

# Pre-Work Considerations



## Who is my audience?

Adult professionals in a large tech company. They are diverse in terms of departments, age groups, and cultural backgrounds. They work in a fast-paced environment with high levels of stress and burnout.

## What is the purpose of this video?

Employees need to refine Course Objective 2 and apply Course Objective 3 from Scenario 1, the Corporate Learning for Stress course. CO2: distinguish productive conflict management and de-escalation strategies to address customer challenges. CO3: Demonstrate stress and conflict management techniques for managing internal workplace challenges.

## What do I want the audience to take away from this experience?

I want the audience to know the impact of de-escalation techniques and learn how to actively listen and have empathy in stressful situations.

## Draw or Describe Your Shot



**Title:** Greeting

**Shot Number:** 1

## Key Script Lines

"Thank you for calling. How can I help you today?"

The employee answers in a friendly, professional tone.

## Shot Type

Medium Shot with a lower angle. The employee is visible from waist up, centered in frame with desk and office environment in the background.

## Camera Movement

Static and no movement. The still frame helps establish professionalism and the context for the video.

## Draw or Describe Your Shot



## Key Script Lines

"The customer begins with a complaint, their voice rising in anger.

You feel your stress rise.

What do you do?"

## Shot Type

Split screen, close up and centered. The employee's face fills the frame, showing tension. The phone illustrates the "anger" from the customer

## Camera Movement

Slow zoom transition from first frame to close-up as tension escalates.



**Title:** Escalation

**Shot Number:** 2

## Draw or Describe Your Shot



## Key Script Lines

"First, let them vent for a moment.

When they pause, you calmly begin the de-escalation process.

Show you're actively listening by summarizing their key points."

## Shot Type

Medium Shot with slightly low angle. Employee is shown nodding and typing notes with text box: listen, summarize, validate

## Camera Movement

Static. The steady shot visually reinforces the controlled, composed response of the employee.



**Title:** Active Listening

**Shot Number:** 3

## Draw or Describe Your Shot



## Key Script Lines

"I can see why that would be frustrating. Let's see what we can do to fix this."

"Would you be open to a partial refund or discount?"

## Shot Type

Medium Shot. The employee gestures with open hands towards the speech bubble displaying solutions

## Camera Movement

Slow zoom into the solutions offered with the solutions then displayed on their own slide.



**Title:** Empathy and Solutions

**Shot Number:** 4

## Draw or Describe Your Shot



## Key Script Lines

"I understand you're still upset, and I want to assure you we're working towards a resolution."

"The customer feels heard and valued."

## Shot Type

Medium-Wide Shot. The employee gives a thumbs up and a checkmark and text box reiterating the key script is added.

## Camera Movement

Slow zoom out from medium to wide as tension resolves.



**Title:** Resolution

**Shot Number:** 5

# Storyboard Feedback



## How could I better convey the central ideas of the script?

I could add short captions during each scene (like Step 1). This would reinforce the key technique being modeled and make the instructional intent clearer for the learner.

## What could help to better engage the audience?

A short reflection prompt between scene 2 and scene 3. This could be a cutaway slide with the phrase “What would you say next?” This may increase learner engagement by encouraging active thinking before the real solution is revealed. I would also add another slide between 4 and 5 to focus on instances where the customer may still be upset. I would also add background music that shifts tone from tense to calm as the scene unfolds.

## Was my initial goal for this project accomplished?

The initial goal is generally accomplished. To solidify objective 3, the learner would need to be observed during during a similarly stressful call to see if de-escalation strategies and empathy is applied.

## References

Clark, R. C., & Mayer, R. E. (2023). *E-learning and the science of instruction: Proven guidelines for consumers and designers of multimedia learning*. John Wiley & Sons, Incorporated.