving you a call the next time I get stuck. Take care!

**Comments/Notes:**

**Template:** Use the Clear Captivate template for the project, delete any unused template objects, use the Content 03 slide template for this screen.

**Global Font:** Unless noted in the storyboard use Arial, Regular size 20, left-aligned. All text should have black font unless otherwise specified. All titles are transparent, centered, Arial 58 centered, white font.

# Instructional Page

<b>Module #4</b>	<b>Screen #023</b>	<b>Version #1</b>	<b>Date: 12.02.16</b>
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## Your Turn



**CARES Skills Action Plan  
Empathy**

When you are a customer, why is empathy important to you?

List two ways you will use empathy when interacting with members?

What are two things that might get in the way of you being empathic with members?

What can you do to change the two things that might get in the way of you being empathic with members?



### Branching

Button:	Go To Screen:	Selection:	Go To:
Next	N/A	Right arrow button	024
Back	N/A	Left arrow button	022
Exit	N/A		
Help	N/A		
Main Menu	N/A	<b>Graphic/Video Files:</b> Captive assets images "Regina" image-10601 Tamika	
<b>Programming Notes:</b> Text caption: Transparent, "CARES Skills Action Plan Empathy"-bold 22pt, (page 8)-bold 20pt		<b>Graphic Notes:</b> <b>Right Arrow Button:</b> Insert from shapes menu. <b>Left Arrow Button:</b> Insert from shapes menu.	

**Audio Script:** You've been very thoughtful about helping Alma use empathy. Now it's your turn to figure out how you're going to use empathy with members. Open your CARES Skills Action Plan document. Remember, you downloaded it to your desktop in the introduction of this lesson. Answer these questions in your plan. Really think about the answers. You'll be reviewing your answers with your manager soon. Feel free to click around this module if you need to refresh your memory. When you're finished click the next arrow below.

**Comments/Notes:**

**Template:** Use the Clear Captivate template for the project, delete any unused template objects, use the Content 04 slide template for this screen.

**Global Font:** Unless noted in the storyboard use Arial, Regular size 20pt, left-aligned. All text should have black font unless otherwise specified. All titles are transparent, centered, Arial 58pt centered, white font.

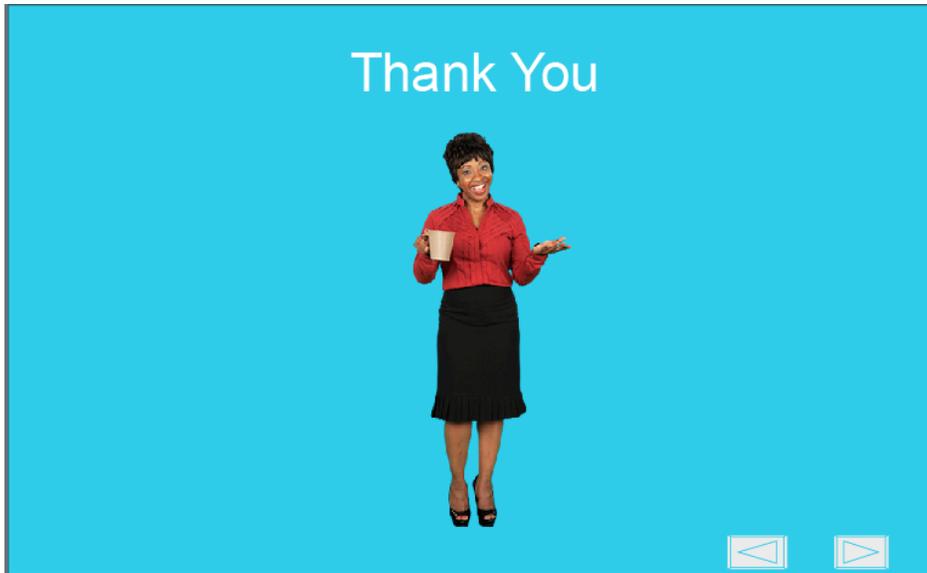
## Instructional Page

**Module #4**

**Screen #024**

**Version #1**

**Date: 12.02.16**



### Branching

Button:	Go To Screen:	Selection:	Go To:
Next	N/A	Right arrow button	025
Back	N/A	Left arrow button	023
Exit	N/A		
Help	N/A		
Main Menu	N/A	<b>Graphic/Video Files:</b> Captivate assets images "Regina" image-10597 Tamika	
<b>Programming Notes:</b>		<b>Graphic Notes:</b> <b>Right Arrow Button:</b> Insert from shapes menu. <b>Left Arrow Button:</b> Insert from shapes menu. <b>Arrow Button Color:</b> Solid light gray fill, aqua blue stroke.	

**Audio Script:** Thanks so much for mentoring Alma! And now you have a plan to beef up your empathy too. All of your experiences in these lessons are going to really help members know that we are working hard for them and that they matter to us. Click to the next slide to decide what you want to learn next.

**Comments/Notes:**

**Template:** Use the Clear Captivate template for the project, delete any unused template objects, use the Content 03 slide template for this screen.

**Global Font:** Unless noted in the storyboard use Arial, Regular size 20, left-aligned. All text should have black font unless otherwise specified. All titles are transparent, centered, Arial 58 centered, white font.

## Instructional Page

<b>Module #4</b>	<b>Screen #025</b>	<b>Version #1</b>	<b>Date: 12.02.16</b>
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### Choose Your Next Module

# C A R E S

**Communication**

Clearly communicate the process and set expectations

**Accountability**

Take responsibility for fixing the problem or getting an answer

**Responsiveness**

Don't make the member wait for your communication or a solution

**Empathy**

Acknowledge the impact that the situation has on the member

**Solution**

At the end of the day, make sure to solve the issue or answer the question

Click on any of the boxes above to choose the next member care approach you want to explore.

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### Branching

Button:	Go To Screen:	Selection:	Go To:
Next	N/A	Right arrow button	001
Back	N/A	Left arrow button	024
Exit	N/A	Communication button	026
Help	N/A	Accountability	027
		Responsiveness	028
		Empathy	001
		Solutions	029

Main Menu	N/A	<b>Graphic/Video Files:</b>
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<p><b>Programming Notes:</b></p> <p><b>Text Caption:</b></p> <p><b>Individual text caption boxes:</b> for the "C A R E S" alphabet Copperplate Gothic Bold, 90pt font, center-aligned, middle-aligned, black, outer shadow right bottom, transparent.</p> <p><b>Individual text caption boxes:</b> for the definitions, should read as typed above, Adobe Blue, center aligned, middle aligned.</p> <p><b>Add text buttons:</b> over each definition, transparent,</p> <p><b>Text caption box:</b> at the bottom with instructions, Adobe blue, center aligned, middle aligned.</p> <p><b>Each definition:</b> will be linked to corresponding modules.</p>	<p><b>Graphic Notes:</b></p> <p><b>Right Arrow Button:</b> Insert from shapes menu.</p> <p><b>Left Arrow Button:</b> Insert from shapes menu.</p> <p><b>Arrow Button Color:</b> Solid light gray fill, aqua blue stroke.</p>
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**Audio Script:** No audio for this screen

**Comments/Notes:**

**Template:** Use the Clear Captivate template for the project, delete any unused template objects, use the Content 03

slide template for this screen.

**Global Font:** Unless noted in the storyboard use Arial, Regular size 20, left-aligned. All text should have black font unless otherwise specified. All titles are transparent, centered, Arial 58 centered, white font.

## Instructional Page

<b>Module #4</b>	<b>Screen #026</b>	<b>Version #1</b>	<b>Date: 12.02.16</b>
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From Member to Loyal Fan in 5 Steps

AAFP | CARES

Communication



Hi! Make sure your audio is turned up and your headphones are in. Click **Next** to begin.



### Branching

Button:	Go To Screen:	Selection:	Go To:
Next	N/A	Right arrow button	002 of Communication Module
Back	N/A		
Exit	N/A		
Help	N/A		
Main Menu	N/A	<b>Graphic/Video Files:</b>	
<b>Programming Notes:</b> Text Caption Type: Transparent. Placed bottom right hand corner Title Auto Shape: Transparent, center-aligned, Arial, 48pt, white.		<b>Graphic Notes:</b> Right Arrow Button: Insert from shapes menu.	

**Audio Script:**

**Comments/Notes:**

**Template:** Use the Clear Captivate template for the project, delete any unused template objects, use the Title slide template for this screen.

**Global Font:** Unless noted in the storyboard use Arial, Regular size 20, left-aligned. All text should have black font unless otherwise specified. All titles are transparent, centered, Arial 58 centered, white font.

## Instructional Page

<b>Module #4</b>	<b>Screen #027</b>	<b>Version #1</b>	<b>Date: 12.02.16</b>
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From Member to Loyal Fan in 5 Steps

AAFP | CARES

Accountability



Hi! Make sure your audio is turned up and your headphones are in. Click **Next** to begin.



### Branching

Button:	Go To Screen:	Selection:	Go To:
Next	N/A	Right arrow button	002 of Accountability Module
Back	N/A		
Exit	N/A		
Help	N/A		
Main Menu	N/A	<b>Graphic/Video Files:</b>	
<b>Programming Notes:</b> Text Caption Type: Transparent. Placed bottom right hand corner Title Auto Shape: Transparent, center-aligned, Arial, 48pt, white.		<b>Graphic Notes:</b> Right Arrow Button: Insert from shapes menu.	

**Audio Script:**

**Comments/Notes:**  
**Template:** Use the Clear Captivate template for the project, delete any unused template objects, use the Title slide template for this screen.  
**Global Font:** Unless noted in the storyboard use Arial, Regular size 20, left-aligned. All text should have black font unless otherwise specified.

## Instructional Page

<b>Module #4</b>	<b>Screen #028</b>	<b>Version #1</b>	<b>Date: 12.02.16</b>
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**From Member to Loyal Fan in 5 Steps**  
**AAFP | CARES**  
**Responsiveness**



Hi! Make sure your audio is turned up and your headphones are in. Click **Next** to begin.



### Branching

Button:	Go To Screen:	Selection:	Go To:
Next	N/A	Right arrow button	002 of Responsiveness Module
Back	N/A		
Exit	N/A		
Help	N/A		
Main Menu	N/A	<b>Graphic/Video Files:</b>	
<b>Programming Notes:</b> Text Caption Type: Transparent. Placed bottom right hand corner Title Auto Shape: Transparent, center-aligned, Arial, 48pt, white.		<b>Graphic Notes:</b> Right Arrow Button: Insert from shapes menu	

**Audio Script:**

**Comments/Notes:**  
**Template:** Use the Clear Captivate template for the project, delete any unused template objects, use the Title slide template for this screen.  
**Global Font:** Unless noted in the storyboard use Arial, Regular size 20, left-aligned. All text should have black font unless otherwise specified. All titles are transparent, centered, Arial 58 centered, white font.

## Instructional Page

<b>Module #4</b>	<b>Screen #029</b>	<b>Version #1</b>	<b>Date: 12.02.16</b>
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**From Member to Loyal Fan in 5 Steps**  
**AAFP | CARES**  
**Solution**



Hi! Make sure your audio is turned up and your headphones are in. Click **Next** to begin.



### Branching

Button:	Go To Screen:	Selection:	Go To:
Next	N/A	Right arrow button	002 of Solutions Module
Back	N/A		
Exit	N/A		
Help	N/A		
Main Menu	N/A	<b>Graphic/Video Files:</b> <b>Right Arrow Button:</b> Insert from shapes menu.	
<b>Programming Notes:</b> <b>Text Caption Type:</b> Transparent. Placed bottom right hand corner <b>Title Auto Shape:</b> Transparent, center-aligned, Arial, 48pt, white.		<b>Graphic Notes:</b>	

**Audio Script:**

**Comments/Notes:**

**Template:** Use the Clear Captivate template for the project, delete any unused template objects, use the Title slide template for this screen.

**Global Font:** Unless noted in the storyboard use Arial, Regular size 20, left-aligned. All text should have black font unless otherwise specified. All titles are transparent, centered, Arial 58 centered, white font.