

Module Title: FitZone Employee Retention for Personal Trainers

Target Audience: Business owners (franchisees) are men and women, typically 3–50 years of age, who are licensed to operate FitZone gym locations. They are typically first time business and/or franchise owners who need some guidance on hiring practices and employee retention. A number of franchisees have been undergoing a higher level of turnover than desirable due to lack of good hiring and retention practices. When personal trainers terminate their employment, patrons have been known to leave FitZone to continue services with the trainer they have developed a relationship with. Revenue is impacted when patrons discontinue their membership and hiring expenses increase due to the need to onboard new personal trainers.

Learning Objectives:

Terminal LOs:

1. Evaluate prospective personal trainers for hire based on select qualifications.
2. Develop a continuous training and development program for personal trainers.
3. Offer competitive compensation packages for personal trainers.

Enabling LOs:

1. Describe specific qualifications to be evaluated in prospective personal trainers.

Seat Time: Approximately 25 minutes.

Outline:

- Welcome
- Navigation
- Course Objectives
- Continuous Scenario Introduction
- Employee Retention Statistics
- Qualifications
- Knowledge Check
- Scenario Cont'd
- Compensation & Benefits
- Knowledge Check
- Scenario Cont'd
- Training & Development
- Scenario Cont'd

- Graded Assessment
- Summary
- Congratulations

Provided Assets & Audio: *(see file for additional images and video referenced under Asset Library)*

Header1 (Slide Title will be written centered in the Moonstone bar in Black 32 bold font)



Header 2 (Slide Title will be written centered between logo on left and tagline on right in White 32 bold font)



Header 3 (Slide Title will be written centered in the Moonstone bar in Black 32 bold font)



Footer

Font: Microsoft JhengHei UI for slide titles, buttons and text; Open Sans (Body) for all scenario captions; for Logo headers use assets provided with unique font.

Color Palette:

D8DBE2	A9BCD0	58A4B0	373F51	1B1B1E
Platinum	Powder blue	Moonstone	Charcoal	Eerie black

Module Resources/References: *(optional)*:

[FitZone Policy & Procedure: Professionalism for Personal Trainers](#)

Directions:

Please review all fields. To leave feedback, please add a comment or track suggestions within the document text. Please ensure that your comments provide actionable feedback that can be implemented, aiming to ensure that the module is comprehensive and accurate.

Ex. Instead of writing, “This is confusing,” please write, “This would be clearer if it said: _____,” (and suggest language that works better).

Global Comments:

Slide dimensions are 16:9 ratio with slide size (1280:720).

- Use Modern Player in Storyline.
- Use custom color scheme for shapes throughout (see Color Palette on storyboard cover sheet); white font on colored background / black font on white background.
- Text in [brackets] should not appear on the slide [or be recorded in voiceover (VO)].
- If text in a caption bubble (speech bubble) is too long to display at once, fade-out/fade-in text in the caption (speech bubble) and arrange sequentially on timeline; do not use scrolling text in captions.
- Seekbar visible and controllable for learner on all slides and layers; Menu is “free” in the Player properties; option to adjust playback speed is available on all slides

- Slide numbers with letters (ex. 1.6a) indicate layers for corresponding slide number
- Any time photos, avatars, or other assets are mentioned, please check the Asset Library before sourcing your own assets.
- Knowledge checks will allow 2 attempts in the form settings. After the second attempt, the learner will see either the correct or incorrect layer.
- Quiz questions will allow 1 attempt as user progresses through the quiz. User will be able to retake the entire quiz an unlimited number of times at the end if they do not pass.
-

Slide: [1.1] / Menu Title: Welcome			LO: N/A
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>[Asset Library] Header 2 Footer</p> <p>Video of man lifting weights.</p> <p>Background image of man working out with closeup on barbells.</p> <p>Background image set to 70% transparency.</p> <p>[Other Assets] Custom Start and Navigation buttons.</p> <p>[Text] Course title in bold 32 font overlaying the background image.</p> <p>Start and Navigation instructions.</p>	<p>[Slide Title] Employee Retention for Personal Trainers</p> <p>[Instructions] Click the Start button to begin this course.</p> <p>Click the Navigation button for the navigation tutorial.</p> <p>[Buttons] Start</p> <p>Navigation</p>	<p>[Narrator] Welcome to FitZone's introduction to employee retention training.</p> <p>Here franchise owners of FitZone brand locations will learn the importance of employee retention and three key facets to retaining personal trainers, which are at the heart of your business.</p> <p>Click Start to begin or click Navigation for the navigation tutorial.</p>	<p>The video will fade in and fade out as barbells background image fades in.</p> <p>Slide title font will change from white to black as video fades out and background image with barbells fades in. Barbells background shows until end. Will be timed with length of VO.</p> <p>Start and Navigation buttons and instructions will fade in timed with the VO reference.</p> <p>Background music plays through the entire timeline.</p> <p>Set slide to Resume Saved State.</p> <p>The Start button will jump to slide 1.3.</p> <p>The Navigation button will jump to the next slide (slide 1.2).</p>
Notes:			

Slide: [1.2] / Menu Title: Navigation			LO: N/A
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>[Asset Library] Header 2 Footer</p> <p>Navigation background image</p> <p>[Other Assets] Arrows directing learner to each course player navigation feature.</p> <p>[Text] Rectangular shapes extending from the arrows with identifying text for each navigation feature.</p>	<p>[Slide Title] Navigation</p> <p>[Text within arrow shapes] Menu Play/Pause Seekbar Replay Volume Previous Next Resources</p>	<p>Before you begin, take a moment to familiarize yourself with the course player navigation. If you know your way around you may proceed to the next slide.</p> <ul style="list-style-type: none"> • The Menu to the left will show your progress in the course. It will also allow you to revisit a slide for additional review. • Using the Pause and Play button will allow you to stop and resume the course. • Use the Seekbar at any time to review a specific section of a slide, or • Click the Replay button to see the entire slide again • To adjust the volume, click the Volume icon. • To go backward or forward in the course, click the Previous or Next button. • Finally, click the Resources button to access resources for the course. <p>Click the next button to begin the course.</p>	<p>Course player navigation assets and instructions will fly in timed with the VO reference.</p> <p>Set slide to Resume Saved State.</p>
Notes:			

Slide: [1.3] / Menu Title: Course Objectives			LO: N/A
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>[Asset Library] Header 1 Footer</p> <p>Background image of woman doing pushups with barbells placed off center so that there is approx. ¼ width of white space.</p> <p>Background image set at 80% transparency.</p> <p>Circular photos 1, 2 & 3 placed vertically on white space of screen to correspond with the three learning objectives.</p> <p>[Other Assets] Arrows directing learner to each course player navigation feature.</p> <p>[Text] Course objectives text.</p>	<p>[Slide Title] Objectives</p> <p>[Bullet Points] Evaluate prospective hires based on select qualifications</p> <p>Develop a continuous training and development program</p> <p>Offer a competitive compensation package.</p>	<p>FitZone has provided this course to its fitness franchise owners to improve employee retention of its personal trainers. By the end of this course, you will be able to:</p> <ul style="list-style-type: none"> • Evaluate prospective hires based on select qualifications. • Develop a continuous training and development program • Offer a competitive compensation package. 	<p>Background image will fade in from the left when audio begins.</p> <p>Course objective and each corresponding circular photo will grow timed with the VO reference.</p> <p>Set slide to Resume Saved State.</p>
Notes:			

Slide: [1.4] / Menu Title: Scenario			LO: N/A
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:

[Asset Library] Header - None Footer Gym background setting [Other Assets] Variable Text Entry. Custom Submit button. Elaine Avatar (one pose). [Text] Thought bubble captions. This slide begins with the avatar of Elaine (human resources advisor) on the right third of the slide facing the learner. Bubble captions and other assets are situated to the left of the avatar. Elaine remains through the end of the timeline.	[Slide Title] Scenario [Elaine caption] Hello, my name is Elaine. I am a trusted advisor and industry expert in organizational development. I'll be your guide through this course. [Elaine caption] What is your name? Enter it below and click Submit.	Hello, my name is Elaine. I am a trusted advisor and industry expert in human resources and organizational development. I'll be your guide through this course. What is your name? Enter it below and click Submit.	Caption bubbles track the avatar's speech, fading in and out timed with the VO. The user has the option to enter their name in a variable text entry. The Navigation button will jump to the next slide (slide 1.5) when user clicks Submit button. The Next button will be hidden on this slide.
Notes:			

Slide: [1.5] / Menu Title: [hidden from Menu]			LO: N/A
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
[Asset Library] Header - None Footer Gym background setting Elaine Avatar (2 poses; smiling with hands down holding a	[Slide Title] Scenario Hide [Elaine caption] Hello, %LearnerName%, thank you for joining me to discuss a topic that is critical to the success of FitZone: employee retention.	Hello, thank you for joining me to discuss a topic that is critical to the success of FitZone. Employee retention. I'm on my way to meet with Rick, one of our new franchise owners. Why don't you join me?	Caption bubbles track the avatar's speech, fading in and out timed with the VO. Elaine's pose begins with smiling and changes to questioning at "Why don't you join me?".

<p>notebook; one hand up and other hand on hip, questioning.</p> <p>[Other Assets] None</p> <p>[Text] LearnerName Variable within Elaine's first thought bubble</p> <p>Thought bubble captions</p> <p>This slide begins with the avatar of Elaine (human resources advisor) on the far right of the slide facing the learner. Bubble captions and other assets are situated in the middle of the screen. Elaine remains through the end of the timeline.</p>	<p>I'm on my way to meet with Rick, one of our new franchise owners. Why don't you join me?</p>		<p>The slide jumps to the next slide (slide 1.6) when the timeline ends on this slide.</p> <p>The Next button will be hidden on this slide.</p>
<p>Notes:</p>			

Slide: [1.6] / Menu Title: Retention Statistics			LO: N/A
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>[Asset Library] Header - None Footer</p> <p>Gym background setting</p> <p>Rick Avatar (5 poses; various states of thinking, looking worried, arms crossed/hand on head, etc...)</p>	<p>[Slide Title] Retention Statistics</p> <p>None</p>	<p>Rick, the owner of a local gym, is feeling frustrated as he has been noticing a high turnover rate among his personal trainers. He is looking over some employee retention statistics. Slide the money icon to the right to see Rick's thoughts.</p> <p>Click Next to continue.</p>	<p>Audio plays as the user has freedom to begin sliding the money icon across the slider bar immediately upon start of timeline to view Rick's thoughts about what he is reading.</p> <p>Rick's state will change to the various worried/thinking poses at each of the 4 points on the slider</p>

<p>[Other Assets] Slider bar with money sign shaped slider</p> <p>[Text] Thought bubble captions.</p> <p>This slide begins with the avatar of Rick (gym franchise owner) on the far left of the slide looking down at some paperwork he is holding. Bubble captions are situated in the middle of the screen. The slider bar is to the right of Rick's head and extends to to the other side of the slide. Rick remains visible through the end of the timeline.</p>			<p>and layers will reveal his thought bubbles.</p> <p>Next button is hidden until user progresses through all 4 points on slider.</p>
Notes:			

Slide: [1.6a] / Menu Title:			LO: N/A
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>[Asset Library] Header - None Footer - displays from Base Layer</p> <p>Thought bubble Slider with money icon</p> <p>Rick's avatar state change Gym background</p> <p>*All assets listed except for</p>	<p>[Slide Title - Stat1]</p> <p>[Rick caption] 30% of my personal trainers have left within 3 months. What is going on?</p>	<p>[N/A]</p>	<p>[N/A]</p>

<p>thought bubbles are visible from the base layer</p> <p>*Note that the thought bubble is distinctly different from those of the avatars conversing with the viewer or each other.</p>			
Notes:			

Slide: [1.6b] / Menu Title:			LO: N/A
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>[Asset Library] Header - None Footer - displays from Base Layer</p> <p>Thought bubble Slider with money icon</p> <p>Rick's avatar state change Gym background</p> <p>*All assets listed except for thought bubbles are visible from the base layer.</p> <p>*Note that the thought bubble is distinctly different from those of the avatars conversing with the viewer or each other.</p>	<p>[Slide Title - Stat2]</p> <p>[Rick caption] It costs 33% of an employee's annual wage to replace them. This is a cost I want to avoid.</p>	<p>[N/A]</p>	<p>[N/A]</p>
Notes:			

Slide: [1.6c] / Menu Title:			LO: N/A
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
[Asset Library] Header - None Footer - displays from Base Layer Thought bubble Slider with money icon Rick's avatar state change Gym background *All assets listed except for thought bubbles are visible from the base layer. *Note that the thought bubble is distinctly different from those of the avatars conversing with the viewer or each other.	[Slide Title - Stat3] [Rick caption] Companies with good retention rates have quadruple the profit. I need to increase my profits to stay in business.	[N/A]	[N/A]
Notes:			

Slide: [1.6d] / Menu Title:			LO: N/A
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
[Asset Library] Header - None Footer - displays from Base Layer Thought bubble Slider with money icon	[Slide Title - Stat4] [Rick caption] 70 percent of all U.S. employee turnover is voluntary. How can I convince my trainers to stay long term?	[N/A]	[N/A]

Rick's avatar state change Gym background *All assets listed except for thought bubbles are visible from the base layer. *Note that the thought bubble is distinctly different from those of the avatars conversing with the viewer or each other.			
Notes:			

Slide: [1.7] / Menu Title: [hidden from Menu]			LO: N/A
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
[Asset Library] Header - None Footer Gym background setting Elaine Avatar (7 poses) Rick Avatar (8 poses) [Other Assets] None [Text] LearnerName Variable within Elaine's last speech bubble Thought bubble captions.	[Slide Title] Scenario Hide [Elaine caption] Hey Rick, you seem a bit stressed. Is everything okay? [Rick caption] Hi Elaine, I'm glad we're meeting. Honestly, things could be better. I've been struggling with employee retention at the gym, particularly among our personal trainers. It seems like every time I hire a new personal trainer, they're gone within a few months.	[Elaine:] [1] Hey Rick, you seem a bit stressed. Is everything okay? [Rick:] [2] Hi Elaine, I'm glad we're meeting. Honestly, things could be better. I've been struggling with employee retention at the gym, particularly among our personal trainers. It seems like every time I hire a new personal trainer, they're gone within a few months. I can't figure out why we're having such trouble with employee retention.	Caption bubbles track the avatar's speech, fading in and out timed with the VO. Elaine flies in from the right in an concerned pose with arms crossed and initiates conversation with Rick who is reviewing his paperwork. There are various pose changes throughout their conversation. Rick's pose changes to a gesturing pose facing Elaine at the beginning of Caption 2. Rick's pose changes to a dejected face down pose facing Elaine beginning at Caption 2 "I can't

<p>This slide begins with the avatar of Rick on the far left of the slide still looking at his paperwork. Elaine appears and initiates conversation. There are various pose changes throughout their conversation.</p> <p>Bubble captions and other assets are situated in the middle of the screen. Elaine and Rick remain visible through the end of the timeline.</p>	<p>I can't figure out why we're having such trouble with employee retention.</p> <p>[Elaine caption] I'm sorry to hear that, Rick.</p> <p>Employee turnover can be a real challenge, especially in a competitive industry like fitness.</p> <p>Have you been able to identify any reasons why your trainers might be leaving?</p> <p>[Rick caption] Well, some have mentioned it was not the right fit.</p> <p>Others have indicated they left due to more competitive compensation and benefits at other fitness centers.</p> <p>And others have cited a lack of opportunities for career advancement or professional development.</p> <p>[Elaine caption] It sounds like there could be a variety of factors at play here.</p> <p>Do you have a set of qualifications you want for personal trainers specific to your gym?</p> <p>[Rick caption]</p>	<p>[Elaine:] [3] I'm sorry to hear that, Rick. Employee turnover can be a real challenge, especially in a competitive industry like fitness. Have you been able to identify any reasons why your trainers might be leaving?</p> <p>[Rick:] [4] Well, some have mentioned it was not the right fit. Others have indicated they left due to more competitive compensation and benefits at other fitness centers. And others have cited a lack of opportunities for career advancement or professional development.</p> <p>[Elaine:] [5] It sounds like there could be a variety of factors at play here. Do you have a set of qualifications you want for personal trainers specific to your gym?</p> <p>[Rick:] [6] Well, I could use some more help with hiring practices for the fitness industry.</p> <p>[Elaine:] [7] Do you have a well-developed compensation and benefits plan?</p> <p>[Rick:] [8] That's something we've been</p>	<p>figure out..."</p> <p>Elaine's pose changes to a gesturing pose facing Rick at Caption 3.</p> <p>Rick's pose changes to a talking pose facing Elaine beginning at Caption 4.</p> <p>Elaine's pose changes to a thinking pose facing the learner but looking up beginning at Caption 5.</p> <p>Elaine's pose changes to a gesturing pose facing Rick beginning at Caption 5 "Do you have a set of qualifications...".</p> <p>Rick's pose changes to a thinking pose facing Elaine beginning at Caption 6.</p> <p>Rick's pose changes to an arms up speaking pose facing the user beginning at Caption 8.</p> <p>Elaine's pose changes to a different gesturing pose facing Rick beginning at Caption 9.</p> <p>Rick's pose changes to a pointing pose facing Elaine beginning at Caption 10.</p> <p>Elaine's pose changes to a speaking pose facing the learner beginning at Caption 11</p>
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	<p>Well, I could use some more help with hiring practices for the fitness industry.</p> <p>[Elaine caption] Do you have a well-developed compensation and benefits plan?</p> <p>[Rick caption] That's something we've been lacking.</p> <p>[Elaine caption] It's also important to provide opportunities for career advancement and professional growth.</p> <p>[Rick caption] You're right. Investing in our trainers' development not only benefits them...</p> <p>...but also improves the quality of service we can offer our clients.</p> <p>[Elaine caption] Of course, Rick. Remember, employee retention is a journey, not a destination.</p> <p>Let's start by addressing the issue of ensuring you are hiring people with the right qualifications.</p> <p>%LearnerName%, why don't you join us on Rick's journey to improve employee retention at his gym?</p>	<p>lacking.</p> <p>[Elaine:] [9] It's also important to provide opportunities for career advancement and professional growth.</p> <p>[Rick:] [10] You're right. Investing in our trainers' development not only benefits them...but also improves the quality of service we can offer our clients.</p> <p>[Elaine:] [11] Of course, Rick. Remember, employee retention is a journey, not a destination. Let's start by addressing the issue of ensuring you are hiring people with the right qualifications. Why don't you join us on Rick's journey to improve employee retention at his gym?</p>	<p>Both Rick and Elaine's poses change to a smiling and confident pose facing the learner beginning at Caption 11 "Why don't you join us..."</p> <p>Elaine refers to the user by their name with the LearnerName variable in her last caption.</p> <p>The slide jumps to the next slide (slide 1.8) when the timeline ends on this slide.</p> <p>The Next button will be hidden on this slide.</p>
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	[Rick caption]		
Notes:			

Slide: [1.8] / Menu Title: Certifications			LO: 1
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>[Asset Library] Header 1 Footer</p> <p>Background image closeup of woman's athletic shoes climbing</p> <p>Background image is set to 80% transparency.</p> <p>Woman running on treadmill icon Man lifting a barbell icon Woman running icon</p> <p>[Other Assets] Nationally Recognized Certifications, Specialized Certifications and CPR and First Aid Certifications custom buttons. All buttons will have a shadow and 50% transparency.</p> <p>3 grey transparent boxes to section off each custom button with a corresponding icon.</p> <p>Background image will have a</p>	<p>[Slide Title] Certifications</p> <p>[N/A]</p>	<p>[Narrator] Ensuring that personal trainers hold relevant certifications is essential for retention as it enhances professional credibility, job satisfaction and career development opportunities.</p> <p>Click on the buttons below to find out more about the different types of certifications.</p>	<p>Buttons show a disabled state (dark grey #51515A) until audio completes on timeline.</p> <p>Buttons also each have a hover (dark teal #407D86) and visited state (light grey #E7E7EA).</p> <p>Custom buttons will reveal layers with more detailed information about each topic.</p> <p>Set slide to Resume Saved State.</p> <p>The Next button will be hidden on this slide until the user clicks all custom buttons.</p>

grey solid fill of #A9BCD0 color to lighten it. [Text] [N/A]			
Notes:			

Slide: [1.8a] / Menu Title:			LO: 1
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
[Asset Library] Header 1 - displays from Base Layer Footer - displays from Base Layer Background image - displays from Base Layer. *All other Base Layer objects not viewable. [Other Assets] Transparent grey outlined box with title bar displaying "Nationally Recognized Certifications" and an X in the top right corner. (4) Barbell icons to be used as bullet points for text. [Text] 4 bullets of text displaying types of national certifications.	[Layer Title - National Certifications - Detail] [Layer Popup Box Title] National Certifications [Bullet 1] NASM (National Academy of Sports Medicine) [Bullet 2] ACE (American Council on Exercise) [Bullet 3] ACSM (American College of Sports Medicine) [Bullet 4] ISSA (International Sports Sciences Association)	[Narrator] The National Academy of Sports Medicine (NASM) is a respected organization in the fitness industry that provides education, certifications, and resources for fitness professionals. The American Council on Exercise (ACE) is a nonprofit organization in the fitness industry that promotes physical activity, health, and well-being by offering evidence-based education and certifications. The American College of Sports Medicine (ACSM) is a professional organization dedicated to advancing and integrating scientific research, education, and practical applications of sports medicine and exercise science. The International Sports Sciences	Barbell icons and corresponding text will float up timed with the VO reference. When user clicks on X in top right of transparent grey box, user is taken back to the Base Layer. User shall be prohibited from clicking the X until audio completes on the timeline.

		<p>Association (ISSA) is a global fitness education and certification organization that provides comprehensive programs in the fields of personal training, fitness, nutrition, and wellness.</p> <p>Click on the X at the top right corner to exit this window.</p>	
Notes:			

Slide: [1.8b] / Menu Title:			LO: 1
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>[Asset Library] Header 1 - displays from Base Layer Footer - displays from Base Layer</p> <p>Background image - displays from Base Layer.</p> <p>*All other Base Layer objects not viewable.</p> <p>[Other Assets] Transparent grey outlined box with title bar displaying "CPR and First Aid Certifications" and an X in the top right corner.</p> <p>(3) Barbell icons to be used as bullet points for text.</p>	<p>[Layer Title - Specialized Certifications - Detail]</p> <p>[Layer Popup Box Title] CPR & First Aid Certifications</p> <p>[Bullet 1] CPR (Cardiopulmonary Resuscitation)</p> <p>[Bullet 2] AED (Automated External Defibrillator)</p> <p>[Bullet 3] First Aid</p>	<p>[Narrator]</p> <p>CPR, or Cardiopulmonary Resuscitation, is an emergency lifesaving procedure performed when the heart stops beating.</p> <p>Most CPR training now includes instruction in the use of an automated external defibrillator, or AED. It is a small, portable device that reads the heart's rhythm, and if needed, applies an electrical shock to re-establish the right rhythm in the event of cardiac arrest. This is a required component for personal trainers.</p> <p>First Aid equips individuals to recognize and care for a variety of</p>	<p>Barbell icons and corresponding text will float up timed with the VO reference.</p> <p>When user clicks on X in top right of transparent grey box, user is taken back to the Base Layer.</p> <p>User shall be prohibited from clicking the X until audio completes on the timeline.</p>

[Text] 3 bullets of text displaying types of national certifications.		first aid breathing and cardiac emergencies involving adults, children and babies. Click on the X at the top right corner to exit this window.	
Notes:			

Slide: [1.8c] / Menu Title:			LO: 1
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
[Asset Library] Header 1 - displays from Base Layer Footer - displays from Base Layer Background image - displays from Base Layer. *All other Base Layer objects not viewable. [Other Assets] Transparent grey outlined box with title bar displaying "Specialized Certifications" and an X in the top right corner. (4) Barbell icons to be used as bullet points for text. [Text] 4 bullets of text displaying types of national certifications.	[Layer Title - Specialized Certifications - Detail] [Layer Popup Box Title] Specialized Certifications [Bullet 1] Nutrition [Bullet 2] Corrective Exercise [Bullet 3] Sports Performance [Bullet 4] Special Populations (e.g., seniors, pregnant women, diverse populations)	[Narrator] [1] Certifications in nutrition equip personal trainers with the knowledge to offer dietary guidance aligned with clients' fitness goals. [2] Certifications in corrective exercise or rehabilitation can work effectively with clients recovering from injuries. [3] For trainers working with athletes, specialized training in sports performance allows them to design training programs that enhance athletic performance, improve strength and conditioning, and prevent sports-related injuries. [4] Training with special populations can require tailored exercise programs to provide safe,	Barbell icons and corresponding text will float up timed with the VO reference. When user clicks on X in top right of transparent grey box, user is taken back to the Base Layer. User shall be prohibited from clicking the X until audio completes on the timeline.

		<p>effective, and client-centered fitness guidance.</p> <p>[5] Click on the X at the top right corner to exit this window.</p>	
Notes:			

Slide: [1.9] / Menu Title: Education & Experience			LO: 1
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>[Asset Library] Header 1 Footer</p> <p>Background image of woman stretching with tension band</p> <p>Background image is set to 80% transparency.</p> <p>Woman doing stretches Man lifting weights</p> <p>[Other Assets] Education and Experience custom buttons placed diagonally on the slide. All buttons will have a shadow and 50% transparency.</p> <p>2 grey transparent boxes to section off each custom button with a corresponding icon.</p> <p>Background image will have a</p>	<p>[Slide Title] Education & Experience</p> <p>[N/A]</p>	<p>[Narrator] Having the right education and experience is crucial for personal trainers as it directly influences their ability to provide effective and safe fitness guidance to clients.</p> <p>Click on the buttons displayed on the slide to find out more about the different types of certifications.</p>	<p>Buttons show a disabled state (dark grey #51515A) until audio completes on timeline.</p> <p>Buttons also each have a hover (dark teal #407D86) and visited state (light grey #E7E7EA).</p> <p>Custom buttons will reveal layers with more detailed information about each topic.</p> <p>Set slide to Resume Saved State.</p> <p>The Next button will be hidden on this slide until the user clicks all custom buttons.</p>

grey solid fill of #A9BCD0 color to lighten it. [Text] [N/A]			
Notes:			

Slide: [1.9a] / Menu Title:			LO: 1
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
[Asset Library] Header 1 - displays from Base Layer Footer - displays from Base Layer Background image - displays from Base Layer. *All other Base Layer objects not viewable. [Other Assets] Transparent grey outlined box with title bar displaying "Education" and an X in the top right corner. (3) Barbell icons to be used as bullet points for text. [Text] 3 bullets of text displaying types of national certifications. Bullet 2 & 3 are indented underneath the first bullet.	[Layer Popup Box Title] Education [Bullet 1] Bachelor's Degree (Preferred but not required) [Bullet 2] Exercise Science [Bullet 3] Related Field	[Narrator] While a bachelor's degree in exercise science or a related field is not always a strict requirement to become a personal trainer, having such a degree can offer several advantages and contribute to the overall effectiveness and professionalism of a personal trainer. A degree in Exercise Science or a related field demonstrates a deeper understanding of exercise physiology and related subjects. Click on the X at the top right corner to exit this window.	Barbell icons and corresponding text will float up timed with the VO reference. When user clicks on X in top right of transparent grey box, user is taken back to the Base Layer. User shall be prohibited from clicking the X until audio completes on the timeline.

Notes:

Slide: [1.9b] / Menu Title:			LO: 1
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>[Asset Library] Header 1 - displays from Base Layer Footer - displays from Base Layer</p> <p>Background image - displays from Base Layer.</p> <p>*All other Base Layer objects not viewable.</p> <p>[Other Assets] Transparent grey outlined box with title bar displaying "Experience" and an X in the top right corner.</p> <p>(2) Barbell icons to be used as bullet points for text.</p> <p>[Text] 2 bullets of text displaying types of national certifications.</p>	<p>[Layer Popup Box Title] Experience</p> <p>[Bullet 1] Positive results working with diverse clients</p> <p>[Bullet 2] Specialization experience (e.g., demographic, fitness niche)</p>	<p>[Narrator] Look for trainers with practical experience working with diverse clients and achieving positive results. Trainers who have had success working with diverse populations, including different age groups, ethnicities, or cultural backgrounds will be able to create inclusive and respectful environments. Specialization experience: If your gym caters to a specific demographic or fitness niche, consider a trainer with experience in that area. For example, seniors may have specific mobility concerns, while pregnant women need exercise modifications.</p> <p>Click on the X at the top right corner to exit this window.</p>	<p>Barbell icons and corresponding text will float up timed with the VO reference.</p> <p>When user clicks on X in top right of transparent grey box, user is taken back to the Base Layer.</p> <p>User shall be prohibited from clicking the X until audio completes on the timeline.</p>
Notes:			

Slide: [1.10] / Menu Title: Professionalism**LO: 1**

Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
[Asset Library] Header 1 Footer Background image of woman stretching with tension band Background image is set to 80% transparency Woman doing stretches Man lifting weights [Other Assets] Professionalism custom button placed center slide. Button will have a shadow and 50% transparency. 1 grey transparent box to section off custom button with a corresponding icon. Background image will have a grey solid fill of #A9BCD0 color to lighten it. [Text] [N/A]	[Slide Title] Professionalism [N/A]	[Narrator] Organizations that prioritize and foster professionalism create a successful and high-performing work environment. Click on the button below to find out more about different aspects of professionalism.	Buttons show a disabled state (dark grey #51515A) until audio completes on timeline. Buttons also each have a hover (dark teal #407D86) and visited state (light grey #E7E7EA). Custom buttons will reveal layers with more detailed information about each topic. Set slide to Resume Saved State. The Next button will be hidden on this slide until the user clicks all custom buttons.
Notes:			

Slide: [1.10a] / Menu Title:			LO: 1
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:

<p>[Asset Library] Header 1 - displays from Base Layer Footer - displays from Base Layer</p> <p>Background image - displays from Base Layer.</p> <p>*All other Base Layer objects not viewable.</p> <p>[Other Assets] Transparent grey outlined box with title bar displaying “Professionalism” and an X in the top right corner.</p> <p>(3) Barbell icons to be used as bullet points for text.</p> <p>[Text] 3 bullets of text displaying types of national certifications.</p>	<p>[Layer Popup Box Title] Professionalism</p> <p>[Bullet 1] Communication Skills</p> <p>[Bullet 2] Professional Appearance</p> <p>[Bullet 3] Demeanor</p>	<p>[Narrator] Effective communication skills are the ability to convey messages clearly, accurately, and persuasively, while also listening actively and empathetically to others. Appearance plays a role in shaping perceptions and contributing to a positive work environment. For more detail on FitZone’s professional appearance guidelines, you may access the policies and procedures handbook in the Resources link at the top right of the screen in this course.</p> <p>Employee demeanor refers to the way in which employees conduct themselves and behave in the workplace. A positive employee demeanor is characterized by courtesy, respect, and a positive attitude,</p> <p>Click on the X at the top right corner to exit this window.</p>	<p>Barbell icons and corresponding text will float up timed with the VO reference.</p> <p>Arrow using freeform motion path will fade in timed with VO reference to Resources link on Bullet 2. Arrow will be set to “Orient Shape to Path” to point correctly to the Resources link at the top right of the screen.</p> <p>When user clicks on X in top right of transparent grey box, user is taken back to the Base Layer.</p> <p>User shall be prohibited from clicking the X until audio completes on the timeline.</p>
Notes:			

Slide: [1.11] / Menu Title: Knowledge Check			LO: 1
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>[Asset Library] Header 3</p>	<p>[Slide Title] Knowledge Check</p>	<p>[Narrator] Let’s check how much you have</p>	<p>Quiz slide – multiple choice. Results not included in Results</p>

<p>Footer</p> <p>Background image of woman stretching</p> <p>Background image is set to 80% transparency.</p> <p>Rick Avatar (1 pose)</p> <p>[Other Assets] [N/A]</p> <p>[Text] Quiz question and multiple choice responses</p> <p>Rick (upper body only) is looking up at the question in a thinking pose. The question is listed to the upper right of Rick and the multiple response options are below the question. The question text appears larger than the multiple choice answer options.</p>	<p>[Question] What kind of education and training should Rick be looking for in a prospective personal trainer? Select the best response.</p> <p>[Multiple Response Bulleted List] [1] Bachelor's Degree and Relevant Certifications [CORRECT ANSWER] [2] Master's Degree in a Related Field [3] Relevant Certifications [4] No Degree Required</p>	<p>learned about personal trainer qualifications.</p> <p>What kind of education and training should Rick be looking for in a prospective personal trainer?</p> <p>Select the best response. Click Submit when you have finished to move on.</p>	<p>Slide 1.22.</p> <p>Allow 2 attempts in the form settings.</p> <p>Set slide to Resume Saved State.</p> <p>When learner clicks Submit, submit multiple choice and advance to next slide.</p>
<p>Notes:</p>			

Slide: [1.11a] / Menu Title:			LO: 1
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>[Asset Library] Header 3 Footer</p>	<p>[Layer Title - Correct] [Elaine caption] [1] Great work! You are ready to</p>	<p>[Elaine] Great work! You are ready to move on. Click the Continue button</p>	<p>Continue button will jump user to the next slide (1.12).</p>

<p>Elaine Avatar (1 pose)</p> <p>[Other Assets] Thought bubble caption Continue custom button</p> <p>[Text] Elaine (upper body only) is looking excited on the left third of the slide with white background. She gives encouragement to the user regarding the correct answer and indicates how to proceed.</p> <p>Continue custom button is on the lower right of the slide.</p>	<p>move on.</p> <p>Click the Continue button below.</p>		
Notes:			

Slide: [1.11b] / Menu Title:			LO: 1
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>[Asset Library] Header 3 Footer</p> <p>Elaine Avatar (1 pose)</p> <p>[Other Assets] Thought bubble caption Continue custom button</p> <p>[Text] Elaine (upper body only) is in a muted pose on the left third of</p>	<p>[Layer Title - Incorrect]</p> <p>[Elaine caption] [1] The best answer is to seek a candidate with a Bachelor's degree and relevant certifications.</p> <p>Click the Continue button below.</p>	<p>[Elaine] The best answer is to seek a candidate with a Bachelor's degree and relevant certifications.</p> <p>Click the Continue button below.</p>	<p>Continue button will jump user to the next slide (1.12).</p>

<p>the slide with white background. She gives encouragement to the user regarding the correct answer and indicates how to proceed.</p> <p>Continue custom button is on the lower right of the slide.</p>			
Notes:			

Slide: [1.12] / Menu Title: Scenario Hide [hidden from Menu]			LO: N/A
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>[Asset Library] Header - None Footer</p> <p>Gym background setting</p> <p>Elaine Avatar (5 poses)</p> <p>Rick Avatar (7 poses)</p> <p>[Other Assets] [N/A]</p> <p>[Text] Thought bubble captions.</p> <p>This slide begins with the avatar of Rick on the far left of the slide facing Elaine and Elaine on the far right facing Rick.</p> <p>Bubble captions and other assets</p>	<p>[Rick caption] That information helps a lot, Elaine. I realize that we need to prioritize proper qualifications to ensure we're retaining the best talent.</p> <p>[Elaine caption] That's fantastic, Rick! I'm glad to see you're on board with this idea. Have you thought about what qualifications you want to prioritize?</p> <p>[Rick caption] Absolutely, Elaine. Our location has partnered with a number of businesses and organizations to offer corporate wellness programs for employees.</p> <p>So, along with nationally</p>	<p>[Rick:] [1] That information helps a lot, Elaine. I realize that we need to prioritize proper qualifications to ensure we're retaining the best talent.</p> <p>[Elaine:] [2] That's fantastic, Rick! I'm glad to see you're on board with this idea. Have you thought about what qualifications you want to prioritize?</p> <p>[Rick:] [3] Absolutely, Elaine. Our location has partnered with a number of businesses and organizations to offer corporate wellness programs for employees. So, along with nationally recognized certifications and appropriate</p>	<p>Caption bubbles track the avatars' speech, fading in and out timed with the VO.</p> <p>Rick is smiling and facing Elaine while pointing. Elaine is smiling and facing Rick with her hands crossed in front of her.</p> <p>Elaine's pose changes to a smiling and leaning in pose facing Rick at the beginning of Caption 2.</p> <p>Rick's pose changes to talking pose facing Elaine with his hands at his sides beginning at Caption 3. Elaine's pose changes at the same time as she leans back facing Rick listening.</p> <p>Elaine's pose changes to a</p>

<p>are situated in the center between the two avatars. They change poses at various times as the conversation goes on. Both avatars remain visible through the end of the timeline.</p>	<p>recognized certifications and appropriate level of education...</p> <p>...I am going to seek personal trainers who focus on developing specific fitness programs and techniques tailored to the needs and goals of that population.</p> <p>[Elaine caption] That's a solid foundation, Rick.</p> <p>[Rick caption] I feel like we're on the right track to selecting candidates who will stay for the long term.</p> <p>[Elaine caption] Absolutely, Rick. By prioritizing proper qualifications, you're not only elevating the quality of your personal training team...</p> <p>...but also enhancing the overall experience for your clients. I'm confident that with this approach, your FitZone location will thrive.</p> <p>[Rick caption] Thank you, Elaine. Your guidance has been invaluable. I'm excited to implement these changes and see the positive impact they'll have on my gym.</p> <p>[Elaine caption] Great! Let's move on to compensation and benefits.</p>	<p>level of education, I am going to seek personal trainers who focus on developing specific fitness programs and techniques tailored to the needs and goals of that population.</p> <p>[Elaine:] [4] That's a solid foundation, Rick.</p> <p>[Rick:] [5] I feel like we're on the right track to selecting candidates who will stay for the long term.</p> <p>[Elaine:] [6] Absolutely, Rick. By prioritizing proper qualifications , you're not only elevating the quality of your personal training team but also enhancing the overall experience for your clients. I'm confident that with this approach, your FitZone location will thrive.</p> <p>[Rick:] [7] Thank you, Elaine. Your guidance has been invaluable. I'm excited to implement these changes and see the positive impact they'll have on my gym.</p> <p>[Elaine:] [8] Great! Let's move on to compensation and benefits.</p>	<p>smiling pose with finger pointing at and facing Rick beginning at Caption 4.</p> <p>Rick's pose changes to a talking pose with finger pointing at and facing Elaine beginning at Caption 5.</p> <p>Elaine's pose changes to her initial pose facing Rick beginning at Caption 6. Rick's pose changes at the same time to a leaning back and listening stance.</p> <p>Rick's pose changes to a smiling and pointing pose facing Elaine beginning at Caption 7.</p> <p>Rick's pose changes to an excited expression with one arm raised facing the user beginning at Caption 7 "I'm excited to implement..."</p> <p>Both Rick and Elaine's poses change to a smiling and confident pose facing the learner beginning at Caption 8.</p> <p>Jump to next slide (1.13) when timeline ends on this slide.</p> <p>The Next button will be hidden on this slide.</p>
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Notes:

Slide: [1.13] / Menu Title: Base Salary			LO: 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>[Asset Library] Header 1 Footer</p> <p>Image of hands counting paper money</p> <p>[Other Assets] Benchmark, Cost of Living, Industry Standards, Experience and Expertise custom buttons placed in a row.</p> <p>A transparent rectangle shape with an outline, which houses buttons and image.</p> <p>All buttons will have a shadow and 50% transparency.</p> <p>[Text] Basic text above click to reveal interaction.</p> <p>Click to reveal interaction is a rectangle with the five custom buttons on the inside of the rectangle in a row at the top. Below the buttons is an image of a person counting money. Image goes across the expanse of</p>	<p>[Slide Title] Base Salary</p> <p>[Text box above click to reveal interaction] A base salary contributes to financial stability, motivation, and overall job satisfaction.</p>	<p>[Narrator] Let's start with base salary. A base salary is important for personal trainers for several reasons, contributing to their financial stability, motivation, and overall job satisfaction. Let's take a look at how you would determine a competitive base salary or hourly rate that reflects the trainer's experience, certifications, and the local job market. Click on each of the buttons below for more information.</p>	<p>Click to reveal interaction.</p> <p>Custom buttons show a disabled state (dark grey #51515A) until audio completes on timeline.</p> <p>Buttons also each have a hover (dark teal #407D86) and visited state (light grey #E7E7EA).</p> <p>Custom buttons will reveal layers with an image and text (replacing the money counting picture) about each topic.</p> <p>The Next button will be hidden on this slide until all custom buttons have been visited.</p>

buttons and fills the remainder of the rectangle shape.			
Notes:			

Slide: [1.13a] / Menu Title:			LO: 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>[Asset Library] Header 1 Footer</p> <p>Benchmark, Cost of Living, Industry Standards, Experience and Expertise custom buttons placed in a row.</p> <p>A transparent rectangle shape with an outline, which houses buttons and image.</p> <p>*All assets listed except for money counting image are visible from the base layer</p> <p>Replacing money counting image is a person clicking a smartphone image and associated text.</p>	<p>[Layer Title - Benchmark]</p> <p>Regularly benchmark your compensation packages against competitors in the fitness industry. This helps ensure your offerings remain competitive in the evolving job market.</p>	<p>[N/A]</p>	<p>User clicks on custom buttons to navigate through the layers.</p>
Notes:			

Slide: [1.13b] / Menu Title:			LO: 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Same as 13.a except: Replacing money counting image is a house on a map with a magnifying glass image and associated text.	[Layer Title - Cost of Living] Take into account the cost of living in your location. Salaries should be adjusted to reflect the local economic conditions to attract and retain talent.	[N/A]	User clicks on custom buttons to navigate through the layers.
Notes:			

Slide: [1.13c] / Menu Title:			LO: 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Same as 13.a except: Replacing money counting image is a finger pointing at a chart image and associated text.	[Layer Title - Industry Standards] Research industry standards for personal trainer salaries in your location. Consider the average pay rates at fitness facilities, gyms, and wellness centers in your area to ensure your offerings are competitive.	[N/A]	User clicks on custom buttons to navigate through the layers.
Notes:			

Slide: [1.13d] / Menu Title:	LO: 2
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Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Same as 13.a except: Replacing money counting image is a person in athletic shoes advancing up steps image and associated text	[Layer Title - Experience] Factor in the trainer's level of experience, certifications, and credentials. Trainers with advanced certifications or a higher level of expertise typically command higher salaries.	[N/A]	User clicks on custom buttons to navigate through the layers.
Notes:			

Slide: [1.13e] / Menu Title:			LO: 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Same as 13.a except: Replacing money counting image is three experienced trainers in exercise gear image and associated text	[Layer Title - Expertise] If there's a high demand for trainers with specific expertise (e.g., specialized fitness classes or training for specific populations), consider adjusting compensation accordingly.	[N/A]	User clicks on custom buttons to navigate through the layers.
Notes:			

Slide: [1.14] / Menu Title: Benefits & Perks			LO: 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
[Asset Library]	[Slide Title]	[Narrator]	Accordion interaction in a

<p>Header 1 Footer</p> <p>[Other Assets] Overview, Benefits Package, Gym Membership and Discounts, Flexible Work Schedule custom buttons.</p> <p>Two employees talking at office desk image</p> <p>A transparent rectangle shape with a grey outline, which houses buttons and image.</p> <p>[Text] Text associated with Overview custom button placed just below the button to the left of the image.</p> <p>Rectangle takes up the majority of the real estate on the slide. Buttons are long bars.</p>	<p>Benefits & Perks</p> <p>[Overview] A well-designed benefits package is essential for attracting, retaining, and engaging employees, promoting their financial security, health, and well-being, and positioning the organization as an employer of choice in a competitive job market.</p>	<p>A well-designed benefits package is essential for attracting, retaining, and engaging employees, promoting their financial security, health, and well-being, and positioning the organization as an employer of choice in a competitive job market. Click on each section for more information.</p>	<p>branching structure. Buttons will slide up and/or down vertically as user clicks on them leaving an opening for image and text associated with button just above. Image and button will fade in after button bars move into place. Audio from previous will cut off and new audio will start. User is not restricted from listening to entire audio as they are able to read the text if they choose.</p> <p>Overview will be uppermost button, with Benefits Package, Gym Membership and Discounts, Flexible Work Schedule to follow successively.</p> <p>Overview button will be a teal color #58A4B0 indicating selected. The rest of the buttons will be a grey color #C2C1C2, indicating not active.</p> <p>The Next button will be hidden on this slide until all custom buttons have been visited. However, Slide 1.14, 1.15, 1.16 & 1.17 all must act as one slide. User will not know they are moving to a different slide. When each of the custom buttons is selected one time, regardless of which slide it was clicked on, then the Next button will appear.</p> <p>Set slide to Reset to Initial State.</p>
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Notes:

Slide: [1.14a] / Menu Title:			LO: 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>[Asset Library] Header 1 Footer</p> <p>Overview, Benefits Package, Gym Membership and Discounts, Flexible Work Schedule custom buttons.</p> <p>A transparent rectangle shape with an outline, which houses buttons and image.</p> <p>*All assets listed except for Overview image and text are visible from the base layer.</p>	<p>[Layer Title - Benefits Package]</p> <p>[N/A]</p>	<p>[N/A]</p>	<p>Benefits Package button change to a teal color #58A4B0 indicating selected. The rest of the buttons will be a grey color #C2C1C2, indicating not active.</p> <p>Benefits Package will have a motion path moving it up to underneath Overview and leaving an opening just below Benefits Package for an image and text associated with Benefits Package button to display.</p> <p>Timeline length of all assets to be two seconds.</p>
Notes:			

Slide: [1.14b] / Menu Title:			LO: 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>[Asset Library] Header 1 Footer</p>	<p>[Layer Title - Gym Discounts]</p> <p>[N/A]</p>	<p>[N/A]</p>	<p>Gym Membership and Discounts button change to a teal color #58A4B0 indicating selected. The rest of the buttons will be a grey</p>

<p>Overview, Benefits Package, Gym Membership and Discounts, Flexible Work Schedule custom buttons.</p> <p>A transparent rectangle shape with an outline, which houses buttons and image.</p> <p>*All assets listed except for Overview image and text are visible from the base layer.</p>			<p>color #C2C1C2, indicating not active.</p> <p>Gym Membership and Discounts and Benefits Package will have motion paths moving them up to underneath Overview and leaving an opening just below Gym Membership and Discounts for an image and text associated with Gym Membership and Discounts button to display.</p> <p>Timeline length of all assets to be two seconds.</p>
Notes:			

Slide: [1.14c] / Menu Title:			LO: 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>[Asset Library] Header 1 Footer</p> <p>Overview, Benefits Package, Gym Membership and Discounts, Flexible Work Schedule custom buttons.</p> <p>A transparent rectangle shape with an outline, which houses buttons and image.</p> <p>*All assets listed except for Overview image and text are</p>	<p>[Layer Title - Flexible Schedule]</p> <p>[N/A]</p>	<p>[N/A]</p>	<p>Flexible Work Schedule button change to a teal color #58A4B0 indicating selected. The rest of the buttons will be a grey color #C2C1C2, indicating not active.</p> <p>Flexible Work Schedule, Gym Membership and Discounts and Benefits Package will have motion paths moving them up to underneath Overview and leaving an opening just below Flexible Work Schedule for an image and text associated with Flexible Work Schedule button to</p>

visible from the base layer.			display. Timeline length of all assets to be two seconds.
Notes:			

Slide: [1.15] / Menu Title: Gym Membership & Discounts			LO: 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>[Asset Library] Header 1 Footer</p> <p>[Other Assets] Overview, Benefits Package, Gym Membership and Discounts, Flexible Work Schedule custom buttons.</p> <p>Woman with credit card at computer image</p> <p>A transparent rectangle shape with a grey outline, which houses buttons and image.</p> <p>[Text] Text associated with Gym Membership and Discounts custom button placed just below the button to the left of the image.</p> <p>Rectangle takes up the majority of the real estate on the slide.</p>	<p>[Slide Title] Gym Membership</p> <p>[Gym Membership and Discounts] Provide free or discounted gym memberships for personal trainers. This is a standard perk in the fitness industry and can be a valuable part of the compensation package.</p>	<p>[Narrator] Provide free or discounted gym memberships for personal trainers. This is a standard perk in the fitness industry and can be a valuable part of the compensation package.</p>	<p>Gym Membership and Discounts button will be a teal color #58A4B0 indicating selected. The rest of the buttons will be a grey color #C2C1C2, indicating not active.</p> <p>Except for the above change, follow all remaining instructions on Slide 1.14.</p>

Buttons are long bars.			
Notes:			

Slide: [1.15a] / Menu Title:			LO: 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>[Asset Library] Header 1 Footer</p> <p>Overview, Benefits Package, Gym Membership and Discounts, Flexible Work Schedule custom buttons.</p> <p>A transparent rectangle shape with an outline, which houses buttons and image.</p> <p>*All assets listed except for Overview image and text are visible from the base layer.</p>	<p>[Layer Title - Go to Benefits Package]</p> <p>[N/A]</p>	<p>[N/A]</p>	<p>Benefits Package button change to a teal color #58A4B0 indicating selected. The rest of the buttons will be a grey color #C2C1C2, indicating not active.</p> <p>Gym Membership and Discounts will have motion path moving it <u>down</u> to <u>above</u> Flexible Work Schedule and leaving an opening just below Benefits Package for an image and text associated with Benefits Package button to display.</p> <p>Timeline length of all assets to be two seconds.</p>
Notes:			

Slide: [1.15b] / Menu Title:			LO: 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:

[Asset Library] Header 1 Footer Overview, Benefits Package, Gym Membership and Discounts, Flexible Work Schedule custom buttons. A transparent rectangle shape with an outline, which houses buttons and image. *All assets listed except for Overview image and text are visible from the base layer.	[Layer Title - Go to Overview] [N/A]	[N/A]	<p>Overview button change to a teal color #58A4B0 indicating selected. The rest of the buttons will be a grey color #C2C1C2, indicating not active.</p> <p>Benefits Package and Gym Membership and Discounts will have motion paths moving them <u>down</u> to <u>above</u> Flexible Work Schedule and leaving an opening just below Overview for an image and text associated with Overview button to display.</p> <p>Timeline length of all assets to be two seconds.</p>
Notes:			

Slide: [1.15c] / Menu Title:			LO: 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
[Asset Library] Header 1 Footer Overview, Benefits Package, Gym Membership and Discounts, Flexible Work Schedule custom buttons. A transparent rectangle shape with an outline, which houses buttons and image.	[Layer Title - Go to Flexible Schedule] [N/A]	[N/A]	<p>Flexible Works Schedule button change to a teal color #58A4B0 indicating selected. The rest of the buttons will be a grey color #C2C1C2, indicating not active.</p> <p>Flexible Work Schedule will have a motion path moving it <u>up</u> to <u>below</u> Gym Membership and Discounts and leaving an opening just below Flexible Work Schedule for an image and text associated with Flexible Work</p>

*All assets listed except for Overview image and text are visible from the base layer.			Schedule button to display. Timeline length of all assets to be two seconds.
Notes:			

Slide: [1.16] / Menu Title: Flexible Schedule			LO: 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
[Asset Library] Header 1 Footer [Other Assets] Overview, Benefits Package, Gym Membership and Discounts, Flexible Work Schedule custom buttons. Woman showing flexibility stretching on yoga ball image A transparent rectangle shape with a grey outline, which houses buttons and image. [Text] Text associated with Flexible Schedule custom button placed just below the button to the left of the image. Rectangle takes up the majority of the real estate on the slide. Buttons are long bars.	[Slide Title] Flexible Work Schedule [Flexible Schedule] Consider offering flexibility in work schedules, allowing trainers to balance their personal and professional lives. This can be an attractive feature for many fitness professionals.	[Narrator] Consider offering flexibility in work schedules, allowing trainers to balance their personal and professional lives. This can be an attractive feature for many fitness professionals.	Flexible Schedule button will be a teal color #58A4B0 indicating selected. The rest of the buttons will be a grey color #C2C1C2, indicating not active. Except for the above change, follow all remaining instructions on Slide 1.14.

Notes:

Slide: [1.16a] / Menu Title:			LO: 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>[Asset Library] Header 1 Footer</p> <p>Overview, Benefits Package, Gym Membership and Discounts, Flexible Work Schedule custom buttons.</p> <p>A transparent rectangle shape with an outline, which houses buttons and image.</p> <p>*All assets listed except for Overview image and text are visible from the base layer.</p>	<p>[Layer Title - Go to Benefits Package]</p> <p>[N/A]</p>	<p>[N/A]</p>	<p>Benefits Package button change to a teal color #58A4B0 indicating selected. The rest of the buttons will be a grey color #C2C1C2, indicating not active.</p> <p>Gym Membership and Discounts and Flexible Work Schedule will have motion paths moving them <u>down</u> and leave an opening just below Benefits Package for an image and text associated with Benefits Package button to display.</p> <p>Timeline length of all assets to be two seconds.</p>
Notes:			

Slide: [1.16b] / Menu Title:			LO: 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>[Asset Library] Header 1 Footer</p>	<p>[Layer Title - Go to Gym Discounts]</p>	<p>[N/A]</p>	<p>Gym Membership and Discounts button change to a teal color #58A4B0 indicating selected. The</p>

<p>Overview, Benefits Package, Gym Membership and Discounts, Flexible Work Schedule custom buttons.</p> <p>A transparent rectangle shape with an outline, which houses buttons and image.</p> <p>*All assets listed except for Overview image and text are visible from the base layer.</p>	[N/A]		<p>rest of the buttons will be a grey color #C2C1C2, indicating not active.</p> <p>Flexible Work Schedule will have a motion path moving it <u>down</u> to leave an opening just below Gym Membership and Discounts for an image and text associated with Gym Membership and Discounts button to display.</p> <p>Timeline length of all assets to be two seconds.</p>
Notes:			

Slide: [1.16c] / Menu Title:			LO: 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>[Asset Library] Header 1 Footer</p> <p>Overview, Benefits Package, Gym Membership and Discounts, Flexible Work Schedule custom buttons.</p> <p>A transparent rectangle shape with an outline, which houses buttons and image.</p> <p>*All assets listed except for Overview image and text are visible from the base layer.</p>	<p>[Layer Title - Go to Overview]</p> <p>[N/A]</p>	[N/A]	<p>Overview button change to a teal color #58A4B0 indicating selected. The rest of the buttons will be a grey color #C2C1C2, indicating not active.</p> <p>Benefits Package, Gym Membership and Discounts and Flexible Work Schedule will have motion paths moving them <u>down</u> and leaving an opening just below Overview for an image and text associated with Overview button to display.</p> <p>Timeline length of all assets to be</p>

			two seconds.
Notes:			

Slide: [1.17] / Menu Title: Benefits Package			LO: 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>[Asset Library] Header 1 Footer</p> <p>[Other Assets] Overview, Benefits Package, Gym Membership and Discounts, Flexible Work Schedule custom buttons.</p> <p>Person holding jar of money image</p> <p>A transparent rectangle shape with a grey outline, which houses buttons and image.</p> <p>[Text] Text associated with Benefits Package custom button placed just below the button to the left of the image.</p> <p>Rectangle takes up the majority of the real estate on the slide. Buttons are long bars.</p>	<p>[Slide Title] Benefits Package</p> <p>[Benefits Package] Offer a comprehensive benefits package that may include health insurance, dental and vision coverage, retirement plans, and paid time off. Competitive benefits enhance the overall compensation package.</p>	<p>[Narrator] Offer a comprehensive benefits package that may include health insurance, dental and vision coverage, retirement plans, and paid time off. Competitive benefits enhance the overall compensation package.</p>	<p>Benefits Package button will be a teal color #58A4B0 indicating selected. The rest of the buttons will be a grey color #C2C1C2, indicating not active.</p> <p>Except for the above change, follow all remaining instructions on Slide 1.14.</p>
Notes:			

Slide: [1.17a] / Menu Title:			LO: 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>[Asset Library] Header 1 Footer</p> <p>Overview, Benefits Package, Gym Membership and Discounts, Flexible Work Schedule custom buttons.</p> <p>A transparent rectangle shape with an outline, which houses buttons and image.</p> <p>*All assets listed except for Overview image and text are visible from the base layer.</p>	<p>[Layer Title - Go to Overview]</p> <p>[N/A]</p>	<p>[N/A]</p>	<p>Overview button change to a teal color #58A4B0 indicating selected. The rest of the buttons will be a grey color #C2C1C2, indicating not active.</p> <p>Benefits Package will have a motion path moving it <u>down</u> to <u>above</u> Gym Membership and Discounts and leaving an opening just below Overview for an image and text associated with Overview button to display.</p> <p>Timeline length of all assets to be two seconds.</p>
Notes:			

Slide: [1.17b] / Menu Title:			LO: 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>[Asset Library] Header 1 Footer</p> <p>Overview, Benefits Package, Gym Membership and Discounts, Flexible Work Schedule custom</p>	<p>[Layer Title - Go to Gym Discounts]</p> <p>[N/A]</p>	<p>[N/A]</p>	<p>Gym Membership and Discounts button change to a teal color #58A4B0 indicating selected. The rest of the buttons will be a grey color #C2C1C2, indicating not active.</p>

<p>buttons.</p> <p>A transparent rectangle shape with an outline, which houses buttons and image.</p> <p>*All assets listed except for Overview image and text are visible from the base layer.</p>			<p>Gym Membership and Discounts will have a motion path moving it up to <u>below</u> Benefits Package and leaving an opening just below Gym Membership and Discounts for an image and text associated with Gym Membership and Discounts button to display.</p> <p>Timeline length of all assets to be two seconds.</p>
Notes:			

Slide: [1.17c] / Menu Title:			LO: 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>[Asset Library] Header 1 Footer</p> <p>Overview, Benefits Package, Gym Membership and Discounts, Flexible Work Schedule custom buttons.</p> <p>A transparent rectangle shape with an outline, which houses buttons and image.</p> <p>*All assets listed except for Overview image and text are visible from the base layer.</p>	<p>[Layer Title - Go to Flexible Schedule]</p> <p>[N/A]</p>	<p>[N/A]</p>	<p>Flexible Work Schedule button change to a teal color #58A4B0 indicating selected. The rest of the buttons will be a grey color #C2C1C2, indicating not active.</p> <p>Flexible Work Schedule and Gym Memberships and Discounts will have motion paths moving them up to <u>below</u> Benefits Package and leaving an opening just below Flexible Work Schedule for an image and text associated with Flexible Work Schedule button to display.</p> <p>Timeline length of all assets to be two seconds.</p>

Notes:

Slide: [1.18] / Menu Title: Additional Earnings			LO: 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>[Asset Library] Header 1 Footer</p> <p>Background image of woman in workout gear doing a pushup.</p> <p>Background image is set to 80% transparency.</p> <p>[Other Assets] 4 parallelogram shapes, white with 15%, 40%, 50% & 60% transparency from left to right.</p> <p>The right 3 parallelograms will be custom buttons that shift to the right and/or left to reveal text relating to the parallelogram that was clicked. The left parallelogram will be a non-moving shape to support design.</p> <p>Money icons, white fill, pasted into 3 custom parallelogram states located below parallelogram text labels.</p> <p>[Text] Labels on parallelograms - white</p>	<p>[Slide Title] Additional Earnings</p> <p>[Text Labels on Parallelograms]</p> <p>[1 - left] Performance Based Incentives</p> <p>[2 - middle] Commission on Personal Training Services</p> <p>[3 - right] Certification and Education Bonuses</p>	<p>[Narrator] The combination of a base salary and performance-based incentives can create a well-balanced compensation structure for personal trainers. Click on each section for more information.</p>	<p>Set motion paths for the parallelograms to open up to reveal text.</p> <p>Show layers after parallelograms are clicked and slide over.</p> <p>The Next button will be hidden on this slide until all custom parallelograms are clicked. Use of Visited states on clickable parallelogram shapes used for this purpose.</p>

font text size 18 - located within states of parallelogram slanted vertically to align with sides of parallelogram.			
Notes:			

Slide: [1.18a] / Menu Title:			LO: 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
[Asset Library] Header 1 Footer *All assets listed except for the three custom parallelogram shapes are visible from the base layer. These must be copied and pasted onto the layer. [Other Assets] N/A [Text] Performance-based incentives text is in white size 14 font; heading is bolded.	[Layer Title - Performance Based] Performance-Based Incentives Consider incorporating performance-based incentives tied to metrics like client retention, client acquisition, or meeting revenue targets. This can motivate trainers to excel and contribute to the success of the gym. [Text Labels on Parallelograms] [1 - left] Performance Based Incentives [2 - middle] Commission on Personal Training Services [3 - right] Certification and Education Bonuses	[N/A]	Text fades in after parallelograms slide over.
Notes:			

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Slide: [1.18b] / Menu Title:			LO: 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>[Asset Library] Header 1 Footer</p> <p>*All assets listed except for the three custom parallelogram shapes are visible from the base layer. These must be copied and pasted onto the layer.</p> <p>[Other Assets] N/A</p> <p>[Text] Certification and Education Bonuses text is in white size 14 font; heading is bolded.</p>	<p>[Layer Title - Certification]</p> <p>Certification and Education Bonuses Offer bonuses or salary increases for trainers who obtain additional certifications or pursue further education. This encourages continuous learning and professional development.</p> <p>[Text Labels on Parallelograms]</p> <p>[1 - left] Performance Based Incentives</p> <p>[2 - middle] Commission on Personal Training Services</p> <p>[3 - right] Certification and Education Bonuses</p>	<p>[N/A]</p>	<p>Text fades in after parallelograms slide over.</p>
Notes:			

Slide: [1.18c] / Menu Title:			LO: 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:

[Asset Library] Header 1 Footer *All assets listed except for the three custom parallelogram shapes are visible from the base layer. These must be copied and pasted onto the layer. [Other Assets] N/A [Text] Commission on Personal Training Sessions text is in white size 14 font; heading is bolded.	[Layer Title - Commission] Commission on Personal Training Sessions Provide trainers with a commission for each personal training session they conduct. This aligns their success with the gym's revenue and motivates them to build a strong client base. [Text Labels on Parallelograms] [1 - left] Performance Based Incentives [2 - middle] Commission on Personal Training Services [3 - right] Certification and Education Bonuses	[N/A]	Text fades in after parallelograms slide over.
Notes:			

Slide: [1.18d] / Menu Title:			LO: 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
[Asset Library] Header 1 Footer *All assets listed except for the three custom parallelogram shapes are visible from the base layer. These must be copied and	[Layer Title - Cert and Ed Bonuses - Close] [Text Labels on Parallelograms] [1 - left] Performance Based Incentives	[N/A]	Certification and Education Bonuses parallelogram will close on motion path to left.

<p>pasted onto the layer.</p> <p>[Other Assets] N/A</p> <p>[Text] Parallelogram labels are in white size 14 font; heading is bolded.</p>	<p>[2 - middle] Commission on Personal Training Services</p> <p>[3 - right] Certification and Education Bonuses</p>		
Notes:			

Slide: [1.18e] / Menu Title:			LO: 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>[Asset Library] Header 1 Footer</p> <p>*All assets listed except for the three custom parallelogram shapes are visible from the base layer. These must be copied and pasted onto the layer.</p> <p>[Other Assets] N/A</p> <p>[Text] Parallelogram labels are in white size 14 font; heading is bolded.</p>	<p>[Layer Title - Commission - Close]</p> <p>[Text Labels on Parallelograms]</p> <p>[1 - left] Performance Based Incentives</p> <p>[2 - middle] Commission on Personal Training Services</p> <p>[3 - right] Certification and Education Bonuses</p>	<p>[N/A]</p>	<p>Certification and Education Bonuses and Commission on Personal Training Services parallelograms will close on motion path to left.</p>
Notes:			

Slide: [1.18f] / Menu Title:			LO: 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
[Asset Library] Header 1 Footer *All assets listed except for the three custom parallelogram shapes are visible from the base layer. These must be copied and pasted onto the layer. [Other Assets] [N/A] [Text] Parallelogram labels are in white size 14 font; heading is bolded.	[Layer Title - Performance Based - Close] [Text Labels on Parallelograms] [1 - left] Performance Based Incentives [2 - middle] Commission on Personal Training Services [3 - right] Certification and Education Bonuses	[N/A]	Certification and Education Bonuses, Commission on Personal Training Services and Performance Based Incentives parallelograms will close on motion path to left.
Notes:			

Slide: [1.19] / Menu Title: Additional Incentives			LO: 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
[Asset Library] Header 1 Footer Continuing Education icon Career Development icon [Other Assets] 6 custom drag & drop buttons Triangle shape	[Slide Title] Additional Incentives [Instructions] Drag and drop each item to the correct category. [Drag & Drop Icon Labels] Continuing Education Career Development	[Narrator] Drag and drop each item to the correct category.	Upside down triangle will float up upon timeline start and stop to line up with the bottom of the header. Instructions will then float down to rest within the triangle. Audio will start at the start of text animation. Drag and drop custom buttons to the correct icon

<p>[Text] Instructions and Drag & Drop labels</p> <p>Triangle will have point pointing down toward center of screen where drag and drop buttons will be stacked</p> <p>Icons will sit on either side of the custom buttons, enlarged, black, with labels underneath</p>			Set slide to Resume Saved State.
Notes:			

Slide: [1.19a] / Menu Title:			LO: 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>[Asset Library] Header 3 copied from Base Layer Footer copied from Base Layer</p> <p>Elaine Avatar (1 pose)</p> <p>[Other Assets] Thought bubble caption Continue custom button LearnerName variable</p> <p>[Text] Elaine (upper body only) is looking excited on the left third of the slide with white background. She gives encouragement to the user regarding the correct</p>	<p>[Layer Title - Correct]</p> <p>[Elaine caption] Congratulations! You are on your way to high employee retention, %LearnerName%!</p> <p>Click the Continue button below.</p>	<p>[Narrator] Congratulations! You are on your way to high employee retention! Click the Continue button below.</p>	<p>LearnerName variable used in thought bubble caption.</p> <p>Continue button will jump user to the next slide (1.20).</p>

<p>answer and indicates how to proceed.</p> <p>Continue custom button is on the lower right of the slide.</p>			
Notes:			

Slide: [1.19b] / Menu Title:			LO: 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>[Asset Library] Header 3 copied from Base Layer Footer copied from Base Layer</p> <p>Elaine Avatar (1 pose)</p> <p>Continuing Education icon Career Development icon</p> <p>[Other Assets] Thought bubble caption Continue custom button 2 transparent rectangles with grey outline 6 custom drag & drop buttons</p> <p>[Text] Drag & Drop labels</p> <p>Elaine (upper body only) is looking neutral on the left third of the slide with white background and thought bubble to her right.</p> <p>Answers will appear after her in</p>	<p>[Layer Title - Incorrect]</p> <p>[Elaine caption] It looks like you could still use some practice. Take note of the correct answers below and click Continue.</p>	<p>[Narrator] It looks like you could still use some practice. Take note of the correct answers and click Continue.</p>	<p>Elaine avatar and thought bubble appear at start of timeline timed with VO reference. They fade out to show the answers as described in the visual display as well as the Continue button.</p> <p>Continue button will jump user to the next slide (1.20).</p>

<p>two side by side rectangles which each encase the corresponding icon, icon labels and drag and drop buttons to show the correct category.</p> <p>Continue custom button is on the lower right of the slide.</p>			
Notes:			

Slide: [1.19c] / Menu Title:			LO: 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>[Asset Library] Header 3 copied from Base Layer Footer copied from Base Layer</p> <p>Elaine Avatar (1 pose)</p> <p>[Other Assets] Thought bubble caption Try Again custom button</p> <p>[Text] [N/A]</p> <p>Elaine (upper body only) on the left third of the slide with white background and thought bubble to her right. She is looking serious towards the learner and gesturing down to the right.</p> <p>Answers will appear after her in two side by side rectangles which</p>	<p>[Layer Title - Try Again]</p> <p>[Elaine caption] Think about the difference between increased leadership and responsibility versus learning opportunities.</p> <p>Click on the Try Again button below.</p>	<p>[Narrator] Think about the difference between increased leadership and responsibility versus learning opportunities.</p> <p>Click on the Try Again button below.</p>	<p>Try Again button will hide layer and take user to Resumed State of Base Layer.</p>

<p>each encase the corresponding icon, icon labels and drag and drop buttons to show the correct category.</p> <p>Try Again custom button is on the lower right of the slide.</p>			
Notes:			

Slide: [1.20] / Menu Title: Knowledge Check			LO: 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>[Asset Library] Header 3 Footer</p> <p>Rick Avatar (1 pose)</p> <p>[Other Assets] Basketball hoop Waste paper basket Red up arrow Red down arrow 7 text boxes for easel 12 drag and drop cards Easel</p> <p>[Text] Basketball hoop instructions Waster paper basket instructions</p> <p>Rick is in a thinking pose on the right of the slide looking at an easel on his left. He is contemplating different options</p>	<p>[Slide Title] Knowledge Check</p> <p>[Instructions] Click on basketball to keep</p> <p>Click on trash can to discard</p>	<p>[Narrator] Rick is reviewing some ideas for compensation and benefits for his personal trainers.</p> <p>Help him decide which ideas will score points with his trainers to retain them and which ideas to throw away.</p> <p>Drag the ideas to keep to the basketball hoop and the ideas to throw away to the trash.</p>	<p>Drag and drop interaction.</p> <p>Different ideas for compensation and benefits fade in and out on the easel. When VO references the basket ball hoop and waste paper basket they fade in along with instructions and arrow pointing toward the assets and the easel and Rick fade out.</p> <p>Then the instructions and arrow fade out along with the header and footer. The basketball hoop moves to upper left via motion path while at the same time the waste paper basket moves to the right via motion path. The drag and drop cards fade in on the center of the slide.</p> <p>Continue button will jump user to the next slide (1.21).</p>

for implementing a compensation and benefits plan.			
Notes:			

Slide: [1.20a] / Menu Title:			LO: 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
[Asset Library] [Other Assets] Basketball hoop Waste paper basket 12 drag and drop cards Continue custom button [Text] [Feedback]] Drag and drop cards are categorized into correct and incorrect selections underneath the basketball hoop and waste paper basket. Continue button is located on lower right of slide.	[Slide Title - Correct] [Feedback] Great job! You scored points for selecting correctly. Click Continue to move on.	[N/A]	Feedback text fades in and out. Basket ball hoop and waste paper basket fade in and then 12 drag and drop cards fade in underneath them categorized appropriately. Continue button then fades in. Drag and drop cards have a state change for correct and incorrect. Continue button will jump user to the next slide (1.21).
Notes:			

Slide: [1.20b] / Menu Title:	LO: 2
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Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
[Asset Library] [Other Assets] Basketball hoop Waste paper basket 12 drag and drop cards Continue custom button [Text] [Feedback] Drag and drop cards are categorized into correct and incorrect selections underneath the basketball hoop and waste paper basket. Continue button is located on lower right of slide.	[Slide Title - Incorrect] [Feedback] It looks like you could still use some practice. Review these answers before moving on. Click the Continue button when you are ready.	[N/A]	Feedback text fades in and out. Basket ball hoop and waste paper basket fade in and then 12 drag and drop cards fade in underneath them categorized appropriately. Continue button then fades in. Drag and drop cards have a state change for correct and incorrect. Continue button will jump user to the next slide (1.21).
Notes:			

Slide: [1.20b] / Menu Title:			LO: 2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
[Asset Library] [Other Assets] Basketball hoop Elaine avatar (1 pose) Try Again custom button	[Slide Title - Try Again] [Feedback] Go to the menu to review the recommended options for compensation and benefits and try your hand again at shooting some hoops. Then come back	[Elaine] [1] Go to the menu to review the recommended options for compensation and benefits and try your hand again at shooting some hoops. Then come back and try again.	Elaine thought bubble captions fade in and out timed with VO reference. Last thought bubble stays to end of timeline. Try Again button then fades in. Try again button will hide layer

[Text] Elaine thought bubble caption Elaine on left of slide gesturing towards menu. Thought bubble caption is to her right. Try again button is located on lower right of slide.	and try again.		and take user to Resumed State of Base Layer.
Notes:			

Slide: [1.21] / Menu Title: [hidden from Menu]			LO: N/A
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
[Asset Library] Header - None Footer Gym background setting Elaine Avatar (5 poses) Rick Avatar (4 poses) [Other Assets] None [Text] LearnerName Variable within Elaine's last speech bubble Thought bubble captions.	[Rick caption] I now understand the pivotal role that compensation and benefits play in keeping our talented trainers motivated and engaged. And it's more than just the paycheck. I can see how offering a robust benefits package can make FitZone an attractive employer for personal trainers. [Elaine caption] Exactly, Rick. By investing in your trainers' well-being and professional growth, you demonstrate your commitment to their success...	[Rick:] [1] I now understand the pivotal role that compensation and benefits play in keeping our talented trainers motivated and engaged. And it's more than just the paycheck. I can see how offering a robust benefits package can make FitZone an attractive employer for personal trainers. [Elaine:] [2] Exactly, Rick. By investing in your trainers' well-being and professional growth, you demonstrate your commitment to their success and build a strong foundation for long-term	Caption bubbles track the avatar's speech, fading in and out timed with the VO. Rick initiates conversation with Elaine. There are various pose changes throughout their conversation. Rick's pose starts as a gesturing pose facing Elaine, who is facing Rick, listening and smiling. Rick's pose changes to smiling with hands on hips pose facing Elaine beginning at Caption 1 "And it's more than..." Elaine's pose changes to a

<p>This slide begins with the avatar of Rick on the far left of the slide still looking at his paperwork. Elaine appears and initiates conversation. There are various pose changes throughout their conversation.</p> <p>Bubble captions and other assets are situated in the middle of the screen. Elaine and Rick remain visible through the end of the timeline.</p>	<p>...and build a strong foundation for long-term retention. It's a win-win for both your employees and your business.</p> <p>[Rick caption] I'm excited to implement these strategies to ensure FitZone becomes a destination of choice for top-tier personal trainers.</p> <p>[Elaine caption] I'm confident that with your commitment to prioritizing compensation and benefits, your FitZone location...</p> <p>...will improve in attracting, retaining, and empowering top talent in the fitness industry. But there's one more piece we need to cover...</p> <p>...Let's explore ways we can empower your team through training and development opportunities. Let's take a look at some numbers to see why that's important.</p>	<p>retention. It's a win-win for both your employees and your business.</p> <p>[Rick:] [3] I'm excited to implement these strategies to ensure FitZone becomes a destination of choice for top-tier personal trainers.</p> <p>[Elaine:] [4] I'm confident that with your commitment to prioritizing compensation and benefits, your FitZone location will improve in attracting, retain, and empower top talent in the fitness industry.</p> <p>But there's one more piece we need to cover. Let's explore ways we can empower your team through training and development opportunities.</p> <p>Let's take a look at some numbers to see why that's important.</p>	<p>thumbs up gesturing pose facing Rick at Caption 2.</p> <p>Elaine's pose changes to a listening pose facing Rick at Caption 3.</p> <p>Rick and Elaine's poses change to face the learner beginning at Caption 4 "But there's one more...". Elaine is gesturing and talking and Rick is listening.</p> <p>Rick and Elaine's poses change to face the learner beginning at Caption 4 "Let's take a look at some numbers...". Elaine is looking down at a device she is holding and Rick is facing towards Elaine and listening.</p> <p>The slide jumps to the next slide (slide 1.22) when the timeline ends on this slide.</p> <p>The Next button will be hidden on this slide.</p>
Notes:			

Slide: [1.22] / Menu Title: Employee Development Statistics			LO: N/A
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:

[Asset Library] Header - None Footer - None Person pointing at chart icon, teal [Other Assets] Oblong black rectangle White squares with teal numbers inside Dashed squares for learner to drag number squares to Large teal percent signs [Text] “UP TO” text to be placed vertically to the left of the dashed box where the 50 number box goes Statistics descriptive text placed underneath each dashed box Black rectangle will house white squares and chart icon	[Statistic - top left] of workers would stay at a company longer if it invested in their careers [Statistic - top right] of workers say they would leave their job for a company that invests in professional development of their employees [Statistic - bottom left] higher engagement and retention rates with a strong learning culture “UP TO” goes to the left of this statistic box [Statistic - bottom right] of workers who quit their jobs cited a lack of advancement opportunities as their primary reason for leaving	[Narrator] Drag and drop the percentage numbers on the left to the boxes on the right that match the correct training and development statistics.	Audio will play timed with VO reference. White number boxes will highlight at cue point timed with VO reference. Dashed outline boxes will highlight at cue point timed with VO reference. Drag and drop interaction. Set slide to Resume Saved State.
Notes:			

Slide: [1.22a] / Menu Title:			LO: N/A
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
[Asset Library] Header - None Footer - None	[Slide Title - Correct] [scrolling text]	[N/A]	In succession: “You got it!” text will scroll across from left to right via motion path

<p>[Other assets] Dashed squares containing teal numbers Large percent signs Statistics textbox</p> <p>[Text] Dashed square, percent sign and corresponding statistic will be grouped together so that there will be four distinct groupings.</p> <p>Square will be on left, percent sign to the right of the box and the statistics text to the right of that.</p>	<p>You got it!</p> <p>[Top right] Per the BLS JOLTS program, 70% of US employees say they're likely to leave their current job and opt for another opportunity at a company that invests in the professional development of their employees</p> <p>[Top left] LinkedIn's 2018 Workforce Learning Report revealed that 93% of employees would stay at a company longer if it invested in their careers</p> <p>[Bottom right] A Pew Research Center report reveals that 63% of employees who quit their jobs cited a lack of advancement opportunities as their primary reason for leaving</p> <p>[Bottom left] Deloitte reported that organizations with a strong learning culture have 30%-50% higher engagement and retention rates</p>		<p>and disappear off screen.</p> <p>Statistics grouping on top right will fly in from right.</p> <p>Statistics grouping on top left will fly in from left.</p> <p>Statistics grouping on bottom right will fly in from right.</p> <p>Statistics grouping on bottom left will fly in from left.</p> <p>Continue button will fade in on bottom right of slide</p> <p>Continue button will hide layer and take user to next slide (Slide 1.23).</p>
<p>Notes:</p>			

Slide: [1.22b] / Menu Title:			LO: N/A
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:

<p>[Asset Library] Header - None Footer - None</p> <p>[Other assets] Dashed squares containing teal numbers Large percent signs Statistics textbox</p> <p>[Text] Dashed square, percent sign and corresponding statistic will be grouped together so that there will be four distinct groupings.</p> <p>Square will be on left, percent sign to the right of the box and the statistics text to the right of that.</p>	<p>[Slide Title - Incorrect]</p> <p>[scrolling text] Here are the correct answers.</p> <p>[Top right] Per the BLS JOLTS program, 70% of US employees say they're likely to leave their current job and opt for another opportunity at a company that invests in the professional development of their employees</p> <p>[Top left] LinkedIn's 2018 Workforce Learning Report revealed that 93% of employees would stay at a company longer if it invested in their careers</p> <p>[Bottom right] A Pew Research Center report reveals that 63% of employees who quit their jobs cited a lack of advancement opportunities as their primary reason for leaving</p> <p>[Bottom left] Deloitte reported that organizations with a strong learning culture have 30%-50% higher engagement and retention rates</p>	<p>[N/A]</p>	<p>"Here are the correct answers." will display center screen and motion path off to the right.</p> <p>Then at the same time: Statistics grouping on top right will fly in from right.</p> <p>Statistics grouping on top left will fly in from left.</p> <p>Statistics grouping on bottom right will fly in from right.</p> <p>Statistics grouping on bottom left will fly in from left.</p> <p>After statistics fly in: Continue button will fade in on bottom right of slide</p> <p>Continue button will jump user to next slide (Slide 1.23).</p>
<p>Notes:</p>			

Slide: [1.22c] / Menu Title:			LO: N/A
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
[Asset Library] Header - None Footer - None [Other Assets] Custom Try Again and View Answers buttons [Text] Good try! (60 font, dark teal) “One or more...” (24 font, lighter teal) Text will prompt user to either try again or view answers.	[Slide Title - Try Again] Good try! One or more of your answers is incorrect. Would you like to try again or view the answers?	[N/A]	In succession: “Good try!” will motion path to the center of the screen. “One or more of your answers is incorrect. Would you like to try again or view the answers?” will motion path to the center of the screen. Custom Try Again (hide layer to take user to Base Layer resumed state) and View Answers (take user to Correct layer) buttons will fade in at the bottom of the screen placed horizontally.
Notes:			

Slide: [1.23] / Menu Title: Training & Development			LO: 3
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
[Asset Library] Header - None Footer Clipboard illustration [Other Assets] 4 checkboxes Grey square shape	[Instructions] Check each box to see more detail on each item.	[Narrator] Some professional development options are listed on the clipboard. Check each box to see more detail on the application of each.	Checkboxes are prohibited until audio completes on slide. Checkboxes will take user to slide layers. The Next button will be hidden on this slide until all the layers have been viewed.

<p>[Text] 4 lines of text corresponding with checkboxes listed sequentially on the clipboard</p> <p>Clipboard is on left half of slide. To the right of the clipboard is image of personal trainer (which is inset in grey square shape) with slide instructions placed above the image.</p>			
Notes:			

Slide: [1.23a] / Menu Title:			LO: 3
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>[Asset Library] Header - None Footer</p> <p>*All assets except for the slide instructions, personal trainer image and grey square shape are visible from the base layer.</p> <p>[Other Assets][Text] Image of woman referencing chart X icon</p> <p>On right half of slide - Shadow box with grey outline and teal fill includes slide title header, detail text and image below all encased in the shadow box. Box will</p>	<p>[Title Header] Leadership & Management Skills</p> <p>[Detail text] Develop leadership skills for trainers who may take on mentoring roles or supervisory responsibilities.</p>	<p>[N/A]</p>	<p>Clicking X icon will close layer and take user back to Base Layer.</p>

contain X icon on top right.			
Notes:			

Slide: [1.23b] / Menu Title:			LO: 3
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>[Asset Library] Header - None Footer</p> <p>*All assets except for the slide instructions, personal trainer image and grey square shape are visible from the base layer.</p> <p>[Other Assets][Text] Image of woman referencing chart X icon</p> <p>On right half of slide - Shadow box with grey outline and teal fill includes slide title header, detail text and image below all encased in the shadow box. Box will contain X icon on top right.</p>	<p>[Title Header] Updates on Industry Trends</p> <p>[Detail text] Keep trainers informed about industry trends, new research, and emerging fitness technologies.</p>	<p>[N/A]</p>	<p>Clicking X icon will close layer and take user back to Base Layer.</p>
Notes:			

Slide: [1.23c] / Menu Title:	LO: 3
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Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
[Asset Library] Header - None Footer *All assets except for the slide instructions, personal trainer image and grey square shape are visible from the base layer. [Other Assets][Text] Image of man in suit holding business card X icon On right half of slide - Shadow box with grey outline and teal fill includes slide title header, detail text and image below all encased in the shadow box. Box will contain X icon on top right.	[Title Header] Business & Marketing [Detail text] Equip trainers with basic business and marketing skills to help them promote their services and contribute to the success of the gym.	[N/A]	Clicking X icon will close layer and take user back to Base Layer.
Notes:			

Slide: [1.23d] / Menu Title:			LO: 3
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
[Asset Library] Header - None Footer *All assets except for the slide instructions, personal trainer image and grey square shape are visible from the base layer.	[Title Header] Certifications [Detail text] Ensure personal trainers have obtained nationally recognized certifications from reputable organizations. Provide support for	[N/A]	Clicking X icon will close layer and take user back to Base Layer.

<p>[Other Assets][Text] Image of woman holding certificate X icon</p> <p>On right half of slide - Shadow box with grey outline and teal fill includes slide title header, detail text and image below all encased in the shadow box. Box will contain X icon on top right.</p>	<p>obtaining additional specialized certifications if desired.</p>		
Notes:			

Slide: [1.24] / Menu Title: Training & Development Cont'd			LO: 3
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>[Asset Library] Header - None Footer - None</p> <p>360° image of gym</p> <p>Elaine Avatar (2 poses)</p> <p>Rick Avatar (2 poses)</p> <p>Carlos Avatar (1 pose)</p> <p>[Other Assets] 6 pulsing blue markers, numbered 1 through 6, that reveal layers discussing different training and development components</p>	<p>[N/A]</p>	<p>[Narrator] Walk with Rick and Elaine as he gives her a tour of FitZone. As they go through the facility, they discuss additional training and development options. They run into Carlos, a personal trainer with FitZone. He gives his input as Elaine discusses her ideas.</p> <p>Drag the image and click on the markers that appear as you go through the gym with them.</p>	<p>Carlos appears in a smiling pose, facing towards Rick and Elaine, timed with VO reference.</p> <p>When Carlos appears, Rick and Elaine change their poses to face him. Both are smiling and Rick has his hands on his hips.</p> <p>All three avatars fade out at the end of the audio to reveal pulsing markers 1 & 2 so learner can begin clicking and taking the tour around the gym.</p> <p>User will drag 360 image to the left to reveal the remaining markers.</p>

<p>[Text] [N/A]</p> <p>Rick and Elaine are on the slide when the audio begins. The slide background is the 360° image of the gym. Rick is going to give Elaine a tour as they discuss training and development components. Elaine is on the far left facing towards Rick and smiling. Rick is in the center of the slide facing Elaine and gesturing towards her.</p>			<p>Next button is hidden until all markers are visited.</p>
<p>Notes:</p>			

Slide: [1.24a] / Menu Title:			LO: 3
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>[Asset Library] Header - None Footer - None</p> <p>360° image of gym</p> <p>Elaine Avatar (1 pose)</p> <p>Carlos Avatar (1 pose)</p> <p>[Other Assets] Layer box with black fill and white outline and white X icon, takes up 2/3 slide, located center of slide</p>	<p>[Layer Header] Special Populations</p> <p>[Elaine text] Offer training on working with special populations such as seniors, pregnant women, or individuals with specific health concerns. Provide education on adapting exercises for various fitness levels and health conditions.</p>	<p>[Elaine] [1] Offer training on working with special populations such as seniors, pregnant women, or individuals with specific health concerns. Provide education on adapting exercises for various fitness levels and health conditions.</p> <p>[Carlos:] [2] For me, seeing positive outcomes and progress in my clients who face unique challenges is rewarding and</p>	<p>Elaine fades out and Carlos fades in timed with VO reference.</p> <p>X icon will be prohibited from closing layer until audio completes.</p>

<p>[Text] Situating within layer popup box.</p> <p>Elaine is in a talking pose on the right within the popup box, gesturing to the text on the left.</p> <p>Carlos is in a smiling pose facing the learner. He remains on the screen until the learner exits the layer.</p>		contributes to my job satisfaction.	
Notes:			

Slide: [1.24b] / Menu Title:			LO: 3
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>[Asset Library] Header - None Footer - None</p> <p>360° image of gym</p> <p>Elaine Avatar (1 pose)</p> <p>Carlos Avatar (1 pose)</p> <p>[Other Assets] Layer box with black fill and white outline and white X icon, takes up 2/3 slide, located center of slide</p> <p>[Text] Situating within layer popup box.</p> <p>Elaine is in a talking pose on the</p>	<p>[Layer Header] Program Design and Progression</p> <p>[Elaine text] Teach trainers how to design individualized workout programs tailored to clients' goals, fitness levels, and any special considerations.</p> <p>Emphasize the importance of progressive programming for long-term success.</p>	<p>[Elaine:] [1] Teach trainers how to design individualized workout programs tailored to clients' goals, fitness levels, and any special considerations. Emphasize the importance of progressive programming for long-term success.</p> <p>[Carlos]: [2] I am interested in staying long term at a fitness establishment that will help me deliver high-quality training programs that produce tangible results.</p>	<p>Elaine fades out and Carlos fades in timed with VO reference.</p> <p>X icon will be prohibited from closing layer until audio completes.</p>

<p>right within the popup box, gesturing and facing the learner.</p> <p>Carlos is in an animated pose facing the text to the left and pointing. He remains on the screen until the learner exits the layer.</p>			
Notes:			

Slide: [1.24c] / Menu Title:			LO: 3
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>[Asset Library] Header - None Footer - None</p> <p>360° image of gym</p> <p>Elaine Avatar (1 pose)</p> <p>Carlos Avatar (1 pose)</p> <p>[Other Assets] Layer box with black fill and white outline and white X icon, takes up 2/3 slide, located center of slide</p> <p>[Text] Situating within layer popup box.</p> <p>Elaine is in a talking pose on the right within the popup box, gesturing to the text on the left and facing the learner.</p>	<p>[Layer Header] Safety & Emergency Protocols</p> <p>[Elaine text] Ensure trainers are well-versed in safety protocols, including proper equipment use, spotting techniques, and emergency procedures.</p> <p>Provide CPR and First Aid certification training.</p>	<p>[Elaine:] [1] Ensure trainers are well-versed in safety protocols, including proper equipment use, spotting techniques, and emergency procedures Provide CPR and First Aid certification training.</p> <p>[Carlos:] [2] I feel good about working at a facility that demonstrates a commitment to safety and emergency preparedness. Also, this reduces the likelihood of incidents that could lead to employee turnover.</p>	<p>Elaine fades out and Carlos fades in timed with VO reference.</p> <p>X icon will be prohibited from closing layer until audio completes.</p>

Carlos is in a smiling and thinking pose facing the text to the left with his hands clasped. He remains on the screen until the learner exits the layer.			
Notes:			

Slide: [1.24d] / Menu Title:			LO: 3
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
[Asset Library] Header - None Footer - None 360° image of gym Elaine Avatar (1 pose) Carlos Avatar (1 pose) [Other Assets] Layer box with black fill and white outline and white X icon, takes up 2/3 slide, located center of slide [Text] Situating within layer popup box. Elaine is in a neutral pose on the right within the popup box, with hand on hip and facing the learner. Carlos is in a thinking pose facing	[Layer Header] Communication and Client Interaction [Elaine text] Provide guidance on active listening and addressing client concerns.	[Elaine:] [1] Provide guidance on active listening and addressing client concerns. [Carlos:] [2] By honing our communication abilities, personal trainers can enhance their effectiveness in delivering training sessions, conducting client consultations, and engaging with colleagues and supervisors. This increases job satisfaction, confidence, and motivation. This would definitely lead to greater employee retention!	Elaine fades out and Carlos fades in timed with VO reference. X icon will be prohibited from closing layer until audio completes.

the text to the left with his fist to his mouth. He remains on the screen until the learner exits the layer.			
Notes:			

Slide: [1.24e] / Menu Title:			LO: 3
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>[Asset Library] Header - None Footer - None</p> <p>360° image of gym</p> <p>Elaine Avatar (1 pose)</p> <p>Carlos Avatar (1 pose)</p> <p>[Other Assets] Layer box with black fill and white outline and white X icon, takes up 2/3 slide, located center of slide</p> <p>[Text] Situating within layer popup box.</p> <p>Elaine is in a talking pose on the right within the popup box, with hand gesturing toward and facing the text.</p> <p>Carlos is in a smiling and excited pose facing and pointing to the learner. He remains on the screen</p>	<p>[Layer Header] Technology Integration</p> <p>[Elaine text] Familiarize trainers with fitness technology, including tracking apps, wearables, and software for program design and client management.</p>	<p>[Elaine:] [1] Familiarize trainers with fitness technology, including tracking apps, wearables, and software for program design and client management.</p> <p>[Carlos:] [2] I agree! By embracing innovation and staying ahead of the curve, I can position myself as an industry leader and attract and retain clients seeking cutting-edge fitness solutions.</p>	<p>Elaine fades out and Carlos fades in timed with VO reference.</p> <p>X icon will be prohibited from closing layer until audio completes.</p>

until the learner exits the layer.			
Notes:			

Slide: [1.24f] / Menu Title:			LO: 3
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>[Asset Library] Header - None Footer - None</p> <p>360° image of gym</p> <p>Elaine Avatar (1 pose)</p> <p>Rick Avatar (1 pose)</p> <p>[Other Assets] Layer box with black fill and white outline and white X icon, takes up 2/3 slide, located center of slide</p> <p>[Text] Situating within layer popup box.</p> <p>Elaine is in a talking pose on the right within the popup box, gesturing to the text on the left.</p> <p>Rick is looking down at some notes he is holding. He remains on the screen until the learner exits the layer.</p>	<p>[Layer Header] Client Assessment & Goal Setting</p> <p>[Elaine text] Train trainers in conducting comprehensive client assessments, including fitness assessments, health history reviews, and goal-setting sessions.</p>	<p>[Elaine:] [1] Train trainers in conducting comprehensive client assessments, including fitness assessments, health history reviews, and goal-setting sessions.</p> <p>[Rick:] [2] This is good information. I'm taking notes, Elaine!</p>	<p>Elaine fades out and Rick fades in facing the learner, timed with VO reference.</p> <p>X icon will be prohibited from closing layer until audio completes.</p>
Notes:			

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Slide: [1.25] / Menu Title: [hidden from Menu]			LO: N/A
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>[Asset Library] Header - None Footer</p> <p>Gym background setting</p> <p>Elaine Avatar (5 poses)</p> <p>Rick Avatar (6 poses)</p> <p>[Other Assets] None</p> <p>[Text] Thought bubble captions.</p> <p>This slide begins with the avatar of Rick on the far left of the slide talking and gesturing towards Elaine. Elaine is standing on the far right and facing Rick, smiling with arms down. There are various pose changes throughout their conversation.</p> <p>Bubble captions and other assets are situated in the middle of the screen. Elaine and Rick remain visible through the end of the timeline.</p>	<p>[Rick caption] I hope you enjoyed the tour, Elaine. I must say, today's training session has been eye-opening.</p> <p>There are several key pieces involved in the successful retention and development of personal trainers here at FitZone.</p> <p>[Elaine caption] Absolutely, Rick. And by prioritizing their training, growth, and well-being, we can create a supportive and thriving work environment that benefits everyone.</p> <p>[Rick caption] From the importance of effective communication and safety training to the value of ongoing education and specialization in program design...</p> <p>I can see how investing in a trainers' skills and expertise directly impacts both client satisfaction and employee retention.</p> <p>I'm excited to implement what</p>	<p>[Rick:] [1] I hope you enjoyed the tour, Elaine. I must say, today's training session has been eye-opening. There are several key pieces involved in the successful retention and development of personal trainers here at FitZone.</p> <p>[Elaine:] [2] Absolutely, Rick. And by prioritizing their training, growth, and well-being, we can create a supportive and thriving work environment that benefits everyone.</p> <p>[Rick:] [3] From the importance of effective communication and safety training to the value of ongoing education and specialization in program design, I can see how investing in a trainers' skills and expertise directly impacts both client satisfaction and employee retention.</p> <p>I'm excited to implement what I've learned today and continue to prioritize employee retention</p>	<p>Caption bubbles track the avatar's speech, fading in and out timed with the VO.</p> <p>Rick initiates conversation with Elaine. There are various pose changes throughout their conversation.</p> <p>Rick's pose changes to serious realization with arms crossed pose facing the learner beginning at Caption 1 "...eye opening"</p> <p>Elaine's pose changes to a gesturing pose facing Rick at Caption 2.</p> <p>Rick's pose changes to a gesturing and talking pose facing Elaine and pointing towards her at Caption 3.</p> <p>Rick's pose changes to an excited pose facing the learner holding up fists at Caption 3 "I'm excited to implement..."</p> <p>Rick and Elaine's poses change to face each other beginning at Caption 4. Elaine is gesturing</p>

	<p>I've learned today and continue to prioritize employee retention and development moving forward.</p> <p>[Elaine caption] I'm confident that you are now equipped to build a stronger, more resilient team that drives success for years to come.</p> <p>Just one more thing before I go. I will be taking you through the final assessment where you can showcase your new skills. Let's go!</p>	<p>and development moving forward.</p> <p>[Elaine:] [4] I'm confident that you are now equipped to build a stronger, more resilient team that drives success for years to come. Just one more thing before I go. I will be taking you through the final assessment where you can showcase your new skills. Let's go!</p>	<p>with a thumbs up towards Rick and Rick is listening with hands crossed facing Elaine.</p> <p>Elaine's pose changes to a leaning in pose facing Rick and gesturing towards him with right hand at Caption 4 "Just one more thing...".</p> <p>Rick and Elaine's poses change to face the learner beginning at Caption 4 "Let's go!". Elaine has both arms raised and is smiling and Rick has one arm raised and is smiling.</p> <p>The slide jumps to the next slide (slide 1.26) when the timeline ends on this slide.</p> <p>The Next button will be hidden on this slide.</p>
Notes:			

Slide: [1.26] / Menu Title: Graded Assessment			LO: N/A
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>[Asset Library] Header 3 Footer</p> <p>Elaine Avatar (2 poses)</p> <p>[Other Assets]</p>	<p>[Slide Title] Graded Assessment</p> <p>[Elaine caption] [1] Great job, %LearnerName%, you reached the final section! You will now be quizzed on all the</p>	<p>[Elaine:] Great job, you reached the final section! You will now be quizzed on all the content we have covered. I will guide you through instructions for the next section of this course.</p>	<p>Elaine's pose changes to facing the learner, looking more serious and gesturing towards the text on the right at Caption 2.</p> <p>Caption bubbles track Elaine's speech, fading in and out timed</p>

<p>[N/A]</p> <p>[Text] LearnerName Variable within Elaine's first speech bubble</p> <p>Thought bubble captions.</p> <p>This slide begins with the avatar of Elaine on the left third of the slide, with fists half raised and looking happy and excited. She explains to the learner the process for the quiz.</p> <p>Bubble captions and other assets are situated to the right of Elaine. Elaine remains visible through the end of the timeline.</p>	<p>content we have covered.</p> <p>[2] I will guide you through instructions for the next section of this course.</p> <p>[3] There will be five questions and you must score 80% or better to successfully complete this course.</p> <p>[4] If you score less than 80%, you will need to retake the quiz until you pass.</p> <p>[5] Questions consist of multiple choice and multiple response.</p> <p>[6] You may use the menu to review this course before you begin.</p> <p>[7] Click Next when you are ready to begin.</p>	<p>There will be five questions and you must score 80% or better to successfully complete this course.</p> <p>If you score less than 80%, you will need to retake the quiz until you pass.</p> <p>Questions consist of multiple choice and multiple response.</p> <p>You may use the menu to review this course before you begin.</p> <p>Click Next when you are ready to begin.</p>	<p>with the VO.</p> <p>Next button is hidden on this slide until audio completes.</p> <p>Set slide to Resume Saved State.</p>
<p>Notes:</p>			

Slide: [1.27] / Menu Title: [hidden from Menu]			LO: LO3
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Same visual layout for Slides 1.27, 1.28, 1.29, 1.30, 1.31 except for background image</p> <p>[Asset Library] Header 2 Footer</p>	<p>[Slide Title] Question 1</p> <p>[Question] At your gym you want to create an atmosphere where your employees feel like they can earn</p>	<p>[N/A]</p>	<p>Question text fades in on slide slightly before answer choices fade in.</p> <p>Score by question with 1 attempt for each quiz question as the learner progresses through the</p>

<p>Background image of woman in workout attire lifting hand weights</p> <p>[Other Assets] [N/A]</p> <p>[Text] Includes quiz question and response choices</p> <p>Background image is set to 80% transparency</p> <p>All 5 assessment question slides should have the same layout and formatting.</p>	<p>more based on their performance. What specific policies could you develop at your gym that would support this initiative? Select all that apply.</p> <p>[Multiple Response Checkboxes] [1] Offer a comprehensive benefits package that may include health insurance, dental and vision coverage, retirement plans, and paid time off [2] Consider offering flexibility in work schedules, allowing trainers to balance their personal and professional lives [3] Provide trainers with a commission for each personal training session they conduct [CORRECT ANSWER] [4] Offer bonuses or salary increases for trainers who obtain additional certifications or pursue further education [CORRECT ANSWER] [5] Consider incorporating performance-based incentives tied to metrics like client retention, client acquisition, or meeting revenue targets [CORRECT ANSWER]</p>		<p>quiz. They will be able to Retake the entire quiz unlimited times at the end if they do not pass.</p> <p>The learner should not get immediate feedback with Correct or Incorrect feedback layers. They should answer all of the questions sequentially FIRST in the graded assessment, then receive their score on the Results page.</p> <p>If they do not pass, they can come back and review the quiz.</p>
<p>Notes:</p>			

Slide: [1.28] / Menu Title: [hidden from Menu]			LO: LO2
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:

<p>Same visual layout for Slides 1.27, 1.28, 1.29, 1.30, 1.31 except for background image</p> <p>Background image of man in workout attire lifting barbell weights</p>	<p>[Slide Title] Question 2 [Question] Your local franchise is next to a senior living complex, many of whom frequent FitZone. Kamran, your Business Manager, would like to create an environment that fits this demographic. What do you suggest he develop to meet the population needs? Select all that apply.</p> <p>[Multiple Response Checkboxes] [1] Offer employee training on working with senior populations matching this demographic [CORRECT ANSWER] [2] Teach trainers how to design individualized workout programs tailored to clients' goals, fitness levels, and any special considerations [CORRECT ANSWER] [3] Develop leadership skills for trainers who may take on mentoring roles or supervisory responsibilities [4] Familiarize trainers with fitness technology for program design and client management [5] Keep trainers informed about industry trends, new research, and emerging fitness technologies</p>	<p>[N/A]</p>	<p>Question text fades in on slide slightly before answer choices fade in.</p> <p>Score by question with 1 attempt for each quiz question as the learner progresses through the quiz. They will be able to Retake the entire quiz unlimited times at the end if they do not pass.</p> <p>The learner should not get immediate feedback with Correct or Incorrect feedback layers. They should answer all of the questions sequentially FIRST in the graded assessment, then receive their score on the Results page.</p> <p>If they do not pass, they can come back and review the quiz.</p>
<p>Notes:</p>			

Slide: [1.29] / Menu Title: [hidden from Menu]			LO: LO3
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Same visual layout for Slides 1.27, 1.28, 1.29, 1.30, 1.31 except for background image</p> <p>Background image of woman in workout attire on exercise machine</p>	<p>[Slide Title] Question 3</p> <p>[Question] Sylvia has recently moved from Wyoming to Arizona where you are the owner of a new FitZone. She is applying to be a personal trainer. Based on appropriate qualifications, what kind of compensation do you offer her?</p> <p>[Multiple Response Bullet List] [1] Offer her a competitive salary for her expertise based on rates of competitors in the area with performance based incentives [CORRECT ANSWER] [2] Base her offer on what she was making in Wyoming as a personal trainer and offer a 5% increase [3] Offer her a lower salary than what the local market suggests until you can establish higher revenues [4] Tell her since her specialization is not in high demand you can not offer her market rates, but can make up for it with gym membership and discounts [5] Offer her an above market rate as you know she is also interviewing at a competing gym</p>	<p>[N/A]</p>	<p>Question text fades in on slide slightly before answer choices fade in.</p> <p>Score by question with 1 attempt for each quiz question as the learner progresses through the quiz. They will be able to Retake the entire quiz unlimited times at the end if they do not pass.</p> <p>The learner should not get immediate feedback with Correct or Incorrect feedback layers. They should answer all of the questions sequentially FIRST in the graded assessment, then receive their score on the Results page.</p> <p>If they do not pass, they can come back and review the quiz.</p>

Notes:

Slide: [1.30] / Menu Title: [hidden from Menu]			LO: LO1
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Same visual layout for Slides 1.27, 1.28, 1.29, 1.30, 1.31 except for background image</p> <p>Background image of barbell closeup and gym scene</p>	<p>[Slide Title] Question 4</p> <p>[Question] Jada is interviewing for a personal trainer position at your local FitZone gym franchise. What specific qualifications should you be looking for? Select all that apply.</p> <p>[Multiple Response Checkboxes] [1] Specialized certifications relevant to the clientele at your gym [CORRECT ANSWER] [2] A professional demeanor [CORRECT ANSWER] [3] Certifications in sports sciences or sports medicine [CORRECT ANSWER] [4] A degree in any field [5] A sporty look</p>	<p>[N/A]</p>	<p>Question text fades in on slide slightly before answer choices fade in.</p> <p>Score by question with 1 attempt for each quiz question as the learner progresses through the quiz. They will be able to Retake the entire quiz unlimited times at the end if they do not pass.</p> <p>The learner should not get immediate feedback with Correct or Incorrect feedback layers. They should answer all of the questions sequentially FIRST in the graded assessment, then receive their score on the Results page.</p> <p>If they do not pass, they can come back and review the quiz.</p>
Notes:			

Slide: [1.31] / Menu Title: [hidden from Menu]

LO: LO2

Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>Same visual layout for Slides 1.27, 1.28, 1.29, 1.30, 1.31 except for background image</p> <p>Background image of women in workout doing floor stretches</p>	<p>[Slide Title] Question 5</p> <p>[Question] Mason is a Fitness Manager for your local FitZone and is developing a strategy for fostering continuous growth of employees. Which of the following should be included in this strategy? Select all that apply.</p> <p>[Multiple Response Checkboxes] [1] Helping trainers promote their services at the gym [CORRECT ANSWER] [2] Ensuring all trainers have up-to-date CPR and First Aid certifications [CORRECT ANSWER] [3] Communicating updates on new training and certifications available [CORRECT ANSWER] [4] Instituting a policy to make nationally recognized certifications optional [5] Focusing only on non-technology solutions such as client interaction</p>	<p>[N/A]</p>	<p>Question text fades in on slide slightly before answer choices fade in.</p> <p>Score by question with 1 attempt for each quiz question as the learner progresses through the quiz. They will be able to Retake the entire quiz unlimited times at the end if they do not pass.</p> <p>The learner should not get immediate feedback with Correct or Incorrect feedback layers. They should answer all of the questions sequentially FIRST in the graded assessment, then receive their score on the Results page.</p> <p>If they do not pass, they can come back and review the quiz.</p>
Notes:			

Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
[Asset Library] Header 3 Footer Background image of workout class doing floor stretches Background image is set to 80% transparency. [Other Assets] [N/A] [Text] Lists score.	[Slide Title] Quiz Results Your Score: XX % Passing Score: 80 % Nice job, you passed!	[N/A]	Use a Result side to show Success layer 1.22a when timeline starts if results are equal to or greater than the passing score. Show Failure layer 1.22b when timeline starts if results are less than passing score. Base layer will be visible (show through) from Success or Failure slide layers. Results variable reference shows the percent score only. Do not show the points variable reference. Built in graded quiz variable reference displays learner score where XX appears on slide. Set slide to Reset to Initial State.
Notes:			

Slide: [1.32a] / Menu Title:			LO: N/A
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
[Asset Library] Header 3 Footer	[Text] Nice job, you passed!	[N/A]	Review button: shows correct/incorrect responses when reviewing

<p>Background image of workout class doing floor stretches</p> <p>Background image is set to 80% transparency</p> <p>[Other Assets] Custom Review and Continue buttons</p> <p>[Text] Lists score and indicates passing grade</p>	<p>Your Score: XX%</p> <p>Click the Review Quiz button to to see your results or click the Continue button to move on.</p>		<p>Continue button: jumps to Slide 1.33.</p>
<p>Notes:</p>			

Slide: [1.32] / Menu Title:			LO: N/A
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>[Asset Library] Header 3 Footer</p> <p>Background image of workout class doing floor stretches</p> <p>Background image is set to 80% transparency</p> <p>[Other Assets] Review Quiz and Retry Quiz custom buttons</p>	<p>Sorry, you didn't pass.</p> <p>Your Score: XX%</p> <p>Click the Review Quiz button to review your answers or click the Retry Quiz button to try again.</p>	<p>[N/A]</p>	<p>Retake Quiz button: resets results slide and jumps to Slide 1.27</p> <p>Review Quiz button: shows correct/incorrect responses when reviewing</p>

[Text] Lists score and indicates failing grade			
Notes:			

Slide: [1.33] / Menu Title: Summary			LO: N/A
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
[Asset Library] Header 2 Footer Background image of athletic shoe and piled hand weights [Other Assets] Background image sliced in thirds horizontally 3 teal oval shapes as bullet points formatted with a glow [Text] Lists course objectives Each course objective will be grouped with one bullet point on left on top of one sliced image, so there will be three groupings altogether.	[Slide Title] Summary	[Narrator] As a FitZone franchisee who has successfully completed the Employee Retention for Personal Trainers course, you are now able to: <ul style="list-style-type: none"> • Evaluate prospective hires based on select qualifications. • Implement a continuous training and development program, and • Develop a competitive compensation package for your FitZone gym location 	Background image begins to fade out time with VO reference as first course objective grouping flies in front the left, then 2nd course objective grouping flies in from the right, and third course objective grouping flies in from the left. Learner will see pieced together image with small white space in between each image and listing of course objectives to stay on slide until end.
Notes:			

Slide: [1.34] / Menu Title: Congratulations			LO: N/A
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
<p>[Asset Library] Header 2 (omit title from header) Footer</p> <p>Elaine Avatar (1 pose)</p> <p>[Other Assets] LearnerName variable Exit Course teal custom button</p> <p>[Text] Elaine is on the far right of the slide and congratulates the user in a smiling pose with arms up on completing and the user may now exit the course.</p> <p>Text displays to the left of Elaine in black font.</p>	<p>[Text 1] Congratulations! [44 bold font]</p> <p>[Text 2] %LearnerName%, you have completed the course.</p> <p>[Text 3] You are now able to apply good employee hiring and retention practices to bring on and keep quality personal trainers.</p>	<p>[Elaine] Congratulations! You have completed the course!</p> <p>You are now able to apply good employee hiring and retention practices to bring on and keep quality personal trainers.</p> <p>You may now click the button to exit the course.</p>	<p>[Text 1, 2 & 3] float up timed with VO reference.</p> <p>Exit Course button fades in at bottom left of slide timed with VO reference.</p> <p>The course will close when the user clicks the Exit Course custom button.</p>
Notes:			