Title of e-learning
Haircut Consultation Challenge

Course topic
Haircut service consultation for transitioning students

Need or opportunity
Cosmetology School ABC has noticed students are not able to conduct optimal client consultations after they progress from the classroom to the service floor. There are a limited number of instructors per students and instructors are having to spend too much time with each student to ensure proper client consultations to keep the service floor running on schedule. Frustration is increasing for clients, students and instructors as wait times are increased. Clients are having to leave prior to their service due to time constraints, leading to a lost opportunity for the student and the school.

ABC is responsible for preparing students for both licensure and working as cosmetologists in salons. State exams expect participants to be prepared to answer questions pertaining to consultations correctly. Salons expect stylists to conduct an effective client consultation independently and within ten minutes.

Expected learning or performance outcome
The desired performance outcome is to increase the effectiveness and efficiency of students’ initial client consultation to decrease the number of lost opportunities. The training will support the learner by accelerating their level of expertise, build critical thinking skills, and build skills that are impractical to gain during service floor hours.

Relevant characteristics of the target learner audience

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Learner</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>Varies</td>
</tr>
<tr>
<td>Gender</td>
<td>Varies</td>
</tr>
<tr>
<td>Cultural background (e.g., dominant culture, under represented, marginalized groups, multiple cultural groups)</td>
<td>Varies</td>
</tr>
<tr>
<td>Prior education</td>
<td>Some high school GED</td>
</tr>
<tr>
<td></td>
<td>Some high school graduates</td>
</tr>
</tbody>
</table>
Environmental analysis

Organization
Cosmetology School ABC provides students the training they need to test for licensure as a cosmetologist and instructs students on how to conduct cosmetology services. The organization is dependent on tuition fees and service dollars earned per student to operate the facility.

ABC works closely with local and some long-distance salon businesses, providing salons with highly qualified graduates. The organization needs to ensure graduates are able to conduct successful service consultations to maintain their reputation for highly qualified graduates. The relationship with salon owners could become compromised and lead to lowered student employment opportunities. In turn this could lead to lowered enrollment rates as students seek out schools that can provide better employment opportunities.

If the school does nothing, revenues will continue to decrease due to lost service dollars and enrollment rates will decline as the school’s reputation will likely diminish.

Desired Outcome
The learner will demonstrate the ability to conduct a haircut consultation to determine the client’s desired outcome, within 10 minutes.

Learner Audience
The learner has some experience conducting a consultation. The learner has role played the service consultation with classmates but has had no experience with a service client. The learner is motivated both internally (master their trade) and externally (client satisfaction).

Work Environment
The learner is transitioning from classroom theory to the service floor where they will perform haircutting services on live clients. The learner will operate independently during the consultation process. After the consultation the learner has a three-way consultation with the client and an instructor to confirm what service the learner will perform for the client.

Required materials
The learner will need access to a computer or mobile device.

Technical requirements
PC, OSX, Android and Mac compatible

Design specifications

Testing/Certification
Mastery Requirements:
The learner must be able to pass the e-learning training with a successful rating.

Testing Strategy:
Learners will be tested on the service floor for their ability to perform as desired. The learner must be able to perform a haircut consultation within 10 minutes and present an image to the service floor instructor for confirmation prior to performing the service.

Knowledge and/or skill type
The learner has limited previous experience conducting a consultation with a client. The experience level provided by ABC is in the classroom through role-play with classmates, with little feedback from instructors. Skills that are associated with expertise in the task are remembering to access facts, application of mental models, and analyzation of situations (Clark, 2013, p. 131).
Learning domains

The training module will utilize the interpersonal domain as the end-task deliverable of the training is for the student to communicate effectively with the client to keep the service floor operating within the allotted schedule.

Assessment strategy

Response options will be multiple choice with low outcome precision because the learner has limited experience conducting a consultation and to avoid overloading the learner’s working memory (Clark, 2013, pp. 49-50). The e-learning will utilize limited interface response options to allow for the training to be accessed on both computers and mobile devices. A low social presence will allow for the learner to access the self-study training at any time (p. 52).

Trigger events

The training will utilize a visual depicting a stylist shaking their client’s hand upon the initial meeting. The trigger will indicate the start of the consultation.

Guidance techniques

The learners are less experienced in conducting a client consultation thus the e-learning provides more simplistic, and fewer complex, scenarios with limited-choice responses. Navigation buttons will guide the learner through each scenario with a constrained interface. The option from the multiple choice that the learner chooses for each scenario will navigate the learner to the next scenario. Each scenario the learner faces is dependent on their answers.

Advisor type

The learner will receive two conflicting rationales based on classroom theory. The learner must contemplate the options to determine the best outcome. Feedback will be provided immediately after each question on the following screen. The feedback will advise the learner of their
performance and guide the learner as needed. If an undesirable choice is made, the training is terminated, feedback offered, and an opportunity to repeat the training is offered. The learner will have an opportunity to reflect on their outcomes at the end of the path regardless of their choices.
Branching scenario path
E-Learning structure/content outline

1. Asking
   - Types of questions
     - Open-ended
       - Allows client to share
       - Allows for discovery
     - Close-ended
       - Limit amount of information gathered
       - Can be useful when needing specific information
     - Directive
       - Guides the client along a narrative
       - Keeps the consultation on point

2. Listening
   - For what the client:
     - Wants
       - Likes/dislikes
       - Challenges
     - Actions
       - Routine
       - Product and tools used
       - Time spent
     - Needs
       - Time constraints
       - Lifestyle
       - Restrictions

3. Confirming
   - Verbally
     - Echoing: Repeating what the client has said
     - Reiterating: Ensuring understanding
   - Visually
     - Use of images
     - Demonstrating physically lengths of baselines and layers
Training design matrix

The Training Design Matrix provides an overview of each proposed module/lesson within the training including objectives, lesson topics, instructional strategies, assessment strategies and practical exercises. Please complete one matrix template below per lesson (this will require you to cut and paste a matrix for each lesson and complete one matrix per lesson).

1. Asking
   - **Scope statement:** Incorporate directive open-ended questions into client consultation.
   - **Terminal Learning Objective (TLO):** Learners will select optimal questions or statements to achieve an effective and efficient consultation.
   - **Enabling Learning Objectives (ELO):** Learners will recognize the difference between open and closed-ended questions, how to direct questions, and when to use open versus closed-ended questions during a consultation.
   - **Lesson Topics:**
     - Open-ended, close-ended, and directive questioning
     - **Instructional Strategy:** Learners will have to choose from multiple questions to ask during a consultation. Coaching and feedback will guide learners as they progress through a client consultation. Learners will have multiple opportunities to optimize their questioning.
     - **Assessment Strategy:** Learner outcomes will be dependent on the choices they make which will lead to a successful, acceptable, or failed outcome.

2. Listening
   - **Scope statement:** Actively listening for information pertaining to the client’s wants, actions, and needs.
   - **Terminal Learning Objective (TLO):** Learners will select optimal questions or statements to ensure the client shares their wants, actions, and needs.
   - **Enabling Learning Objectives (ELO):** Learners will recognize when they have received the necessary information from the client and direct their questioning to reflect.
   - **Lesson Topics:**
     - Listening to the client’s responses to ensure the clients provides information regarding their wants, actions, and needs.
     - **Instructional Strategy:** Learners will have to choose from multiple questions to ask during a consultation. Coaching and feedback will guide learners as they progress through a client consultation. Learners will have multiple opportunities to optimize their questioning to ensure they have gathered information pertaining to the client’s wants, actions, and needs.
     - **Assessment Strategy:** Learner outcomes will be dependent on the choices they make which will lead to a successful, acceptable, or failed outcome.
3. Confirming

- **Scope statement**: Learners will confirm what they heard the client say through the use of images and echoing.
- **Terminal Learning Objective (TLO)**: Learners will select the best option that allows for the use of images at the end of the consultation.
- **Enabling Learning Objectives (ELO)**: Learners will ask questions and listen for information from the client before using images to confirm the desired end result.
- **Lesson Topics**:
  - Verbal and visual confirmation
  - **Instructional Strategy**: Learners will have to choose from multiple questions to ask during a consultation. Coaching and feedback will guide learners as they progress through a client consultation. Using both physical and visual imagery, the learner will confirm understanding of the client’s responses to questions.
  - **Assessment Strategy**: Learners will demonstrate their ability to perform in this area to the service floor instructor during client consultations.

### Estimated contact time

#### Successful Outcome (shortest path)

- **Intro (min.)**: 4 screens, .5 minute per screen
- **Content (min.)**: 8 screens, .5 minute per screen
- **Knowledge Check (KC)/Practical Exercises (PE) Screens (min.)**: Same 8 screens, .5 minute per screen
- **Satisfaction Survey**: 1 screen, 1-minute total
- **Total Screens/Minutes**: 13 screens, 11 minutes

#### Acceptable Outcome (longest path)

- **Intro (min.)**: 4 screens, .5 minutes per screen
- **Content (min.)**: 13 screens, .5 minute per screen
- **Knowledge Check (KC)/Practical Exercises (PE) Screens (min.)**: Same 13 screens, .5 minutes per screen
- **Satisfaction Survey**: 1 screen, 1-minute total
- **Total Screens/Minutes**: 18 screens, 16 minutes
References

Final Project Storyboard: Haircut Consultation Challenge

Marianne Meindertsma

OPWL 551 – Sp19
Dr. Giacumo
**Narration:**
Haircut Consultation Challenge
Can you find the most efficient yet effective path to a style that will work best for your client? Click the green button below to access the next screen.

**Interactions, branching and programming notes:**
- The next button navigates to Screen 2.
Haircut Consultation Challenge: Haircut Consultation

**Narration:**
Congratulations! You have graduated from theory and are about to start on the service floor. Your first client arrives for their haircut appointment. You introduce yourself and shake the client’s hand, remembering to smile. You confidently walk your client to your station and make sure they are seated safely.

**Interactions, branching and programming notes:**
- The next button navigates to Screen 3.

**Comments:**

**Reviewer 1**

**Reviewer 2**

**Reviewer 3**
Haircut Consultation Challenge: So, what’s next?

| Narration: | So, what’s next?  
Think back to what you’ve learned in your theory classes to make the best choices. Remember: The consultation should be both effective in gathering sufficient information and efficient in allowing enough time for you to complete the haircutting service. |
| Comments: |
| Reviewer 1 |
| Reviewer 2 |
| Reviewer 3 |

Interactions, branching and programming notes:
- The next button navigates to Screen 4.
**Navigation of Training**: Each screen will look like this. Feedback for each question you answer will be found here. On the lower left side of the screen you will find two rationales for you to consider. Please read both rationales for further instructions.

**Rationale 1**: This is where you will find support for one of the questions. Make sure to read both rationales as they give opposing points-of-view.

**Rationale 2**: After reading both rationales, you will need to decide which question is correct and click that box on the far-right side of the screen. Click either question box to get started.

*If you would like to end the consultation at any point, press the red button in the lower right corner.*

**Narration**: Navigation of Training: Each screen will look like this. Feedback for each question you answer will be found here. On the lower left side of the screen you will find two rationales for you to consider. Please read both rationales for further instructions.

**Rationale 1**: This is where you will find support for one of the questions. Make sure to read both rationales as they give opposing points-of-view.

**Rationale 2**: After reading both rationales, you will need to decide which question is correct and click that box on the far-right side of the screen. Click either question box to get started.

*If you would like to end the consultation at any point, press the red button in the lower right corner.*

**Interactions, branching and programming notes:**
- Question 1 and 2 navigate to Screen 5.
- End button navigates to Screen 1.

**Comments:**

<table>
<thead>
<tr>
<th>Reviewer 1</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Reviewer 2</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Reviewer 3</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>
Haircut Consultation Challenge: You Know Your Client Wants a Haircut

After seating your client, you are ready to start the consultation. You know your client wants a haircut, but you have no additional information. What is your first question?

**Rationale 1:**
Asking if a client likes their current look is a good way to quickly find out if you need to do a long, drawn out consultation. They may just want a trim and asking what they are wanting to achieve may confuse them.

**Rationale 2:**
Finding out what your client wants is important, asking open-ended questions will help you get more information that just asking if they want the same haircut they have. The client is more likely to tell you what they really want.

| Narration: | After seating your client, you are ready to start the consultation. You know your client wants a haircut, but you have no additional information. What is your first question?

**Rationale 1**
Asking if a client likes their current look is a good way to quickly find out if you need to do a long, drawn out consultation. They may just want a trim and asking what they are wanting to achieve may confuse them.

**Rationale 2**
Finding out what your client wants is important, asking open-ended questions will help you get more information that just asking if they want the same haircut they have. The client is more likely to tell you what they really want.

**Questions**
1. Are you wanting the same cut you have now?
2. What are you hoping to achieve today?

<table>
<thead>
<tr>
<th>Comments:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Reviewer 1</strong></td>
</tr>
<tr>
<td><strong>Reviewer 2</strong></td>
</tr>
<tr>
<td><strong>Reviewer 3</strong></td>
</tr>
</tbody>
</table>

**Interactions, branching and programming notes:**
- Two varying rationales coach the learner towards making the best choice based on lessons learned in theory classroom.
- The learner must choose multiple choice question on the right side of page.
- Question 1 navigates to Screen 13.
- Question 2 navigates to Screen 6.
- End button navigates to Screen 1.
Haircut Consultation Challenge: Excellent Choice

**Narration:**
Excellent choice, asking the client what they want is a great way to find out more. However, your client responds, “I’m not sure.”

**What’s your next question?**

**Rationale 1:**
Asking the client a directive open-ended question gives them an opportunity to share what is or isn’t currently working for them.

**Rationale 2:**
Asking the client if they are wanting to try something completely new will let you know just how big of a change they are wanting to make.

**Questions**
1. What do you like and dislike about your hair?
2. Are you wanting something completely new?

**Interactions, branching and programming notes:**
- Feedback is provided at the top of the page.
- Two varying rationales coach the learner towards making the best choice based on lessons learned in theory classroom.
- The learner must choose multiple choice question on the right side of page.
- Question 1 navigates to Screen 7.
- Question 2 navigates to Screen 14.
- End button navigates to Screen 1.

**Comments:**

**Reviewer 1**

**Reviewer 2**

**Reviewer 3**
Haircut Consultation Challenge: Great Choice

| Narration: | Great choice, asking the client open ended questions leads to more meaningful responses. The client lets you know three likes and two dislikes. What’s your next question? |
| Rationale 1 | The client has shared what they like and don’t like, asking if there is anything else they can share with you is an open-ended question that can lead to a wide range of answers. |
| Rationale 2 | Asking open-ended questions is a great way to find out more, but the client may need help figuring out what to share. Therefore, asking a directional open-ended question will give you the information that you want. |

<table>
<thead>
<tr>
<th>Interactions, branching and programming notes:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feedback is provided at the top of the page.</td>
</tr>
<tr>
<td>Two varying rationales coach the learner towards making the best choice based on lessons learned in theory classroom.</td>
</tr>
<tr>
<td>The learner must choose multiple choice question on the right side of page.</td>
</tr>
<tr>
<td>Question 1 navigates to Screen 21.</td>
</tr>
<tr>
<td>Question 2 navigates to Screen 8.</td>
</tr>
<tr>
<td>End button navigates to Screen 1.</td>
</tr>
</tbody>
</table>

| Comments: |
| Reviewer 1 |
| Reviewer 2 |
| Reviewer 3 |
Haircut Consultation Challenge: You Are Doing Great!

**Narration:**
You are doing great! Asking the client to define their biggest challenge gives you insight into an area to focus on when deciding on a final cut.

What’s next?

**Rationale 1:**
You have a basic idea of what your client likes, doesn’t like, and what they are challenged with. Looking at pictures will give you more insight.

**Rationale 2:**
Finding out more about your client will give you more information, allowing you to narrow down the best style for them before recommending any images.

**Questions**
1. How often do you wash your hair?
2. What’s your daily routine look like?
3. Let’s look at some images to get some ideas?

**Interactions, branching and programming notes:**
- Feedback is provided at the top of the page.
- Two varying rationales coach the learner towards making the best choice based on lessons learned in theory classroom.
- The learner must choose multiple choice question on the right side of page.
- Question 1 navigates to Screen 22.
- Question 2 navigates to Screen 9.
- Question 3 navigates to Screen 17.
- End button navigates to Screen 1.

**Comments:**

**Reviewer 1**

**Reviewer 2**

**Reviewer 3**
Haircut Consultation Challenge: Excellent, Client’s Lifestyle

**Narration:**
Excellent. Gaining information into your client’s lifestyle allows you to better understand their needs.

What is your next question?

**Rationale 1:**
Knowing what products and tools your client currently uses gives you background information. You will gain more knowledge to be able to recommend a final look. You can estimate how much time the client spends on their hair once you have this information.

**Rationale 2:**
How much time the client spends styling their hair will let you know which styles will work best. You can recommend the products and tools they will need to use for their new style.

---

**Interactions, branching and programming notes:**
- Feedback is provided at the top of the page.
- Two varying rationales coach the learner towards making the best choice based on lessons learned in theory classroom.
- The learner must choose multiple choice question on the right side of page.
- Question 1 navigates to Screen 10.
- Question 2 navigates to Screen 23.
- End button navigates to Screen 1.

**Comments:**

**Reviewer 1**

**Reviewer 2**

**Reviewer 3**

---

**Questions**
1. What products and tools do you use?
2. How much time do you devote to styling?
Haircut Consultation Challenge: Excellent Question

Narration:
Excellent question. Knowing what products and tools your client uses will give you clues towards both how much time they devote to their hair and they type of products they have experience working with.

What is your next question?

Rationale 1:
Asking your client for boundaries will help you to eliminate styles before looking at images.

Rationale 2:
You have enough information to move on to confirming a final look by looking at images.

Interactions, branching and programming notes:
- Feedback is provided at the top of the page.
- Two varying rationales coach the learner towards making the best choice based on lessons learned in theory classroom.
- The learner must choose multiple choice question on the right side of page.
- Question 1 navigates to Screen 11.
- Question 2 navigates to Screen 30.
- End button navigates to Screen 1.

Questions
1. Is there anything you absolutely do not want to do today?
2. Are you ready to look at some images to confirm the look we are going for today?

Comments:

Reviewer 1

Reviewer 2

Reviewer 3
Haircut Consultation Challenge: Great Job, Pinpoint

**Narration:**
Great job, knowing what your client absolutely doesn’t want allows you to pinpoint a final look.

What is your next question?

**Rationale 1:**
Confirming the styles you think will work best for your client is an important last step to confirm you have understood everything your client has shared.

**Rationale 2:**
You have all the information you need and can confidently move forward towards conducting the haircut service.

**Questions**
1. Let’s look at some images to finalize the look.
2. Perfect, let’s get started.

**Interactions, branching and programming notes:**
- Feedback is provided at the top of the page.
- Two varying rationales coach the learner towards making the best choice based on lessons learned in theory classroom.
- The learner must choose multiple choice question on the right side of page.
- Question 1 navigates to Screen 12.
- Question 2 navigates to Screen 27.
- End button navigates to Screen 1.

**Comments:**

<table>
<thead>
<tr>
<th>Reviewer 1</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Reviewer 2</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Reviewer 3</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>
**Haircut Consultation Challenge: Great Job! Success (critical path)**

**Narration:**
Great job!
You successfully conducted a haircut consultation that was both timely and effective in finding out your client needs and wants. Asking open-ended questions that direct your client, gives you the information you need and allows you to find a look that will work best for your client. Using images helps to confirm what you heard. This is also a great time to reiterate all the clues your client gave you, such as their likes, challenges, and lifestyle.

**Interactions, branching and programming notes:**
- Successful completion of the training.
- Feedback is provided in the middle of the page.
- Next button navigates to Screen 31.

**Comments:**

<table>
<thead>
<tr>
<th>Reviewer 1</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Reviewer 2</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Reviewer 3</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>
Haircut Consultation Challenge: Please Try Again

Narration:
Not the best choice. Asking your client if they want the same haircut they have now can lead the client to not express what they really want or need. Your job is to ask questions that lead to discovery. Asking directive open-ended questions are the optimal choice. Please try again.

Interactions, branching and programming notes:
- Fail. The training is over.
- Feedback is provided in the middle of the page.
- End button navigates to Screen 1.

Comments:

Reviewer 1

Reviewer 2

Reviewer 3
Haircut Consultation Challenge: Completely New?

Narration:
Although asking your client if they want something completely new could lead to answers, it can also make the client nervous. Establishing a relationship of trust, first.

What is your next question?

Rationale 1:
You are a stylist and it is your responsibility to let the client know the condition of their hair before deciding on styles that will be best suited for them.

Rationale 2:
Asking the client what they like and don’t like, gives them an opportunity to share what is or isn’t currently working for them.

Questions
1. Have you noticed the ends of your hair are dry?
2. What do you like and dislike about your current style?

Interactions, branching and programming notes:
- Feedback is provided at the top of the page.
- Two varying rationales coach the learner towards making the best choice based on lessons learned in theory classroom.
- The learner must choose multiple choice question on the right side of page.
- Question 1 navigates to Screen 15.
- Question 2 navigates to Screen 7.
- End button navigates to Screen 1.
Your client is beginning to look concerned. It’s not too late to turn the situation around and regain their confidence.

What is your next question?

**Rationale 1:**
Asking your client how they feel about their hair would give them an opportunity to share information with you.

**Rationale 2:**
The ends of your client’s hair really need to come off. You are the professional and you know what’s best for the client.

**Narration:**
Your client is beginning to look concerned. It’s not too late to turn the situation around and regain their confidence. What is your next question?

**Rationale 1**
Asking your client how they feel about their hair would give them an opportunity to share information with you.

**Rationale 2**
The ends of your client’s hair really need to come off. You are the professional and you know what’s best for the client.

**Questions**
1. How is your current style working for you?
2. Your ends need a good trim. Are you ready for short hair?

**Interactions, branching and programming notes:**
- Feedback is provided at the top of the page.
- Two varying rationales coach the learner towards making the best choice based on lessons learned in theory classroom.
- The learner must choose multiple choice question on the right side of page.
- Question 1 navigates to Screen 16.
- Question 2 navigates to Screen 17.
- End button navigates to Screen 1.
Haircut Consultation Challenge: Right Track

**Narration:**
You are on the right track. Asking the client how their current style is working for them gives them an opportunity to provide you with information. The client states, “It’s alright.”

**Comments:**

**Reviewer 1**

**Reviewer 2**

**Reviewer 3**

**Interactions, branching and programming notes:**
- Feedback is provided at the top of the page.
- Two varying rationales coach the learner towards making the best choice based on lessons learned in theory classroom.
- The learner must choose multiple choice question on the right side of page.
- Question 1 navigates to Screen 18.
- Question 2 navigates to Screen 7.
- End button navigates to Screen 1.
Haircut Consultation Challenge: Too Soon

**Narration:**
Not the best choice. It is too soon in the consultation to recommend a style to your client. Your job is to ask questions that lead to discovery. Asking directive open-ended questions are the optimal choice.

Please try again.

**Comments:**

- **Reviewer 1**

- **Reviewer 2**

- **Reviewer 3**

**Interactions, branching and programming notes:**

- Fail. The training is over.
- Feedback is provided in the middle of the page.
- End button navigates to Screen 1.
Haircut Consultation Challenge: Acceptable Question

This is an acceptable question. Asking what the client likes and dislikes currently would have been a better question. Your client states, “I do like my length.”

What is your next question?

Rationale 1:
Asking the client how they feel about layers is a good idea because they may have had a bad experience in the past. You would be giving the client an opportunity to share information with you.

Rationale 2:
You need to be mindful of time. Asking the client directly what they want could recoup an already lengthy consultation that hasn’t gotten you much information.

Narration:
This is an acceptable question. Asking what the client likes and dislikes currently would have been a better question. Your client states, “I do like my length.”

What is your next question?

Rationale 1
Asking the client how they feel about layers is a good idea because they may have had a bad experience in the past. You would be giving the client an opportunity to share information with you.

Rationale 2
You need to be mindful of time. Asking the client directly what they want could recoup an already lengthy consultation that hasn’t gotten you much information.

Questions
1. How do you feel about layers?
2. What exactly are you wanting?

Interactions, branching and programming notes:
- Feedback is provided at the top of the page.
- Two varying rationales coach the learner towards making the best choice based on lessons learned in theory classroom.
- The learner must choose multiple choice question on the right side of page.
- Question 1 navigates to Screen 19.
- Question 2 navigates to Screen 20.
- End button navigates to Screen 1.

Comments:

Reviewer 1

Reviewer 2

Reviewer 3
Haircut Consultation Challenge: Close-ended Questions

Narration:
Asking a lot of closed-ended questions provide limited feedback and uses up valuable time. What is your next question?

Rationale 1:
Asking the client open-ended questions with direction provides the greatest opportunity for informative feedback.

Rationale 2:
Open-ended questions are great, but you don't want to be too specific so as to lead the client into a narrative.

Questions
1. What would you change about your hair?
2. What is your biggest challenge when it comes to your hair?
3. What else can you tell me about your hair?

Interactions, branching and programming notes:
- Feedback is provided at the top of the page.
- Two varying rationales coach the learner towards making the best choice based on lessons learned in theory classroom.
- The learner must choose multiple choice question on the right side of page.
- Question 1 and 3 navigate to Screen 21.
- Question 2 navigate to Screen 8.
- End button navigates to Screen 1.

Comments:

Reviewer 1

Reviewer 2

Reviewer 3
Haircut Consultation Challenge: Too Direct

Narration:
Not the best choice.
Being too direct can make a client uncomfortable. Your job is to ask questions that lead to discovery. Asking directive open-ended questions are the optimal choice.
Please try again.

Comments:

Reviewer 1

Reviewer 2

Reviewer 3

Interactions, branching and programming notes:
- Fail. The training is over.
- Feedback is provided in the middle of the page.
- End button navigates to Screen 1.
Haircut Consultation Challenge: Directing the Client

**Narration:**
Good job asking an open-ended question. However, directing the client while doing so is important.

**What is your next question?**

**Rationale 1:**
Finding out more about your client is important in knowing what style to recommend.

**Rationale 2:**
Images are a great way to find out what your client likes.

**Questions**
1. How often do you wash your hair?
2. Why don't we look at some images to find a style?
3. What does your daily hair routine look like?

**Interactions, branching and programming notes:**
- Feedback is provided at the top of the page.
- Two varying rationales coach the learner towards making the best choice based on lessons learned in theory classroom.
- The learner must choose multiple choice question on the right side of page.
- Question 1 navigates to Screen 22.
- Question 2 navigates to Screen 17.
- Question 3 navigates to Screen 9.
- End button navigates to Screen 1.

**Comments:**

**Reviewer 1**
Good job asking an open-ended question. However, directing the client while doing so is important.

**What is your next question?**

**Reviewer 2**
Finding out more about your client is important in knowing what style to recommend.

**Reviewer 3**
Images are a great way to find out what your client likes.

**Rationale 1**
Finding out more about your client is important in knowing what style to recommend.

**Rationale 2**
Images are a great way to find out what your client likes.
Haircut Consultation Challenge: Limited

Narration:
This is a good question, but it is limited. What is your next question?

Rationale 1:
Knowing what products and tools your client currently uses gives you background information. You will gain more knowledge to be able to recommend a final look. You can estimate how much time the client spends on their hair once you have this information.

Rationale 2:
How much time the client spends styling their hair will let you know which styles will work best. You can recommend the products and tools they will need to use for their new style.

Questions
1. What products and tools do you use?
2. How much time do you spend styling your hair?

Interactions, branching and programming notes:
- Feedback is provided at the top of the page.
- Two varying rationales coach the learner towards making the best choice based on lessons learned in theory classroom.
- The learner must choose multiple choice question on the right side of page.
- Question 1 navigates to Screen 10.
- Question 2 navigates to Screen 23.
- End button navigates to Screen 1.
Haircut Consultation Challenge: More Information

Narration:
Although you asked a good question, you need additional information. What is your next question?

Rationale 1:
Asking your client which tools they use will give you valuable information towards determining a style that will work for them.

Rationale 2:
Looking at images is invaluable towards finding a style that will work for your client.

Interactions, branching and programming notes:
- Feedback is provided at the top of the page.
- Two varying rationales coach the learner towards making the best choice based on lessons learned in theory classroom.
- The learner must choose multiple choice question on the right side of page.
- Question 1 navigates to Screen 24.
- Question 2 navigates to Screen 17.
- End button navigates to Screen 1.

Comments:

Reviewer 1

Reviewer 2

Reviewer 3
Haircut Consultation Challenge: Good Choice

Narration:
Good choice. Knowing what tools, if any, your client uses will help you in determining a style that is suitable.

What is your next question?

Rationale 1:
Asking your client for boundaries will help you to eliminate styles before looking at images.

Rationale 2:
Knowing your client's activity level will help you to determine a style that best suits their lifestyle.

Questions
1. Do you have any restrictions for your cut today?
2. Do you exercise?

Comments:

Reviewer 1

Reviewer 2

Reviewer 3

Interactions, branching and programming notes:
- Feedback is provided at the top of the page.
- Two varying rationales coach the learner towards making the best choice based on lessons learned in theory classroom.
- The learner must choose multiple choice question on the right side of page.
- Question 1 navigates to Screen 25.
- Question 2 navigates to Screen 28.
- End button navigates to Screen 1.
Haircut Consultation Challenge: Pinpointing Final Look

**Narration:**
Great job, knowing what your client absolutely doesn’t want allows you to pinpoint a final look. What is your next question?

**Rationale 1**
Confirming the styles you think will work best for your client is an important last step to confirm you have understood everything your client has shared.

**Rationale 2**
You have all the information you need and can confidently move forward towards conducting the haircut service.

**Questions**
1. Let’s look at some images to finalize the look.
2. Perfect, let’s get started.

**Interactions, branching and programming notes:**
- Feedback is provided at the top of the page.
- Two varying rationales coach the learner towards making the best choice based on lessons learned in theory classroom.
- The learner must choose multiple choice question on the right side of page.
- Question 1 navigates to Screen 26.
- Question 2 navigates to Screen 27.
- End button navigates to Screen 1.

**Comments:**

Reviewer 1

Reviewer 2

Reviewer 3
Haircut Consultation Challenge: Effective, Lacking Efficiency

Narration:
Good Job!
You conducted an effective consultation. Asking directive open-ended questions more frequently would have led you to the answers you needed, sooner. Remember, your consultation needs to be conducted in a timely manner to be able to perform the service. Great job on using images to confirm what you heard. This is a great time to reiterate all the clues your client gave you throughout the consultation, such as their likes, challenges, and lifestyle.

Interactions, branching and programming notes:
- Acceptable completion of the training.
- Feedback is provided in the middle of the page.
- Next button navigates to Screen 31.

Comments:

Reviewer 1

Reviewer 2

Reviewer 3
Haircut Consultation Challenge: Lost in Translation

<table>
<thead>
<tr>
<th>Narration: Not the best choice. Confirming what your client stated during the consultation through the use of an image is a must. Lots can get lost in translation. Also, maintaining efficiency is important during a consultation to ensure there is enough time to conduct the service. Try again for a better outcome.</th>
<th>Comments:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reviewer 1</td>
<td>Reviewer 2</td>
</tr>
<tr>
<td>Reviewer 3</td>
<td></td>
</tr>
</tbody>
</table>

**Interactions, branching and programming notes:**
- Fail. The training is over.
- Feedback is provided in the middle of the page.
- Next button navigates to Screen 31.
Haircut Consultation Challenge: Not the Best Outcome

**Narration:**
Although finding out if your client has a busy lifestyle is important, this information could have been obtained earlier in the consultation using an open-ended question. You are now too far into the consultation to finish the service on time.

What is your next question?

**Rationale 1:**
Confirming the styles you think will work best for your client is an important last step to confirm you have understood everything your client has shared.

**Rationale 2:**
You have all the information you need and can confidently move forward towards conducting the haircut service.

**Comments:**
Although finding out if your client has a busy lifestyle is important, this information could have been obtained earlier in the consultation using an open-ended question. You are now too far into the consultation to finish the service on time. What is your next question?

**Rationale 1**
Confirming the styles you think will work best for your client is an important last step to confirm you have understood everything your client has shared.

**Rationale 2**
You have all the information you need and can confidently move forward towards conducting the haircut service.

**Questions**
1. Let’s look at some images to finalize the look.
2. Let’s get started.

**Interactions, branching and programming notes:**
- Feedback is provided at the top of the page.
- Two varying rationales coach the learner towards making the best choice based on lessons learned in theory classroom.
- The learner must choose multiple choice question on the right side of page.
- Question 1 and 2 navigate to Screen 29.
- End button navigates to Screen 1.
Haircut Consultation Challenge: Poor Consultation

<table>
<thead>
<tr>
<th>Narration:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not a good outcome. The consultation ended poorly due to the lack of time to be able to provide the full service to the client. Please try again.</td>
</tr>
</tbody>
</table>

**Interactions, branching and programming notes:**
- Fail. The training is over.
- Feedback is provided in the middle of the page.
- End button navigates to Screen 1.

<table>
<thead>
<tr>
<th>Comments:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reviewer 1</td>
</tr>
<tr>
<td>Reviewer 2</td>
</tr>
<tr>
<td>Reviewer 3</td>
</tr>
</tbody>
</table>
**Haircut Consultation Challenge: Great Job! Success (non-critical path)**

**Narration:**
Great Job!
You successfully conducted a haircut consultation that was both timely and effective in finding out your client’s needs and wants. Asking open-ended questions that direct your client, gives you the information you need and allows you to find a look that will work best for your client. Finding out if your client has any restrictions would have helped but can also be determined when looking at images. This is a great time to reiterate all the clues your client gave you throughout the consultation, such as their likes, challenges, and lifestyle.

**Comments:**

**Reviewer 1**

**Reviewer 2**

**Reviewer 3**

---

**Interactions, branching and programming notes:**
- Successful completion of the training.
- Feedback is provided in the middle of the page.
- Next button navigates to Screen 31.
Haircut Consultation Challenge: Survey

Training Survey

<table>
<thead>
<tr>
<th>Question</th>
<th>Agree</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Did the training help you better understand the difference between a directive, open-ended and closed-ended question?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Did you feel you are better able to direct a client consultation after having completed this training?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Did the training help you in discerning client responses for their wants, actions, and needs?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Did you feel you are more prepared to ensure you gain the necessary information needed to decipher the client’s wants, actions, and needs?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Did the training assist you in understanding the importance of confirming what the client has stated through the use of visual imagery?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Do you feel confident in knowing when during the consultation to confirm a client’s wants and needs through the use of visual imagery?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Do you foresee yourself using the training again in the future?</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Narration:
Training Survey

Questions
1. Did the training help you better understand the difference between a directive, open-ended and closed-ended question?
2. Do you feel you are better able to direct a client consultation after having completed this training?
3. Did the training help you in discerning client responses for their wants, actions, and needs?
4. Do you feel you are more prepared to ensure you gain the necessary information needed to decipher the client’s wants, actions, and needs?
5. Did the training assist you in understanding the importance of confirming what the client has stated through the use of visual imagery?
6. Do you feel confident in knowing when during the consultation to confirm a client’s wants and needs through the use of visual imagery?
7. Do you foresee yourself using the training again in the future?

Interactions, branching and programming notes:
- End button navigates to screen 1.
- Results are electronically sent to school’s education director.

Comments:

Reviewer 1

Reviewer 2

Reviewer 3
Add text here
Did the training help you better understand the difference between a directive, open-ended and closed-ended question?

Do you feel you are better able to direct a client consultation after having completed this training?

Did the training help you in discerning client responses for their wants, actions, and needs?

Do you feel you are more prepared to ensure you gain the necessary information needed to decipher the client's wants, actions, and needs?

Did the training assist you in understanding the importance of confirming what the client has stated through the use of visual images?

Do you feel confident in knowing when during the consultation to confirm a client's wants and needs through the use of visual imagery?

Do you foresee yourself using the training again in the future?

Insert survey here