Instructional Page					
Module #4	Screen #001	Version #1		Date: 12.02	.16
	From Member to Loyal Fan in 5 Steps AAFP CARES Empathy				
		Hi!	Make sure your audio is turned adphones are in. Click the buttor	up and your n below to start.	
		Branchiı	ng		
Button:	Go To Screer	1:	Selection:	Go To:	
Next	N/A		Right arrow button	002	
Back	N/A				
Exit	N/A				
Help	N/A				
Main Menu			Graphic/Video Files	:	
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		apes menu es menu ddle of the screen
Audio Script: No au	dio 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 #C	02	Version #1		Date	: 12.02.16	
CARES Empathy							
			Brai	nching			
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				Graphic/Video Files:	Captiva	ate assets ir	mage-10597
Programming N	lotes:			Graphic Notes: Graphi	ic imag	ge of "Regin	a" center aligned.
				Right Arrow Button: In	nsert f	rom shapes	menu.
				Effect: Apply flicker ef	fect to scrint	the right fa	acing arrow when
				Left Arrow Button: Ins	sert fro	om shapes r	nenu.
				Arrow Button Color: S	olid lig	sht gray fill,	aqua blue stroke.
Audio Script: H	i! It's Regina	, your CARES Ar	nbassador aga	in. I'm looking forward	to see	ing how you	u will help your
colleague this t	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							

Instructional Page					
Module #4	Screen #003	Version #1		Date: 12.02.	.16
	Me	mber F	eedback		
		Click her	re to hear Kathy's voi	ce mail:	
		Branch	ing		
Button:	Go To Scree	n:	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			Graphic/Video Files: Catherine	Captivate asse	ets image-37284
Programming Notes	:		Graphic Notes: Grap	hic image of "k	<athy" left-aligned.<="" td=""></athy">
Text Caption type: T	ransparent. Text should be	left-aligned	Right Arrow Button:	Insert from sh	apes menu.
Title auto shape shou	uld say "Member Feedback'	,	Left Arrow Button: In Play Arrow Button: In below text, add audi	nsert from sha nsert from sha o.	pes menu. ipes menu placed
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.

Instructional Page					
Module #4	Screen #004	Version #1		Date: 12.02.16	5
		Bra	nching		
Button:	Go To Screen	n:	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			Graphic/Video Files: Captivate assets image 17278 Janice	e "Alma" images-	17266 Janice
Programming N	otes:		Graphic Notes:		
Transitions: Left	graphic shows at the beg	inning of the	Right Arrow Button: In	nsert from shape	s menu.
screen, fades ou	It at "I'm glad" in the scrip	t. Right	Left Arrow Button: Ins	sert from shapes	menu.
graphic lades in	at Thi giau in the script.		Arrow Button Color: S	olid light gray fill	, aqua blue stroke.
			Insert graphic: 17266	Janice left-aligne	d screen center.
Audio Script: W	hoal See what I'm saving?	She's sooo irri	tated, I'm glad I was pai	red with you to n	pentor me for my
first few weeks	here. At my old job, it was	all about gettir	ng the customer off the	phone fast and m	noving 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							
Module #4	Screen #	005	Version #1			Date	e: 12.02.16	;
	AA	FP CAR	ES M	embe	er Care A	Арр	oroach	
	Comr comm proce exp	nunication learly unicate the ss and set ectations	Intability ake sibility for ig the alem or ing an swer	R onsiveness make the per wait for your nunication solution	E Empathy Acknowledge the impact that the situation has on the member	At the suu thu ar	Solution the end of day, make re to solve e issue or nswer the question	
						\triangleleft		
			Bra	nching			1	
Button:		Go To Screen:		Selectio	on:		Go To:	
Next		N/A		Right ar	row button		006	
Back		N/A		Left arro	ow button		004	
Exit		N/A						
Help		N/A						
Main Menu				Graphic/Video Files: 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, bit 1920 in 			Graphic Right A Left Arr	: Notes: rrow Button: Ir ow Button: Ins	nsert fr	from shapes om shapes i	s menu. menu.	
 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. 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: 					oing to take a sec			
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								

Instructional Page						
Module #4	Screen #006	Version #1	Version #1 Date: 12.02.16			
		Empathy	/			
		Image: Sector Secto				
		Branching				
Button:	Go To Screen	: Selectio	on:	Go To:		
Next	N/A	Right ar	row button	007		
Back	N/A	Left arro	ow button	005		
Exit	N/A					
Help	N/A					
Main Menu		Graphic	:/Video Files:			
		Captiva	te assets image	e "Alma" image- 1	L7275 Janice	

Programming Notes:	Graphic Notes:				
Text Caption Boxes: "E" individual text caption box	Right Arrow Button: Insert from shapes menu.				
Copperplate Gothic Bold, 90pt font, center aligned,	Left Arrow Button: Insert from shapes menu.				
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.					
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 me	eans 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 mem	bers				
Build good relationships with members frustrated members	ers				
Nurture member loyalty					
Comments/Notes:					
Template: Use the Clear Captivate template for the proje	ct, delete any unused template objects, use the Content 04				
slide template for this screen.					

Instructional Page							
Module #4	Screen #0	07	Version #1		Date	: 12.02.16	
		F	Path to	Empathy	1		
	Th Se	ink of the member first e things from the mem	, it's not about you bers' perspective			•	
		[Brai	nching			
Button:		Go To Screen:		Selection:		Go To:	
Next		N/A		Right arrow button		008	
Back		N/A		Left arrow button		006	
Exit		N/A					
Heip Main Menu		N/A		Graphic/Video Files: Captivate assets image	e "Alma	a" image- 1	7275 Janice
Programming Notes: Text Caption type: Adobe Blue, left and middle aligned. Transitions: "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.			ddle aligned. and "See fade in and audio.	Graphic Notes: Right Arrow Button: In Left Arrow Button: Ins Arrow Button Color: S	nsert fr sert fro Solid lig	rom shapes om shapes n ht gray fill,	menu. nenu. aqua blue stroke.
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					
Module #4	Screen #C	008	Version #1		Date: 12.0	2.16
Path to Empathy						
	Rea	ally listen		Alan		
	Act	knowledge the problen	n			
	Be	conversational, but pr	ofessional			
			Bra	nching		
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				Graphic/Video Files:		
				Captivate assets image	e "Alma" imag	ge- 17263 Janice
Programming N	otes:			Graphic Notes:		
Text Caption typ	be: Adobe B	lue, left and mi	ddle aligned.	Right Arrow Button: In	nsert from sh	apes menu.
Transitions: Tex	t caption bo	oxes will fade in	and stay	Left Arrow Button: Ins	ert from sha	pes menu.
onscreen as the	y are mentio	oned in the aud	io.	Arrow Button Color: S	olid light gray	y fill, aqua blue stroke.
Audio Script: I'm	n going to n	eed to really list	ten to Kathy to	o make sure I understan	d the obvious	s and not so obvious
problem. Yes, th	e confirmat	ion is a problem	n, but sne s pr r due to a staf	obably feeling ignored a	ind unapprec	me to acknowledge
the problem. Wi	hatever oth	er issues come	up. I have to h	e straight with Kathy an	d let her kno	w 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	t us in training is	s to be friendly	y, not stuffy and formal,	but also prof	fessional. I'm going to
really have to pr	actice that!					
Comments/Not	es:					

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

Instructional Page					
Module #4	Screen #009	Version #1	Da	te: 12.02.16	
Click here to listen to Alma and Kathy's conversation:					
				✓	
		Branching		1	
Button:	Go To Screen	: Selection:		Go To:	
Next	N/A	Right arrow b	utton	010	
Back	N/A	Left arrow bu	tton	008	
Exit	N/A				
Help	N/A				
Main Menu		Graphic/Vide Left- Captivat Right- Captivat Image 1- 3278 Image 2- 3277 Image 3- 3277	o Files: e assets imag ate assets ima 31 Catherine 70 Catherine 75 Catherine	ge "Alma" image- 17276 Janice age "Kathy"	
Programming N	lotes:	Graphic Note	s:		
Text caption bo	x: Adobe Blue, add play bu	tton. Attach Right Arrow E	Button: Insert	from shapes menu.	
audio from the script to this button.		Left Arrow Bu	utton: Insert f	rom shapes menu.	
		Play Button:	Insert from sh	napes menu.	
		the script in t	mages of Catl his order:	herine change with her mood in	
		Image 1- 3278	81 Catherine	(angry)	
		Image 2- 327	70 Catherine	(calming)	
		Image 3- 327	75 Catherine	(happy)	
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.

Instructional Page					
Module #4	Screen #010	Version #1	Date: 12.02.16		
		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	Graphic/Video Files	:		
		Captivate assets ima 17278 Janice	ge "Alma" images-17266 Janice		
Programming N	otes:	Graphic Notes:			
		Right Arrow Button:	Insert from shapes menu.		
		Left Arrow Button:	nsert from shapes menu.		
		Transitions:	he left starts at the basis includes of the		
		Aima image on t screen and fades sentence in the s	s out at the end of the "I feel like"		
		 Alma image on t on the left fades 	he right fades in as the Alma image out.		
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.

Multiple Choice Question					
Module #4	Screen #011	Version #1	Date: 12.02.16		
	You're doing a great job m help. There is a huge backlog of and emailing all morning! best answer below.	Help Alma entoring Almal She has another member, Je f conference registrations due to a system co Help Alma choose the most empathetic way it was me, I'd be pissed off too. Is like a long time, but other members waiter our patience. I really apologize for the wait. I Iding. Let's get you squared away as fast as You must answer the question before con	erry, on the phone and needs your rash. Members have been calling to answer the phone. Click on the d even longer. How can I help you today? possible.		
		Branching			
Button:	Go To Scree	en: 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 appreci	ate" 014		
		D) "Thanks f	or" 015		
Help	N/A	After 2 nd att	empt 016		
Main Menu	N/A	Graphic/Vid Insert graph	eo Files: ic: 17260 Janice left lower screen.		
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		blue, title- Dpt, black, Irent, Arial,	es: on: Transparent, Arial, 20pt, bold		
Audio Script: N Comments/No Template: Use Check slide ten	to audio for this screen tes: the Clear Captivate templ nplate for this screen.	ate for the project, delete any	unused template objects, use Knowledge		

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.

	Optional – the user can skip the quiz							
Required	х	Required	- the user mus	t take the quiz	to con	tinue		
		Pass – the	ass – the user must pass the quiz to continue					
	х	Allow bac	ckward movem	ent				
Cottingo		Allow use	v user to review quiz					
Settings		Show sco	re at end of qu	iz				
		Show pro	gress (e.g., Que	estion 3 of 5)				
Report this lesson quiz to LMS? Repo			Repor	t end-of-course assessment?				
Report pass	/fail		Report Compl	ete/Incomplet	te	Report Pass/Fail		
Report score	e to		Score			Percent		
LMS as:								
Quiz Pass/Fa	ail		% of total sco	re to pass		Number of questions to pass [Cannot exceed		
Settings							total number of questions in the qu	ıiz.]
Default feed	lbac	:k	Correct					
messages Retry								
			Exit					
			Incomplete					

	Instructional Page							
Module #4	Screen #0)12	Version #1		Date	e: 12.02.16		
	Roll the cursor over the photo f				ir answe	er.		
	Oh, I g I'd b	get it! If it was me, e pissed off too.	Good try, want to be informal.	but not quite what you're look empathetic, but not unprofe	king to d	io. You or too		
	Click the b	ack arrow to try again.	Bro	nahing	\triangleleft			
Button:		Go To Screen	Did	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		Graphic/Video Files: Image: Captivate assets 9218040Jeremy				
Programming N	otes:	I		Graphic Notes:				
Caption text ab 24pt, Adobe red	ove image: 1 l callout.	Transparent, ar	id black,	Right Arrow Button: Insert from shapes menu. Left Arrow Button: Insert from shapes menu.				
24pt	der image:	Transparent and	d black,					
Text button left Caption text to blue	of the imag the left of n	ge: Black, 18pt. avigation arrov	vs: Adobe					
Rollover box: Red stroke, 10 width stroke, 0% opacity, text as written.								
# of Attempts: 2	2							
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								
Audio Script: No	o audio for t	his screen.		И				
Comments/Not Template: Use t slide template fo Global Font: Un	es: he Clear Ca or this scree less noted i	ptivate templat n. n the storyboar	e for the proje d use Arial, Re	ect, delete any unused te gular size 20pt, left-aligi	emplat ned. A	te objects, u Il text shoul	use the Content 04 d have black font	

unless otherwise specified.

	Instructional Page						
Module #4	Screen #C)13	Version #1		Date: 12.02.10	6	
		Roll the cursor	over the photo fo	or more information about you	ır answer.		
	l kni lon merr	ow it seems like a g time, but other ibers waited even longer.	Nice gues make the	ss, but not quite right. This sta member feel that you don't c	atement could are about his		
	Click the b	back arrow to try again.	situation a	and comes across as unprofe			
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		Graphic/Video Files:	i		
				Image: Captivate assets 9218032Jeremy			
Programming N	otes:			Graphic Notes:			
Caption text abo	ove image: `	Transparent, an	d black,	Right Arrow Button: Insert from shapes menu.			
Caption text un	der image: ⁻	Transparent and	l black.	Left Arrow Button: Ins	sert from snapes	menu.	
24pt.			,				
Text button left Caption text to blue	Text button left of the image: Black, 18pt. Caption text to the left of navigation arrows: Adobe blue						
# of Attempts: 2	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 exac	tly the same	2.					
Audio Script: No	o audio for t	his screen.					
Comments/Not	es: be Clear Car	ntivata tomplati	a for the proje	act delete any unused to	amplate objects	use the Content 04	
slide template for	or this scree	n.		eer, delete any unused to		use the content 04	

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	Dat	e: 12.02.16				
Roll the cursor over the photo for more information about your answer.								
Lappreciate your patience. I really aboligize for the wait. How can I help you bow today? Ves! This is a professional answer that helps the member know you understand his frustration in a courteous and professional way. Click the next arrow to continue.								
		Branching		1				
Button:	Go To Screen	: Selection:		Go To:				
Next	N/A	Right arrov	v button	016				
Back	N/A	Left arrow	button	011				
Exit	N/A							
Help	N/A							
Main Menu	N/A	Graphic/V Image: Cap	i deo Files: otivate assets 921	L8016Jeremy				
Programming N Caption text ab 24pt, Adobe gre Caption text un 24pt.	l otes: ove image: Transparent, ar een callout. der image: Transparent an	d black, Graphic No Right Arrow Left Arrow	otes: w Button: Insert Button: Insert fr	from shapes menu. om shapes menu.				
Text button left Caption text lef	: of the image: Black, 18pt. t of navigation arrows: Ad	obe blue						
Rollover box: G	reen stroke, 10 width strok	e, 0%						
opacity, text as written.								
Note: The rollover boxes and answer buttons should appear in the same place on each screen. The X and X								
need to be exactly the same.								
Audio Script: No	o audio for this screen.	j.						
Comments/Not Template: Use t slide template f Global Font: Un	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 20nt left-aligned. All text should have black font							
unless otherwis	unless otherwise specified.							

Instructional Page							
Module #4	Screen #015	Version #1	Dat	e: 12.02.16			
Roll the cursor over the photo for more information about your answer. Image: Set of the cursor over the photo for more information about your answer. Image: Set of the cursor over the photo for more information about your answer. Image: Set of the cursor over the photo for more information about your answer. Image: Set of the cursor over the photo for more information about your answer. Image: Set of the cursor over the photo for more information about your answer. Image: Set of the cursor over the photo for more information about your answer. Image: Set of the cursor over the photo for more information about your answer. Image: Set of the cursor over the photo for more information about your answer. Image: Set of the cursor over the photo for more information about your answer. Image: Set of the cursor over the photo for more information about your answer. Image: Set of the cursor over the photo for more information about your answer. Image: Set of the cursor over the photo for more information about your answer. Image: Set of the cursor over the photo for the phot							
Dronching							
Button:	Go To Scree	n: Se	election:	Go To:			
Next	N/A	Ri	ight arrow button	016			
Back	N/A	Le	eft arrow button	011			
Exit	N/A						
Help	N/A						
Main Menu	N/A	Gi	Graphic/Video Files: Image: Captivate assets 9218036Jeremy				
Programming N Caption text ab 24pt, Adobe red Caption text un Text button left Caption text left	lotes: ove image: Transparent, a d callout. Ider image: Transparent an t of the image: Black, 18pt it of navigation arrows: Ac	raphic Notes: ight Arrow Button: Insert eft Arrow Button: Insert fr	from shapes menu. om shapes menu.				
# 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.							
Audio Script: No	o audio for this screen.						
Comments/Not Template: Use slide template f Global Font: Un unless otherwis	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						

Knowledge Check							
Module #4	Screen #016	Version #1		Date: 12.02.16			
	_	Help Alma A	Again				
	Jerry has another question for Al no pets rule, unless the animal is Help Alma choose the most emp	ma. He wants to bring hi a service animal, which athetic way to reply. Clicl	is dog to the conference. AAFP has i Jerry's dog isn't. k on the best answer below.	a very strict			
 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 D) safety of all our guests into consideration and stick with the "no pets" rule. 							
You must answer the question before continuing. Submit							
		Branchi	ng				
Button:	Go To Scree	en:	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 nd Attempt	022			
Main Menu	N/A		Graphic/Video Files:				
			Insert graphic: 17260 J	anice			
Programming Notes: Text Captions: top inst black, bold, body text-	ruction box- aqua blue, 1 Arial, 20pt, black, regula	title- Arial 24pt r	Graphic Notes: Submit Button: Transparent, Arial, 20pt, bold				
Incomplete shape righ yellow	t of Alma: transparent, <i>A</i>		ertiower screen.				
# of Attempts: 2							
Audio Script: No audio	for this screen						
Comments/Notes: Template: Use the Clea Check slide template for Global Font: Unless no	ar Captivate template for or this screen. ted in the storyboard us	r the project, del e Arial, Regular s	ete any unused templat ize 20, left-aligned. All t	e objects, use the Knowledge ext should have black font unless			

otherwise specified.

Knowledge Check						
Module #4	Screen #0	017	Version #1		Date: 12.02.2	16
	l so is r love But	Roll the cursor get it. My cat Sheba my world! She just s traveling with me. I gotta say, no can do!	over the photo fo	r more information about your	answer.	
	Click the I	back arrow to try again.	Good try, want to b informal. about hel	but not quite what you're look e empathetic, but not unprofes Also, remember it's not about ping the member.	ing to do. You ssional or too you. It's all	
			Bra	nching		
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		Graphic/Video Files: Image: Captivate assets 9218039 Jeremy		
 Programming Notes: Caption text above image: Transparent, and black, 24pt, Adobe red callout. Caption text under image: Transparent and black, 24pt. 			Graphic Notes: Right Arrow Button: Ir Left Arrow Button: Ins	nsert from shap ert from shape	es menu. s menu.	
Caption text to	the left of n	avigation arrov	vs: Adobe			
Rollover box: Red stroke, 10 width stroke, 0% opacity, text as written. # of Attempts: 2 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.						
Audio Script: No	o audio for t	his screen		И		
Comments/Not Template: Use t slide template f Global Font: Un unless otherwis	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							
Module #4	Screen #0)18	Version #1		Date: 12.02.1	16	
	l fe way ask m	Roll the cursor of the same exact about my dog! fill if it's ok. Aww, my lanager said no.	over the photo fo	r more information about your	answer.		
	Click the t	pack arrow to try again.	Nice gues over-empa that is unr	s, but not quite right. You don' athize and promise the member ealistic.	t want to er something		
	_		Bra	nching			
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		Graphic/Video Files: Image: Captivate assets 9218032 Jeremy			
Programming Notes: Caption text above image: Transparent, and black, 24pt, Adobe red callout. Caption text under image: Transparent and black, 24pt.			Graphic Notes: Right Arrow Button: In Left Arrow Button: Ins	nsert from shap sert from shape:	es menu. s menu.		
Text button left Caption text to blue	Text button left of image: Black, 18pt. Caption text to the left of navigation arrows: Adobe blue						
Rollover box: Red stroke, 10 width stroke, 0% opacity, text as written. # of Attempts: 2							
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.							
Audio Script: No	o audio for t	his screen					
Comments/Not Template: Use t slide template f Global Font: Un unless otherwis	es: the Clear Ca or this scree lless noted in e specified.	ptivate template n. n the storyboard	e for the proje d use Arial, Re	ect, delete any unused to egular size 20, left-aligne	emplate objects d. All text shoul	, use the Content 04 d have black font	

Knowledge Check							
Module #4	Screen #019	Version #1		Date: 12.02.16			
	Roll	the cursor over the photo fo	r more information about your	answer.			
	Um that wo "no".	uld be a Unfortuna statemen	ately, no empathy was shown it. This response is also unprof	n this essional.			
	Click the back arrow	w to try again.					
		Bra	nching				
Button:	Go T	o 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		Graphic/Video Files: Image: Captivate assets 9218040 Jeremy				
Programming N	lotes:		Graphic Notes:				
Caption text ab	ove image: Transp	arent, and black,	Right Arrow Button: Insert from shapes menu.				
24pt, Adobe rec	l callout.		Left Arrow Button: Insert from shapes menu.				
Caption text un 24pt.	der image: Transp	arent and black,					
Text button left of the image: Black, 18pt. Caption text to the left of navigation arrows: Adobe blue							
Rollover box: R	ed stroke, 10 widtł	n stroke, 0% opacity,					
text as written.	2						
Audio Script: No	audio for this scr	een					
Comments/Not	:es:						
Template: Use t	the Clear Captivate	e template for the proje	ect, delete any unused te	mplate objects, use the Content 04			
slide template f	or 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							
Module #4	Screen #020 Version #1				Date: 12.0	2.16	
		Roll the cursor	over the photo fo	or more information about your	answer.		
	l un are l sorr the a con with	derstand how pets ike family. I'm really , but I have to take health an safety of I our guests into sideration and stick the "no pets" rule.	Yes! This member need to f professio	s is a professional answer that know you understand his frust follow the rules, in a courteous anal way.	helps the tration, but and		
	Click the	next arrow to continue					
			Bra	nching			
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		Graphic/Video Files: Image: Captivate assets - 9218036 Jeremy			
Programming Notes: Caption text above image: Transparent, and black, 24pt, Adobe green callout. Caption text under image: Transparent and black, 24pt			Graphic Notes: Right Arrow Button: In Left Arrow Button: Ins	isert from sh ert from sha	apes menu. pes menu.		
Text button lef	t of the imag	ge: Black, 18pt.					
Caption text to blue	the left of n	avigation arrov	vs: Adobe				
Rollover box: Green stroke, 10 width stroke, 0% opacity, text as written. # of Attempts: 2							
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.							
Audio Script: N	o audio for t	his 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 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 #0	22	Version #1		Date: 12.02.1	16
		5 S	Steps to	Empathy		
	Think See t Reall	of the member first. It hings from the member y listen.	t's not about you. ers' perspective.			
	Ackn Be co	owledge the problem.	essional.			
Button		Go To Scroop	Brar	Selection	Co To:	
Novt				Pight arrow button	022	
Rack				Loft arrow button	023	
		N/A			010	
		N/A				
Main Menu		N/A		Graphic/Video Files: Captivate assets image	es "Alma" - 1727	78 Janice
Programming N Caption Text: Ac Transitions: Tex onscreen as they	otes: dobe blue. t caption bo y are mentio	xes will fade in oned in the aud	and stay io.	Graphic Notes: Right Arrow Button: In Left Arrow Button: Ins Arrow Button Color: S	nsert from shap sert from shape: olid light gray fi	es menu. s menu. II, 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:						
slide template: Ose t slide template fo Global Font: Un unless otherwise	or this scree less noted in e specified.	n. h the storyboar All titles are tra	d use Arial, Reg nsparent, cent	gular size 20, left-aligne ered, Arial 58 centered,	d. All text shoul , white font.	d have black font

Instructional Page								
Module #4	Screen #023	Version #1		Date: 12.02.2	16			
		You	r Turn					
			CARES Skills Action Plan Empathy					
		When you	are a customer, why is empathy in	nportant to you?				
		members	?					
		What are empathic	two things that might get in the way with members?	/ of you being				
		What can the way o	you do to change the two things th f you being empathic with members	at might get in s?				
		Bra	nching		-			
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		Graphic/Video Files:					
			Captivate assets image	es "Regina" ima	ge-10601 Tamika			
Programming No	otes:		Graphic Notes:					
Function: Ira	ansparent, "CARES Skills Ad 22nt (nage 8)-hold 20nt	ction Plan	Right Arrow Button: In	isert from shap	es menu.			
			Left Arrow Button. Ins		s 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 peed to refersh your memory. When you're finished slight the next error helping.								
Comments/Note	es:	,						

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

Instructional Page							
Module #4	Screen #024		Version #1		Date: 12.02.16		
			Thar	nk You			
				<u></u>	\triangleleft		
			Bra	nching			
Button:		Go To Screen		Selection:	GO TO	0:	
Next N//		N/A		Right arrow button	025		
Back		N/A		Left arrow button	023		
Exit		N/A					
Help		N/A					
Main Menu		N/A		Graphic/Video Files:			
				Captivate assets images "Regina" image-10597 Tamika			
Programming Notes:				Graphic Notes:			
				Right Arrow Button: Insert from shapes menu.			
			Left Arrow Button: Insert from shapes menu.				
Arrow Button Color: Solid				Solid light gra	ay 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 the theta 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								
Module #4	Screen #0)25	Date: 12.02.16					
		Cho	ose Yoi	ur Ne	xt Modu	ıle		
	C			R	E		S	
	Comm Commu process expe	unication early nicate the s and set ctations n any of the boxes ab	ntability ake sibility for ig the lem or ing an swer by to choose the no	t make the ber wait for your munication a solution	Empathy Acknowledge the impact that the situation has on the member	At the su th a	Solution the end of e day, make ire to solve he issue or inswer the question	
Buttoni		Co To Scroon	Bra	nching Selection:			Co To:	
Next				Right arrow button		001		
Back		N/A		Left arrow button		024		
Fyit		N/A		Communication button		026		
Help		N/A		Accountability		027		
пер				Responsiveness		028		
				Empathy		001		
				Solutions		029		
			Granhic/Video File		S //ideo Eilos:		029	
Main Menu N/A				Graphic	video Files:			
Programming No	otes:			Graphic Notes:				
Text Caption:		an for the "C A	D F C"	Right Arrow Button: Insert from shapes menu.				
alphabet Copper	caption box rplate Gothi	c Bold, 90pt for	RES" it, center-	Arrow Button: Insert from snapes menu. Arrow Button Color: Solid light gray fill, aqua blue stroke.				
aligned, middle-aligned, black, outer shadow right						, ,	•	
Individual text cantion boxes: for the definitions								
should read as typed above, Adobe Blue, center								
aligned, middle aligned.								
Add text buttons: over each definition, transparent,								
Text caption box : at the bottom with instructions,								
Adobe blue, center aligned, middle aligned.								
Each definition : will be linked to corresponding modules.								
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.

Instructional Page						
Module #4	Screen #026	Version #1	Date: 12.02.16			
	From Me	mber to Loyal Fan in AAFP CARES Communication	5 Steps			
		Hi! Make sure your audio is tu headphones are in. Click Nex	trined up and your t 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	Graphic/Video Files:				
Programming N Text Caption Ty hand corner Title Auto Shap 48pt, white.	lotes: pe: Transparent. Placed bo e: Transparent, center-align	ttom right Graphic Notes: Right Arrow Button: I ned, Arial,	Graphic Notes: 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						
Module #4	Screen #027	Version #1	Date: 12.02.16			
	From Me	ember to Loyal F AAFP CAR Accountabil	[∓] an in 5 S ES ity	Steps		
		Hil Make sur headphones	e your audio is turned are in. Click Next to b	l up and your begin.		
Button	Go To Scree	Branching Selection:		Go To:		
Next N/A		Right arrov	w button	002 of Accountability Module		
Back	N/A					
Exit	N/A					
Help	N/A					
Main Menu	N/A	Graphic/V	ideo Files:	·		
Programming M Text Caption Ty hand corner Title Auto Shap 48pt, white.	Notes: ype: Transparent. Placed b be: Transparent, center-alig	ottom right Graphic No Right Arro	Graphic Notes: 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						
Module #4	Aodule #4 Screen #028 Version #		Dat	e: 12.02.16		
	From Me	ember to Loyal Fa AAFP CARES Responsivenes	in in 5 Si S ss	teps		
		Hi! Make sure you headphones are i	ur audio is turned up in. Click Next to begi	and your n.		
		Branching		T		
Button:	Go To Screer	Selection:		Go To:		
Next	N/A	Right arrow b	outton	002 of Res Module	ponsiveness	
Back	N/A					
Exit	N/A					
Help	N/A					
Main Menu	N/A	Graphic/Vide	Graphic/Video Files:			
Programming N Text Caption Ty hand corner Title Auto Shap 48pt, white.	lotes: /pe: Transparent. Placed bo •e: Transparent, center-alig	ottom right Graphic Note Right Arrow I ned, Arial,	Graphic Notes: 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						

Instructional Page								
Module #4	IScreen #029Version #1		Da	Date: 12.02.16				
	From Me	mber to Loyal F AAFP CARI Solution	Fan in 5 S ES	Steps				
	Branching							
Button:	Go To Screen	: Selection:		Go To:				
Next	N/A	Right arrov	w button	002 of Solutions Module				
Back	N/A							
Exit N/A								
Help	N/A							
Main Menu N/A		Graphic/V Right Arro	Graphic/Video Files: Right Arrow Button: Insert from shapes menu.					
Programming N Text Caption Ty hand corner Title Auto Shap 48pt, white.	Graphic No ttom right ned, Arial,	Graphic Notes:						
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.								