





Slide	Presenter Notes	Time
	<p>Say:</p> <p>Welcome to Selling Cruise and Total Compensation Train The Trainer!</p> <p>Just to let everyone know, we will be recording this training today so that we can have it as a reference and tool in the future.</p> <p>It looks like we have everyone, so let's get started.</p> <p>[Click]</p>	<p>(<1m)</p> <p>1:00p - 1:01p</p>
<p data-bbox="268 753 485 776" style="text-align: center;">The Facilitation Crew</p> <div style="display: flex; justify-content: space-around; align-items: flex-start;"> <div data-bbox="195 808 281 894">  <p data-bbox="195 922 281 987" style="font-size: small;">Ashley Hogue Co-host Senior Manager, Recruiting Operations</p> </div> <div data-bbox="344 808 430 894">  <p data-bbox="344 922 430 1003" style="font-size: small;">Alison Hom Co-host Senior Program Manager, Recruiting Operations</p> </div> <div data-bbox="472 808 558 894">  <p data-bbox="472 922 558 987" style="font-size: small;">Marcus Hollan Host Studio 5, Learning Experience Designer</p> </div> </div>	<p>Say:</p> <p>Thank you for joining us today! We are excited to spend some time with you this afternoon focused on the learning journey of Recruiters at Cruise and the role and responsibility you have as a manager to help support our Recruiters along their development process.</p> <p>Before we get started, let's meet the crew that will be facilitating our experience today.</p> <p>[Each person introduce themselves]</p> <p>[Alison Hom]</p> <p>Say:</p> <p>Thank you for joining us today! As you may know, one of the key focus areas that the Recruiting Operations team has top of mind is enablement. Our Q1 Recruiting Educational series aimed at setting the foundational knowledge to equip Recruiters to do their best jobs. The key result that we're aiming for, of course, is consistently elevating our approach to selling and closing candidates.</p>	<p>(2m)</p> <p>1:01p - 1:03p</p>

That said, we are excited to spend some time with you this afternoon focused on the learning journey of Recruiters at Cruise and the role and responsibility you have as a manager to help support our Recruiters along their development process. I'm excited about today's session because of the wealth of knowledge that will stem from the shared conversations. Additionally, we'll be launching this training on Absorb later this afternoon for our team. This will be our first-ever web-based training specific to Recruiting It will contain the web-based training as well as updated FAQs and sell scripts, curated by our Comp team.

[Ashley Hogue]

Say:

Hey all, to echo Alison's point, the objective of today's workshop is to level set how we are selling Cruise. By we, I mean you all as the Recruiting Managers, who are in the trenches and coaching your team on an everyday basis. Recruiting Ops and Instructional Design will be facilitating, and I encourage this group to speak up and ask questions, share our best tips and tricks, because our best resources are each other when it comes to Selling Cruise and our Total Compensation packages.

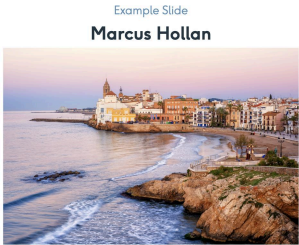
[Alison Hom]

Say:

To help introduce us to the new tools and guide us through our virtual activities, our friends from Studio 5 are here with use today. Our host for today's training is Marcus Hollan.

[Marcus Hollan]

Say:

	<p>Thank you Alison and Ashley, we are looking forward to a great day! Now that you know the facilitation crew, let's get to know the other folks in the room with us today.</p> <p>[Click]</p>	
<p>Who's in the room?</p> <ol style="list-style-type: none"> 1. Using Google Slides 2. Find your name 3. Add a picture of the destination for your dream vacation once quarantine is over 4. Be ready to share your name and destination picture to the group 5. You have 2 minutes 6. The Google Slides link can be found in the chat 	<p>Say:</p> <p>We've all been sheltering in place and most likely thinking about where we want to go once this quarantine is over. When it's healthy and safe to get back out and take a much needed vacay, where would you love to go? We will use these destinations to help us with quick introductions.</p> <ul style="list-style-type: none"> ● In a moment you will receive a link to Google Slides ● Once you receive it, find your name ● Add a picture of the destination for your dream vacation once quarantine is over <ul style="list-style-type: none"> ○ For example, when this is all over, I cannot wait to get to the beach in Sitges in Spain. ● Be ready to share your name and destination with the group ● You will have 2 minutes to make this happen ● We'll Use the link that was just sent to us in the chat to accomplish this activity - the time is yours! <p>[Copy and send to all participants in chat]</p> <p>• • •</p> <p>👉 Click this link to create your introduction slide: http://tinyurl.com/yaqxk48p</p> <p>[Play music]</p> <p>[Give time update]</p>	<p>(15m)</p> <p>1:03p - 1:18p</p>

Say:

- We have 30 seconds left

[Present and click-through the “[Introduce Yourself!](#)” slide deck]

Say:

- That’s time, great work!
- Let’s meet the folks in the room
- When you see your slide on the screen, please unmute yourself and quickly tell us your name and about your post quarantine destination.




Say:

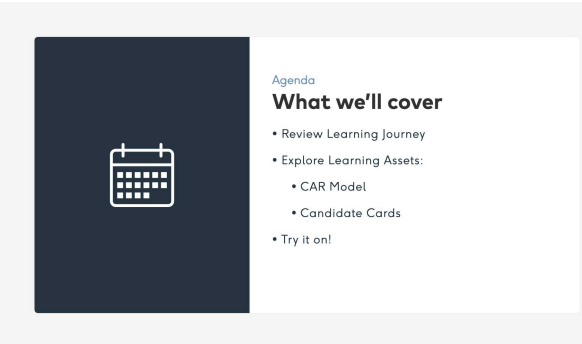
Thank you for sharing! It looks like there are some amazing trips coming up!

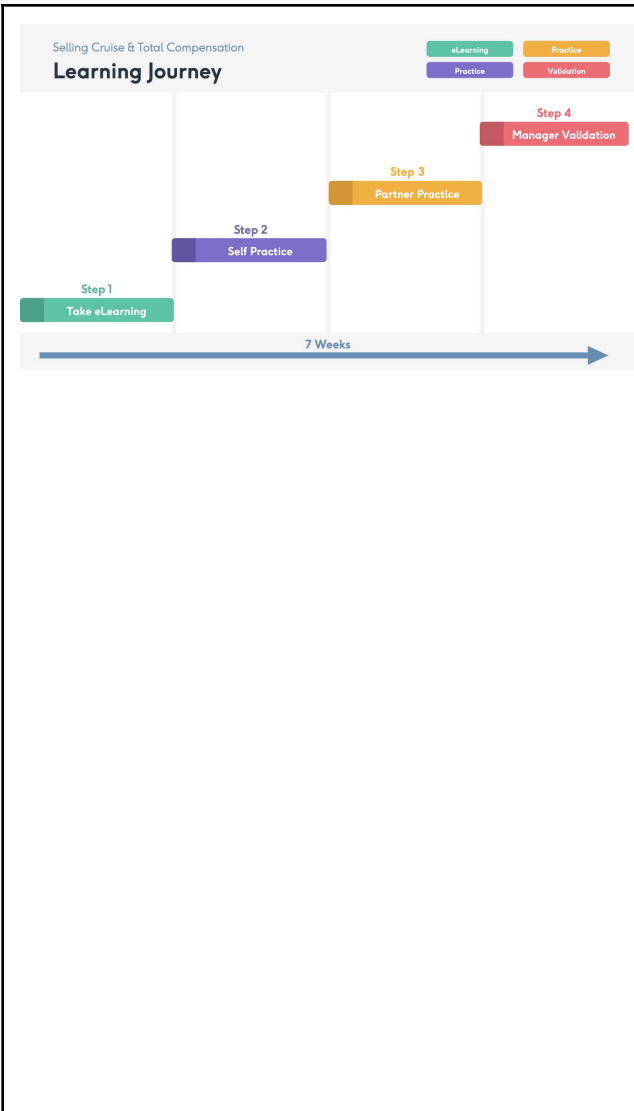
Congratulations! We successfully accomplished our first virtual activity as a group!

I do want to cover some quick housekeeping items so that we all get the most out of our T3 experience today.

[Click back to Keynote]

 <p>Getting the most out of our T3 Zoom meeting</p> <h3>Housekeeping</h3> <ul style="list-style-type: none"> • Camera on to get the most out of our time together • Mute mics when others are presenting or speaking • To ask a question or share a thought: <ul style="list-style-type: none"> •Text/Chat - We will be checking the chat window frequently • Verbally Speak/Talk - Unmute yourself and speak up 	<p>Say:</p> <p>This virtual world is becoming a norm for many, and that is no different for us here at Cruise. We hope the following housekeeping items will help make this experience clean and organized for us all.</p> <ul style="list-style-type: none"> • Now, we understand that everyone is in their own unique environment at the moment; however, our hope is that we can all keep our cameras on during this training so that we can to get the most out of this shared time together, • We ask that we all mute our mics when others are presenting or speaking. • To ask a question or share a thought, which is highly encouraged, we recommend the following: <ul style="list-style-type: none"> ○ To Text/Chat - We will be checking the chat window frequently ○ Or, to verbally Speak/Talk - Unmute yourself and speak up • What questions do you have? <p>Now that we have the housekeeping out of the way, let's look at the two platforms we will be using during our short time together.</p> <p>[Click]</p>	<p>(1m)</p> <p>1:18p - 1:19</p>
<p>Platforms and Tools</p> <h3>Our Virtual T3 Experience</h3> <div style="display: flex; justify-content: space-around;"> <div data-bbox="231 1133 325 1226">  <p>Zoom Our communication platform, both visually and through chat.</p> </div> <div data-bbox="430 1133 525 1226">  <p>Google Slides Our creative and collaboration environment for all group activities</p> </div> </div>	<p>Say:</p> <p>Today, Zoom and Google Slides will be our training playground.</p> <ul style="list-style-type: none"> • Zoom will be our communication platform, both visually and through chat. All group activity materials will be distributed through the chat function. We will use Zoom to place you into breakouts for small group and partner activities. <ul style="list-style-type: none"> ○ Moving forward, we'll refer to Zoom, this main room we are currently in, as the "Recruiter Bullpen". 	<p>(1m)</p> <p>1:19p - 1:20p</p>

	<ul style="list-style-type: none"> ● Google Slides will be our creative and collaboration environment for all group activities moving forward. <p>Zoom and Google Slides is our training environment. Now let's dive into what we will be covering during our short time together.</p> <p>[Click]</p>	
	<p>Say:</p> <p>We have three main stops today:</p> <ol style="list-style-type: none"> 1. Our first stop is to Review Learning Journey - We will walk through the journey the Recruiters will take to complete all of the Selling Cruise and Total Compensation content. 2. Next we will Explore the Learning Assets: <ol style="list-style-type: none"> a. CAR Model - This simple framework will help our Recruiters remember that Cruise is more than a CAR. We will unpack that together and see how it works. b. Candidate Cards - These cards were designed to help our Recruiters practice Selling Cruise and Total Compensation using the CAR Model. 3. And finally, we'll Try it on! - What fun is it to have these learning tools and frameworks and not try them out? We will slip into the shoes of a Recruiter and experience a part of what they will be expected to accomplish. <p>Let's jump right into the first part of today - the learning journey.</p> <p>[Click]</p>	<p>(1m)</p> <p>1:20p - 1:21p</p>



Say:

The Learning and Development team has partnered with the Recruiting Team to level-set on how our Recruiters are Selling Cruise and Total Compensation to our candidates. Throughout this 7-week learning journey, Recruiters will dive into the different tools developed to help them **confidently** sell Cruise and Total Compensation to any candidate.



Let's walk through this visual together, starting from the bottom left.

- **Step 1: Take eLearning** - This begins with a comprehensive eLearning module that takes the recruiter through the Cruise Story and Total Compensation elements. This is the web-based training you were asked to take prior to this today's training.
- **Step 2&3: Self & Partner Practice** - Next, Recruiters will download a Job Aid that sets clear expectations about this learning journey and teaches them the CAR Model. The Job Aid also contains Candidate Cards that we will be playing around with later today. The expectation is that they do self-guided practice and partner practice with their fellow recruiters.
- **Manager Validation** - Lastly, and this is where you all come in, you will be validating that the Recruiters are speaking about Cruise and Total Compensation correctly. Receiving your approval is how they complete this learning journey. More to come on this later.

Now that we have a visual understanding of the learning journey, let's meet some of the hypothetical candidates that were used to build our Recruiter training.

[Click]

(2m)
1:21p - 1:23p

<p style="text-align: center;">Unique Candidates</p>  <p style="display: flex; justify-content: space-around; font-size: small;"> Charlie FAANG Karter Startup Dakota FAANG Quinn Startup Sawyer FAANG </p>	<p>Say:</p> <p>As you know, our Recruiters interact with hundreds of people as they help us build this incredible company. To help us level set and best prepare our Recruiters to consistently sell Cruise and total compensation, we created five unique candidates who embody an array of different motivators and needs. These candidates represent either a Startup or FAANG company and are applying to be a part of various teams at Cruise.</p> <p>We would like to introduce you to these five candidates.</p> <p>[Click]</p>	<p style="text-align: center;">(1m)</p> <p style="text-align: center;">1:23p - 1:24p</p>
<p style="text-align: center;">Room Assignments</p>  <p style="display: flex; justify-content: space-around; font-size: small;"> Charlie Room #1: 1. Ashley Hague 2. Aaron Williams 3. Stephanie Fenno 4. Anjali Felix Karter Room #2: 1. Ali Palmer 2. Britt Cooper 3. Stephen Kennedy Dakota Room #3: 1. Finn Durkan 2. Randy Visser 3. Melanie Rinna Quinn Room #4: 1. Jordan Freitas 2. Karey Ann Stern 3. Jessie Erickson Sawyer Room #5: 1. Betty Liao 2. Rafa Quiroz 3. Chris Aldaco 4. Nina Choudhuri </p>	<p>Say:</p> <p>In a moment we will be moving into our first Zoom breakout session.</p> <p>Each of you has been pre-assigned to one of our five breakout rooms.</p> <p>Each breakout room will focus on becoming familiar with one of the five unique candidates.</p> <p>Take a quick moment and locate your name and your room number on the current slide.</p> <ol style="list-style-type: none"> 1. In a moment you will be sent directly to your group's breakout room. 2. In your chat function, Click on the link that corresponds to your assigned group number. Your group will use this deck to accomplish the activity. For example, if you are assigned to breakout group 3, Click Room 3 directions link. 3. Once I send you to your assigned breakout room, you will review the activity instructions on the first slide of your collaboration deck. 4. Your group will return here to the Recruiter Bullpen in 15 min. 5. What questions do you have? 	<p style="text-align: center;">(2m)</p> <p style="text-align: center;">1:24p-1:26p</p> <p style="text-align: center;">Breakout experience:</p> <p style="text-align: center;">(15m)</p> <p style="text-align: center;">1:26p - 1:42p</p> <p style="text-align: center; color: red;">(1:21 - 1:37)</p>

Let's head to our first breakout session.

[Send participants to breakout rooms]

[Copy and send to all participants in chat]

👉 Breakout 1 Directions 👈

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Room 1 directions: <http://tinyurl.com/yc2wd3bk>

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Room 2 directions: <http://tinyurl.com/y8dhry2p>

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Room 3 directions: <http://tinyurl.com/y6uuxldp>

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Room 4 directions: <http://tinyurl.com/y88w9eqs>

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Room 5 directions: <http://tinyurl.com/ybrgau6p>








[During this time, move from room to room to provide clarity and check productivity]

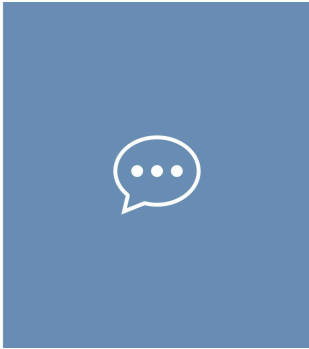
[Visit each Collaboration Deck and check on productivity]

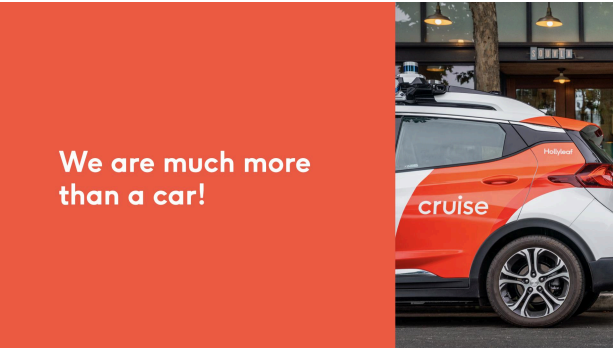
[Copy and send time updates to all participants in chat]

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🕒 5 minutes left

[Copy and send time updates to all participants in chat]

	<p>• • •</p> <p> 2 minutes left</p> <p>[Copy and send time updates to all participants in chat]</p> <p>• • •</p> <p> 30 seconds left</p> <p>[Close breakout rooms]</p> <p>[Click]</p>	
<p style="text-align: center;">Room Assignments</p> <div style="display: flex; justify-content: space-around; align-items: flex-start;"> <div style="text-align: center;">  Charlie Room #1: 1. Ashley Hague 2. Aaron Williams 3. Stephanie Fenno 4. Anjali Felix </div> <div style="text-align: center;">  Karter Room #2: 1. Ali Palmer 2. Britt Cooper 3. Stephen Kennedy </div> <div style="text-align: center;">  Dakota Room #3: 1. Finn Durkan 2. Randy Visser 3. Melanie Rinna </div> <div style="text-align: center;">  Quinn Room #4: 1. Jordan Freitas 2. Karey Ann Stern 3. Jessie Erickson </div> <div style="text-align: center;">  Sawyer Room #5: 1. Betty Liao 2. Rafa Quiroz 3. Chris Aldaco 4. Nina Choudhuri </div> </div>	<p>Say:</p> <p>Welcome back to the Bullpen! We hope your team enjoyed getting to know your unique candidate. We will now share what your team discussed and any other thoughts that stood out during the activity.</p> <ul style="list-style-type: none"> • Each group representative has 2 minutes to share their group’s candidate information and the responses to the three questions. • We will begin with Room #1 and work our way to Room #5. • While each group is sharing, take note of any similar or different experiences we have had while selling Cruise to each particular candidate. <p>Let’s kick-off with Room #1 (Charlie): you have the floor!</p> <ul style="list-style-type: none"> • Candidate Profile: #2 (Karter) • Candidate Profile: #3 (Dakota) 	<p style="text-align: center;">(5m)</p> <p style="text-align: center;">1:42p - 1:47p</p>

	<ul style="list-style-type: none"> • Candidate Profile: #4 (Quinn) • Candidate Profile: #5 (Sawyer) <p>Thank you for your thoughts and energy on these conversations. As I mentioned, we used the inspiration from these unique individuals to create a tool we call “Candidate Cards”, designed to help our Recruiters practice Selling Cruise and Total Compensation.</p> <p>We will interact with the Candidate Cards later in the training, but first we would like to chat about your experience with selling Cruise.</p> <p>[Click]</p>	
<p>Discussion</p> <ul style="list-style-type: none"> • When was a time you experienced a candidate similar to the ones shared, and how did you Sell Cruise and Total Compensation to them? • What is difficult about understanding the motivation, wants and needs of a candidate? • How do we consistently ensure we are telling an accurate and compelling Cruise story and total compensation which aligns to each candidate? 	<p>Say:</p> <p>Let’s take a few moments to think through each of these questions on the screen. Please be ready to share your thoughts with the group.</p> <p>[Give a few moments for participants to reflect]</p> <p>Say:</p> <p>Who will unmute themselves and kick us off with their thoughts on the first question?</p> <p>[Elicit 2-3 responses]</p> <p>Who will be first to share their thoughts on our second question?</p> <p>[Elicit 2-3 responses]</p> <p>Who will share their thoughts on our third question?</p> <p>[Elicit 2-3 responses]</p>	<p>(3m)</p> <p>1:47p - 1:50p</p> <p><i>-2:10</i></p>

	<p>Thank you to those who shared their experiences and perspectives. Your insights will help us all as we dive deeper.</p> <p>[Click]</p>	
	<p>Say:</p> <p>Let's explore a mantra that we believe will help our Recruiters when Selling Cruise and Total Compensation.</p> <p>We are much more than a car!</p> <p>As we are building this company together, what does this statement mean to you?</p> <p>[Elicit 1-2 responses]</p> <p>Thank you.</p> <p>Cruise's mission states, <i>"We're building the world's most advanced self-driving vehicles to safely connect people with the places, things, and experiences they care about."</i></p> <p>Yes or yes? We can all agree that when we are selling Cruise, it's important to remember that we are much more than a car.</p> <p>Each candidate will come to the table with unique motivations, wants and needs that we must properly leverage to sell Cruise. When we have a cohesive method of using a candidate's driving forces to sell Cruise, we can better sell Cruise and total compensation.</p> <p>[Click]</p>	<p>(1m)</p> <p>1:50p - 1:51p</p> <p><i>2:10-2:20 break</i></p> <p><i>2:20</i></p>

Break



Say:

We all understand that Candidates have various motivations. It's the job of a recruiter to bridge the gap between how their specific needs can be met and what Cruise can offer.

Maslow's Hierarchy, as it relates to the candidate journey, illustrates a pyramid that represents common candidate "Needs." Taking this into consideration helps identify what makes a particular candidate feel fulfilled in order to effectively sell them on their Motivations, Wants, and Needs.

Whenever we talk to candidates, it is imperative that we Sell Cruise with a consistent and uniform delivery. To achieve this, we must remember Cruise is much more than a CAR.

Keeping this hierarchy of needs in mind, let's check-out a simple framework we can use to sell Cruise - the CAR Model.

[Click]

(1m)

1:51p - 1:52p

What is the CAR Model?



Say:

The acronym “CAR” is a framework we can leverage at every Candidate Interaction throughout the Recruiting Process, here is what it stands for:

C - Clarify candidate’s wants, needs, and motivations.

- This process is accomplished by checking out what we already know, and asking follow-up questions. The hierarchy of needs we just looked at is a great place to start.

A - Align the Cruise Story and Total Compensation elements to the wants, needs, and motivations.

- For each of the areas identified, what are 2-3 Selling Cruise and Total Comp connections you can make? If needed, jot down those connections.

R - Resonate: Verify that the Cruise Story **resonates** with the candidate.

- Where the rubber meets the road - delivering your story and ensuring it connects to your candidate.

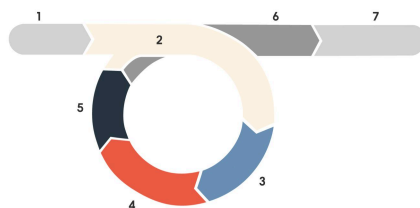
Let’s take a look at how it works.

[Click]

(1m)

1:52p - 1:53p

CAR in a Conversation



Say:

In every Candidate Interaction throughout the Recruiting Process,


[Click - Build 1]

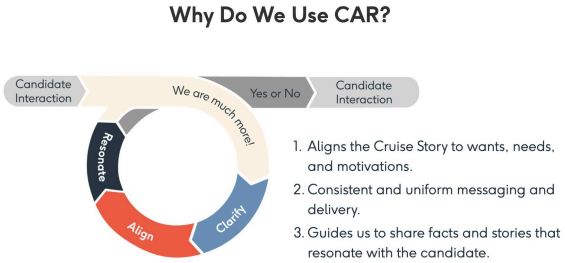
we must remember that Cruise is more than a CAR!

[Click - Build 2]

(1m)

1:53p - 1:54p

	<p>This will allow us to have consistent conversations with our candidates.</p> <p>[Click - Build 3]</p> <p>[Click - Build 4]</p> <p>[Click - Build 5]</p> <p>After we verify that the Cruise Story resonates with the candidate, we make the decision, Yes or No, if this candidate is correct for Cruise.</p> <p>[Click - Build 6]</p> <p>Depending on the decision, we restart the CAR loop or continue the recruiting process.</p> <p>[Click - Build 7]</p> <p>Now that we understand how CAR works, let's talk about when we use it!</p> <p>[Click]</p>	
 <p style="text-align: center;">Greenhouse Recruiting Process</p> <p>Step 1 Application Review</p> <p>Step 2 Recruiter Screen</p> <p>Step 3 Export Compliance Review</p> <p>Step 4 Challenge/Take Home Test</p> <p>Step 5 Skills Phone Interview</p> <p>Step 6 Onsite Interview</p> <p>Step 7 Offer</p>	<p>Say:</p> <p>So when exactly do we use CAR? The simpler answer: whenever we interact with a candidate!</p> <p>For the purpose of this training, we are considering the “Recruiting Process”, the steps found in Greenhouse, visually depicted here.</p> <p>[Click - Build 1]</p>	<p>(2m)</p> <p>1:54p - 1:56p</p>

	<p>There are three steps or “Candidate Interactions” in the Recruiting Process where Recruiters can put the CAR Model into action. Again everytime our Recruiters are talking to a candidate, they should be using the model to sell Cruise.</p> <p>[Click - Build 2]</p> <p>In the Recruiting Process we can see that steps 2, 6, and 7 are Candidate Interactions where our Recruiters should be using CAR.</p> <p>Now that we understand where to use the CAR Model, let’s uncover the “Why” behind it.</p> <p>[Click]</p>	
 <p>Why Do We Use CAR?</p> <p>Candidate Interaction → Yes or No → Candidate Interaction</p> <p>We are much more</p> <p>Resonate Align Clarify</p> <ol style="list-style-type: none"> 1. Aligns the Cruise Story to wants, needs, and motivations. 2. Consistent and uniform messaging and delivery. 3. Guides us to share facts and stories that resonate with the candidate. 	<p>Say:</p> <p>Why do we use CAR?</p> <ul style="list-style-type: none"> • Using CAR ensures we are aligning the right elements of the Cruise story and Total Compensation to the candidate’s motivations, wants, and needs. • The CAR Model provides a consistent and uniform delivery of the Cruise Story and Total Comp by reminding us to examine our candidates wants and needs and then deliver the most relevant talking points. • CAR also guides us to share facts and stories that illustrate how joining Cruise is the right career move for your candidate. Remember, success stories and other candidate experiences can positively influence your candidate’s decision. <p>Let’s take our first look at CAR in action with a candidate.</p> <p>[Click]</p>	<p>(1m)</p> <p>1:56p - 1:57p</p>

Candidate Name: Alex



Current Employer: Recent College Graduate
Location: Cambridge, Massachusetts
Current Position: Masters Degree in Technology Innovation (Machine Learning)
Cruise Position: Software Engineer (San Francisco)
Experience: This candidate graduates in 4 weeks. They have worked as a Software Engineer through various internships while in college.

What we already know:

Motivation: They are motivated by the idea of working for a company focused on doing good in the world and having societal impact.

Wants: They want to put their knowledge and expertise into use.

Needs: They need to feel their contributions have meaning and a real societal impact.



Side A

Say:

Critical thinking is key to success. Tap into what you know as a recruiter and make deeper connections to the candidate.

We are going to have our friends **Jordan and Stephanie**, walk us through how we can utilize CAR to sell Cruise to a candidate.

Volunteer Say:

Here's the information for a candidate similar to the ones you met earlier. They are applying for a Software Engineer position in our San Francisco Office.

- **NOTE** - Read through the card information giving more emphasis to the **motivation, wants, and needs** fields.

[Volunteer to demonstrate CAR in action]

- **NOTE** - The volunteer should walk the group through the example by utilizing critical thinking to process through how they would utilize CAR to connect with this candidate.

Volunteer Say:

Now that you have experienced how I would use CAR to Sell Cruise, let's walk through the process together and unpack how CAR was implemented.

C-Clarify: Clarify is about knowing what indicators to look for in order to ask the right questions to unpack deeper motivations, wants, and needs. For example, after reviewing screening notes from Alex, I noticed that they seem eager to put their expertise into practice and have a real societal impact. Based on that, I jot down possible follow-up questions to learn more about these motivators.

(3m)

1:57p - 2:00p

A-Align: By hearing Alex’s specific motivations, I know I need to Sell Cruise a specific way, and that’s where **Align** comes into play. For example, after I clarified that Alex wants to work on a project with a real societal and environmental impact, I start to make connections to our environmental impact. That’s me aligning what I know about Alex with what I know about Cruise!

R-Resonate: Now is the time I could check if the information I thought about **resonates** with Alex. I let Alex know that we are working relentlessly to put a zero-emissions AV on the streets, so that people have a safer and environmentally sound transportation option. I could go even a bit further and share some facts like “Did you know? Transportation replaces power in the U.S. as the top source of CO2 emissions. That’s why what we’re doing is so important.”

When I share this information with Alex I can get a pulse-check if our societal impact resonates with them. If the information doesn’t seem too relevant to Alex, that is a new opportunity to go over CAR again and clarify what drives them.

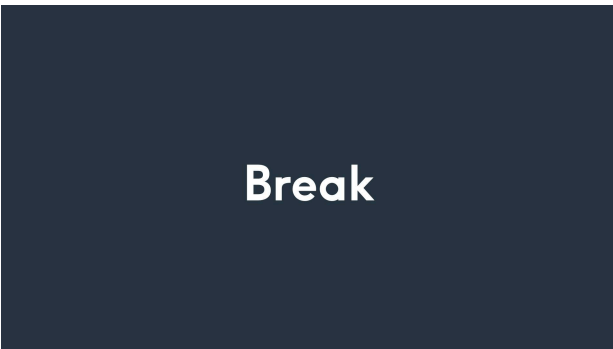
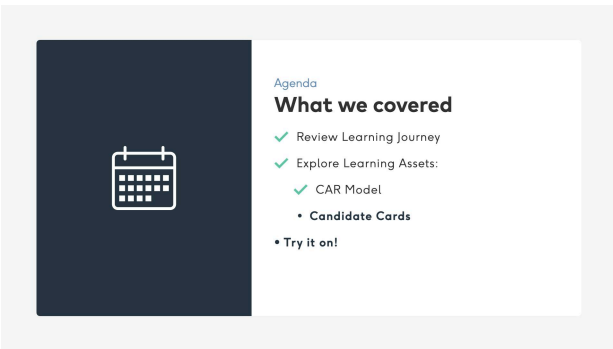
What questions do you have about the CAR Model after hearing this example?







Say:

Thank you Jordan for your help walking us through the process and unpacking how CAR was implemented.

As you can see, CAR can be an iterative process. That is, whenever you gain greater clarity around what your candidate wants in the next career move, the more refined you can get when aligning the Cruise Story and Total Compensation to them.

[Click]

	<p>Say:</p> <p>We have been working hard and we appreciate the energy and attention you are giving to this training, so thank you.</p> <p>We will take a break before diving into the last part of our training. When we get back we will put all of this knowledge together before sending you off to prepare the rest of your team on Selling Cruise and Total Compensation.</p> <p>We'll see you back here in the Bullpen in 10 minutes.</p> <p>[Click]</p>	<p>(10m) 2:00p - 2:10p</p>
	<p>Say:</p> <p>Welcome back!</p> <p>Let's checkout what we have accomplished so far.</p> <ol style="list-style-type: none"> 1. We have Reviewed the Learning Journey our Recruiters will take to complete all of the Selling Cruise and Total Compensation content. 2. We have Explored one of the two Learning Assets: <ol style="list-style-type: none"> a. The CAR Model b. Now let's get our hands on the Candidate Cards to practice Selling Cruise and Total Compensation. 3. We will then conclude our time putting it all together by Trying it on! <p>[Click]</p>	<p>(1m) 2:10p - 2:11p</p>

<p style="text-align: center;">Unique Candidate</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  Charlie <small>FAANG</small> </div> <div style="text-align: center;">  Karter <small>Startup</small> </div> <div style="text-align: center;">  Dakota <small>FAANG</small> </div> <div style="text-align: center;">  Quinn <small>Startup</small> </div> <div style="text-align: center;">  Sawyer <small>FAANG</small> </div> </div>	<p>Say:</p> <p>Recall when I mentioned that the unique individuals we met earlier were used to create a tool called “Candidate Cards”. These cards were designed to help our Recruiters practice Selling Cruise and Total Compensation.</p> <p>[Click]</p>	<p>Instructions (1m) 2:11p - 2:12p</p>
<div style="display: flex;"> <div style="flex: 1; background-color: #e67e22; color: white; text-align: center; align-items: center; justify-content: center;">  </div> <div style="flex: 2; padding-left: 10px;"> <p style="font-size: small;">Activity</p> <p>Partner Practice</p> <ol style="list-style-type: none"> 1. Assigned to a new partner. 2. You and your partner will take turns utilizing the CAR Model to practice selling Cruise to each unique candidate. 3. Before we meet our partners, please confirm that you can download the Candidate Card file sent to you in the chat. 4. Follow the directions found on the first slide. 5. You and your partner will have the next <u>20 minutes</u> to get through as many cards as you can. </div> </div>	<p>Say:</p> <p>You’ve seen an example. Now let’s try it on for size. We will utilize our Candidate Cards and try out what our Recruiters will experience when they practice with their peers and Recruiting Manager.</p> <ul style="list-style-type: none"> ● Each of you has been assigned to a new partner for our next breakout. ● Once inside your new breakout, you will follow the directions you will see on your first slide. ● You and your partner will take turns utilizing the CAR Model to practice selling Cruise to each unique candidate, just as we experienced with Jordan and Stephanie. ● Before we meet our partners, please confirm that you can download the Candidate Card file sent to you in the chat. <p>[Copy and send to all participants in chat]</p> <p style="text-align: center;">.</p> <p style="text-align: center;">.</p> <p style="text-align: center;">.</p> <p style="text-align: center;">👉 Click this link to download your Candidate Cards: http://tinyurl.com/y8lpc57f</p>	<p>(2m) 2:12p - 2:14p</p> <hr style="width: 50%; margin: 0 auto;"/> <p>Breakout experience: (20m) 2:14p - 2:34p 2:31 - 2:46p</p>

[Copy and send time updates to all participants in chat]

- You and your partner will have the next **20 minutes** to get through as many cards as you can.
- Go!

[Send participants to breakout rooms]

[During this time, move from room to room to provide clarity and check productivity]


[Copy and send time updates to all participants in chat]


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 5 minutes left

[Copy and send time updates to all participants in chat]

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 2 minutes left

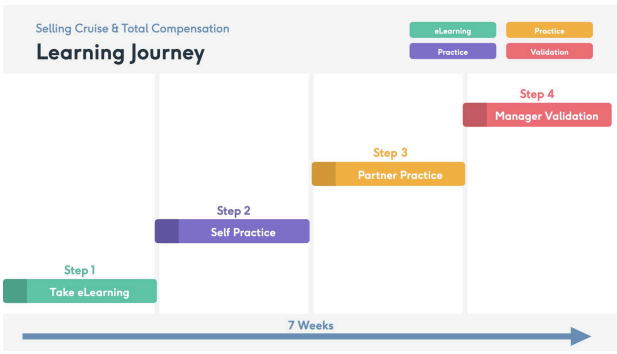
[Copy and send time updates to all participants in chat]

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 30 seconds left

	<p>[Close breakout rooms]</p> <p>[Click]</p>	
<p>Discussion</p> <ul style="list-style-type: none"> • What was it like to sell Cruise using the CAR Model? • What was difficult about the experience? • What does it take to effectively sell Cruise beyond a car? • What does this tell us as we build and develop recruiters? 	<p>Say:</p> <p>Welcome back! Now that we had a chance to experience the CAR Model and our Candidate Cards let's chat about it. Let's take a few moments to think through each of these questions on the screen. Please be ready to share your thoughts with the group.</p> <p>[Give a few moments for participants to reflect]</p> <p>Say:</p> <p>Who will unmute themselves and kick us off with their thoughts on the first question?</p> <p>[Elicit 2-3 responses]</p> <p>Who will be first to share their thoughts on our second question?</p> <p>[Elicit 2-3 responses]</p> <p>Who will share their thoughts on our third question?</p> <p>[Elicit 2-3 responses]</p> <p>Who will share their thoughts on our fourth question?</p> <p>[Elicit 2-3 responses]</p> <p>What other questions do we have on any of the content we've discovered today?</p>	<p>(7m)</p> <p>2:34p - 2:41p</p>

Thank you to those who shared their experiences and perspectives. As Recruiting Managers, you have the opportunity to ensure all Recruiters are leveraging the right tools and training available to them on their way to proficiently delivering a consistent Selling Cruise and Total Compensation story.

[Click]



Say:

Let’s remind ourselves of the Learning Journey our Recruiters will soon be embarking on. We need your help ensuring our Recruiters understand the new tools and frameworks we are asking them to implement. Step 4 is where you will help us validate that our Recruiters have successfully learned the material that you have experienced today.

Step 1 for the Recruiters will begin in May. Their journey is different from yours in that, instead of a T3, the Recruiters will receive the **job aid** immediately following the eLearning; which contains the CAR model content and the Candidate Cards.

By going through this training today, it’s our hope that you will be able to coach and answer any questions our Recruiters have along this journey.

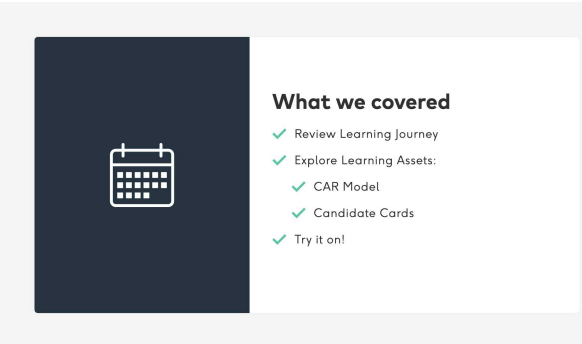
Now that we have discovered the learning assets our Recruiters will be experiencing in the upcoming weeks, let’s talk about Step 4, the validation process.

Ashley is going to help us with this section.

[Ashley to help provide clarity on how Step 4 will look]

- *Talking points for Ashley:*
 - *Utilizing the Candidate Cards & CAR Model*
 - *Validation - expectations and process*

(5m)
2:41p - 2:46p

	<p>Say:</p> <p>Thank you Ashley for providing that clarity.</p> <p>[Click]</p>	
	<p>Say:</p> <p>We have enjoyed spending the afternoon with all of you focusing on the learning journey of Recruiters here at Cruise.</p> <p>Today, we covered the following:</p> <ol style="list-style-type: none"> 1. We Reviewed the Learning Journey our Recruiters will take to complete all of the Selling Cruise and Total Compensation content 2. We Explored the Learning Assets: <ol style="list-style-type: none"> a. The CAR Model b. And Candidate Cards 3. We put it all together and Tried it on! <p>Feel good about what we accomplished today and thank you for helping us prepare our Recruiters to successfully and confidently Sell Cruise and Total Compensation!</p> <p>Thank you for learning with us today!</p> <p>[Click]</p>	<p>(3m)</p> <p>2:46p - 2:49p</p>

Thank You!

[Close of T3]

2:50p