Who *is* this guy anyway?

Foundations of Narration

1. Performance
2. Environment
3. Equipment
4. The Script
5. Editing

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1. Performance
2. ~~Environment~~
3. ~~Equipment~~
4. ~~The Script~~
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From JoshRisser.com

AVOID THE SNOOZEFEST!

Effective Narration
for
Instructional Designers

5 ELEMENTS FOR BETTER DIY NARRATION

1.) ENVIRONMENT
There's no elephant in this room. Your room *is* the elephant! It's the most important part of a high-quality recording.

Avoid echo and background noise at all costs.

Turn off the air conditioner and find a closet full of clothes for the best DIY solution.

2.) PERFORMANCE
Sound like you're reading a script if you want to quickly kill your engagement!

Imagine you're speaking to a friend.

Smile! We can hear it. :)

3.) EQUIPMENT

What do our learners have in common?
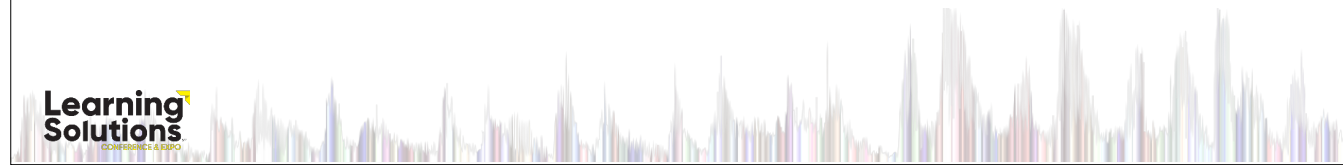
Human?

Learning
Solutions
CONFERENCE & EXPO
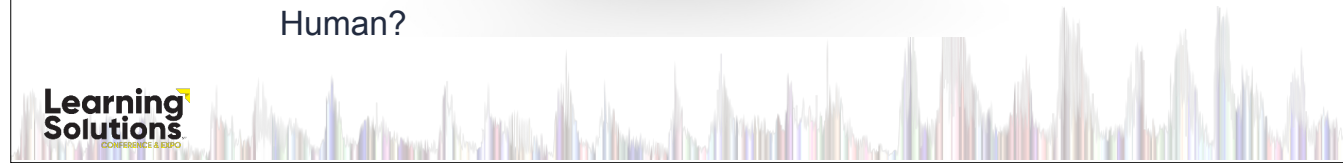
The Problem With Humans

- They know when you're faking it
- They can sense emotions

Because they're humans, it creates some unique problems us as narrators.

Problems…

Well, they can sniff out a phoney -- they know when you're reading a script. And on a different level than thinking, "obviously this was scripted." Because we know TV and movies are obviously scripted. But it doesn't always appear that way.

They can sense your emotion. They know if you're nervous, grumpy, excited or bored.

Source: https://www.youtube.com/watch?v=LBKe3PW0IgM

It's not your fault

- Incomplete advice
  - E-nun-ci-ate
  - Slow and Steady
  - Billboard Phrases
  - Conversational Pitfalls
- No mental preparation

Learning Solutions

You've come to these things before, you've read the blogs and heard the advice.

The advice you've been given isn't wrong, it's just too mechanical and incomplete.

E-nun-ci-ate

- Intent
  - Speak Clearly
- The problem
  - Rigid pronunciation
  - Hard consonants
- Loosen up! Every syllable doesn't need to be perfect

Learning Solutions

The Intent:
Speaking clearly so the learner can understand what you're saying.
What can go wrong?

You stop sounding like a person. You get rigid in your pronunciation and you start doing weird stuff like hitting word-ending consonants in an uncomfortable way. Which can lead to mic pops and just sounds weird.

The fix

Loosen up and relax. Make sure you say all the words correctly, but don't worry so much about hitting every syllable perfectly.
Glottal Stops

Slow and Steady

- Intent
  - Give your learner time to absorb the material
- The problem
  - Pacing never changes
  - Takes you out of storytelling mode
- Vary your pace

Learning Solutions

Intent:

Give your learner time to absorb the info and connect points in their head. All essential to effective eLearning! Going too fast will cause the learner to get frustrated or even give up.
What can go wrong?

Takes you out of storytelling mode. You need to be able to vary to the pace at times to keep from lulling the learner to sleep

The Fix

Slowest pace is slightly slower than your normal one-on-one speech speed, but allow yourself to speed up on the parts of the narration that is the highway between billboards.
THEN When you get to something important, instead of making the billboarding mistakes we just talked about, you simply slow down and drag out the sentence or two. The slower speed lets your learner know "Hey! Something important is happening here. Pay attention

BILLBOARD!

- Intent
    - "THIS IS IMPORTANT!"
- The problem
    - What does this even mean?
    - Lilting, Up Speak
- Use changes in pace to draw out important phrases
- Micropause to help a title or name stand out

Learning Solutions

The intent:

Draw attention to the an important bit of information. So the learner knows that this bit of info is more important that the other bits around it. Maybe it's something they should take special note of or write down.

What can go wrong?

Well, when you're forcing the issue you can start doing weird things with your voice that can be distracting or make you sound unsure.
Lilting, suddenly speaking at a louder volume, or up speak which sounds like a question

The Fix
Connect billboarding to pacing in order to not overuse vocal tone to emphasize phrases

Example

To install a new capsule into your air purifier, switch the unit "off." Then remove the new capsule from it's protective wrapping. Open the capsule cap by turning in the direction opposite to that indicated by the arrow on the cap.

To install a new capsule into your air purifier, *switch the unit "off."* Then remove the new capsule from it's protective wrapping. Open the capsule cap by *turning in the direction opposite to that indicated by the arrow on the cap*.
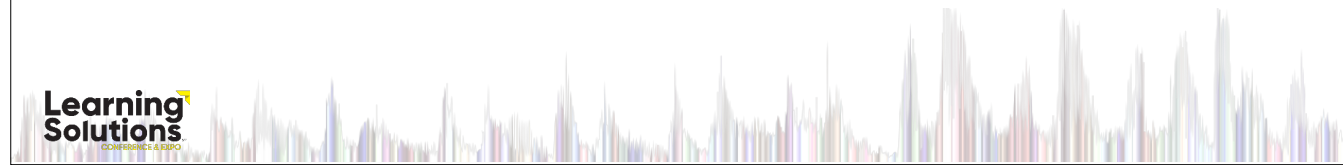
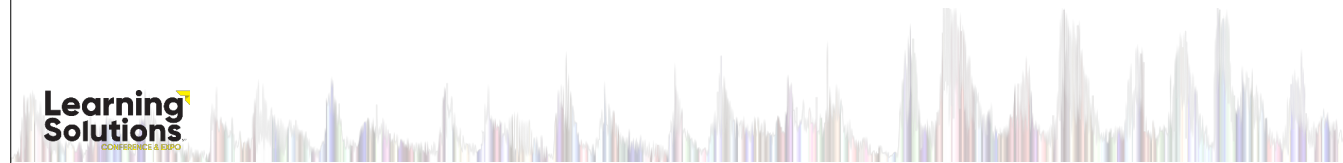# Conversational Pitfalls
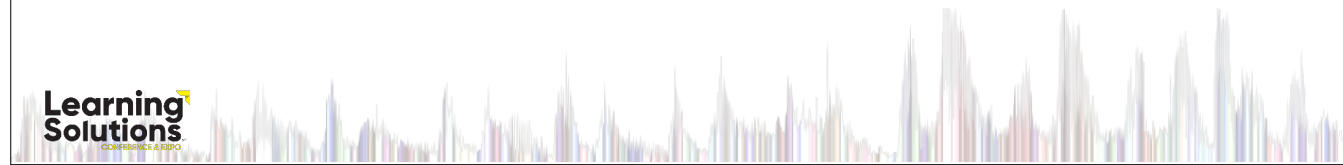
Standing Still

- Stand up
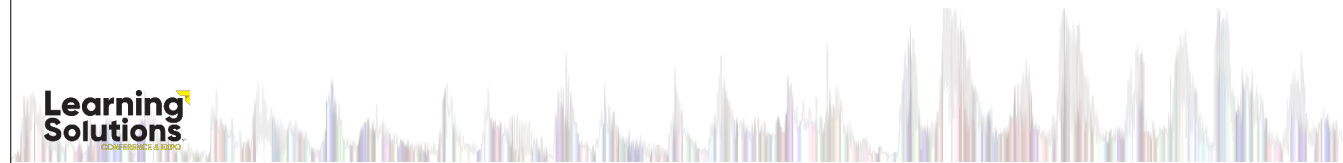- Move those hands
- Stay on mic

Hard Consonants

- ## Use Glottal Stops

  - ### Ending sounds - t, p, d, k
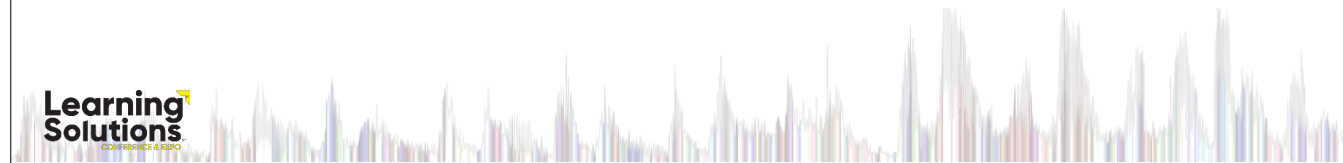
- ## Prevent the pops

Not Contracting

- Prevents over-enunciation
- Adds to conversational flow

Lists and List-ception

- Count items on fingers
- Find the natural pauses
- Maintain connection between items

Learning
Solutions

List-Ception!

What should your hardware inventory include? Computers (servers, workstations), Network equipment (switches, routers, and firewalls), Automation devices (Programmable Electronic Controller (PLC), Distributed Control System (DCS), Variable Frequency Drive (VFD), Remote Terminal Unit (RTU), etc.) Be sure the list includes all devices with an Ethernet connection and IP address as well as devices with routable serial protocols, including ControlNet, Profibus [pro-fee-bus], and Modbus TCP.

At a minimum, these attributes should be recorded for all hardware devices.

List-Ception!

What should your hardware inventory include?

Computers
- servers
- workstations

Network equipment
- switches
- routers
- and firewalls

Automation devices
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Learning
Solutions

Starting with a question

- Lead-in to the first line
    - "I have a question for you."
- Don't hit the first word too hard

Learning Solutions

Question Example

How would you like to get a jump on big institutional investors?

Here's one area of the market where you can. Spinoffs, or divisions of large companies that have been turned into separate public companies, offer a chance for individuals to buy into stocks on the cheap -- before the big investors do
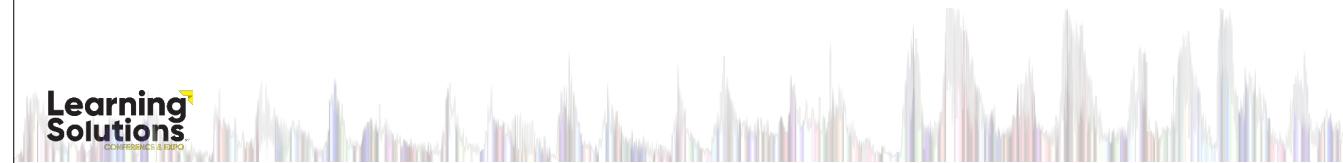
Nebulous Woo Woo Stuff

(AKA Method Acting for the Instructional Designer)

Learning
Solutions

What's on your mind?

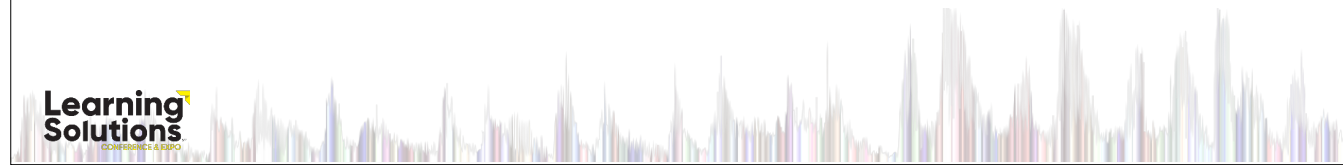- "I only have 20 minutes until my next meeting"

- "I hope I don't stumble over my words! I hate having to rerecord and edit!"

- "I only had one glass of [beverage of choice], I shouldn't slur my words… too much"

Learning Solutions

How do you think those thoughts are coming through in your narration?

Will it make your narration feel rushed?

Maybe you'll feel hesitant or unsure because you're afraid of making a mistake.

Maybe it'll be the most fun anyone has ever had while taking a eLearning course.
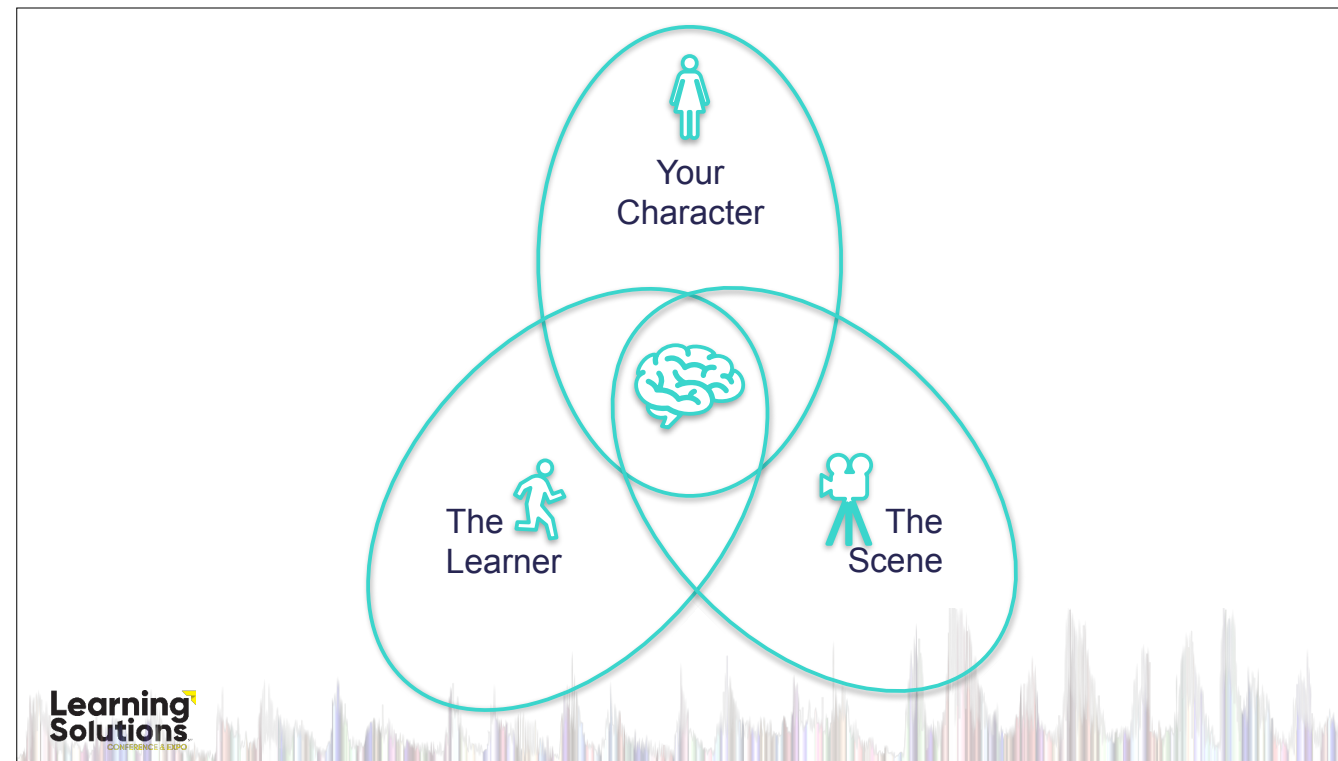
To get ourself connected to the learner, we need to think about all the basic elements of acting.

We should place ourselves mentally into the situation of the veteran employee and new employee, or another similar situation that makes sense for the information we're trying to get to our learner.

Picture the entire scene, the learner, and how your character fits into it.

The Scene - Where are you?

- Two basic scenes
  - Water Cooler Chat
  - One-on-One Training
- Make it realistic
- Keep it small

Learning Solutions

Avoid thinking of training in group settings until you feel more comfortable keeping your mind connected to your single learner. I've found it easier to keep one person in mind, rather than an entire room of people.

The Learner - Who are they?

- Picture someone you actually know

- Make sure they fit the scenario

- Give them a backstory

  - How did they get into this situation?

Picture someone you actually know in your mind. Can be a coworker, friend, spouse, relative, whatever.

Just make sure they fit the scenario. I wouldn't have picked my wife's grandma to have a conversation about cyber security. Despite the number of times I helped her with her computer over the phone.

What's going on with them that put them into the scenario? Did they just start this job. Are they feeling ambitious and trying to learn a new skill?

Example: The Bathroom
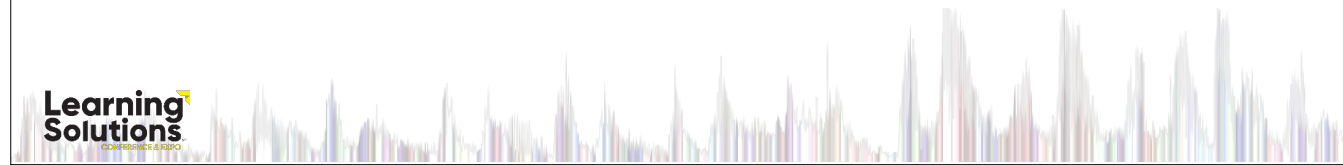
Scene 1

- Character
  - Veteran Employee
- Learner
  - Coworker from office in another city, first day.
- Scene
  - Hallway, walking past each other

Scene 2

- Character
  - Veteran Employee
- Learner
  - Coworker from office in another city, first day.
- Scene
  - Learner leaving elevator, you're staying on

Scene 3

- Character
  - Veteran Employee
- Learner
  - Coworker from office in another city, first day.
- Scene
  - Asks as elevator door begins to close.

Your Turn!

Learning
Solutions

Our compensation plan is designed to support our vision, values, and growth objectives. This plan allows us to win and retain key talent to support our growth and help us best succeed as an organization.

The key to our compensation package is performance. We pay people differently based on their individual skills, experience, and performance, as well as company results.

Learning Solutions
CONFERENCE & EXPO

Let's transition away from the Design Center and make our way to the Sales Counter.

While the visual aspects of the Sales Counter are not going to generate quite as many "wow's" from our customers that the Design Centers will - making sure they are kept clean and organized is very important to appealing to our customer's perception that frequent the Sales Counter - namely the Contractors.

Customer service has always been important at The Home Depot. Without customers there wouldn't be a Home Depot. When we say customers first, we mean helping people as if they were friends or family.

Introducing First, a blueprint for making excellent service a reality in The Home Depot stores.

First is a specific set of behaviors that tells us how to help customers, it will be part of every customer interaction. First stops talking about service and actually makes it happen. Service that makes customers come back to us year after year.

Are you ready? First things first.
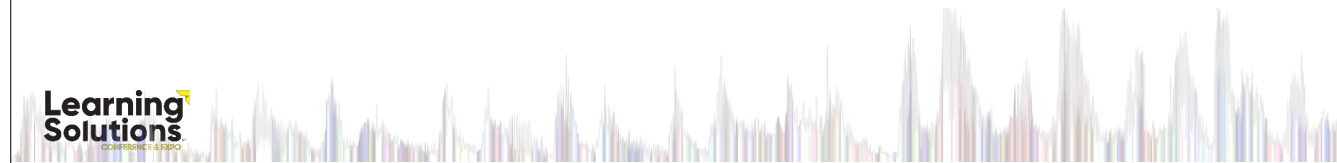
At Hayworth, we believe space matters—a lot. Because space has a real impact on how we work, what we think, and even who we become.

Over our history, we've spent countless hours investigating the links between workspace design and human behavior, health, performance, and the quality of individual experience. And everything – every insight and observation – has culminated in a proprietary approach—one that we named the Organic Workspace.

The Merchandise department serves two customer segments:

Internally, the department supports all Rent Source districts. Each district must be comfortable that as a company we have the right product mix and it is available for their customers.

Externally, all Rent Source customers or end users. Rent Source product assortment must reflect differing levels of customer lifestyle and taste and the showroom experience must exceed expectations as to what rental options can look like.

You can place up to four Quesadilla Sliders on the grill at once, but how will you keep them straight?

Mark their bags and place the bags in the same position that the Quesadilla Sliders go on the grill. Let's see this in action.

As Quesadilla Sliders are built, they are placed in the workspace in order to keep them straight. Once they are placed on the grill the bags are marked and put in the same position on the counter as they are placed on the grill.

When the grill cycle is complete Quesadilla Sliders are accurately bagged and delivered to customers.

Due to the pace of service in our Open Kitchen, we keep almost all ingredients uncovered during our peak hours.

There are two exceptions…Black Beans and Breakfast ingredients should always be kept under a lid. It's important to know this information when working on the line.

If you ever need a reminder, just look for the Kitchen Tips poster. It has all the essentials for working in an Open Kitchen.

Once you have **recovered** from an incident, you want to **learn** from it.

The goal of performing forensics is to gain a better understanding of the event of interest by finding and analyzing the facts related to that event.

Forensics is often performed using a four-phase process of collection, examination, analysis, and reporting.

Click each event is the process to learn more about it.

Let's Connect!

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DIY narrator

Learning
Solutions