

## Objectives

**After finishing the course, at least 85% of participants should be able to**


**Correctly bow when greeting Japanese business contacts for the first time**

**Correctly hand out business cards when greeting Japanese business contacts for the first time**

**Use correct communication skills when negotiating with Japanese contacts by way of:**

- Relationship building
- Gift giving

## Persona

Name:	David Danielson	
Age:	45	
Race:	Caucasian	
Income:	\$140,000	
Education:	M.B.A. in International Business (Asia Concentration)	
Position:	International Management Consultant	
Work History:	Worked for few companies quickly moving up the corporate ladder. Has been with current company for 6 years	
Relationship Status:	Married No children	
Values:	Social contact, status (wants to be the best)	
Interests:	Enjoys going to the bar after work. Favorite drink is scotch.	
Priorities:	Enjoys being married, but work gets very hectic and it sometimes takes priority. Traveling is not an issue for him and is home about 40% of the time. While he misses his wife while traveling, he does not let that get in the way of attaining his goals.	
Character:	Wants to get a promotion at his current job by proving that he can get a great international business contract. He is very confident in his skills and people coworkers know him has someone who gets the job done.	
Desires:	Wants to be the best at what he does and getting the promotion proves that his hard work paid off.	
Fears:	Afraid of losing face by not obtaining the contract. There competition for the promotion and not gaining the contract means he will not get it.	

## The Art of Japanese Business

Sententia Gamification Journeyman Low Resolution Prototype  
Bredy Evans

Treasure:	Money does not mean that much to him so if he was given a \$1,000, he would give it to his wife and tell her by something nice for herself.		
Owned Devices:	He is a fan of technology and has all the newest things. He has the newest phone, has a 4K OLED TV, and has a Tesla.		
Favored way of interacting with learning	He always has his tablet and phone with him because he needs them for his international work. Since he is on the go, he does not have time to take training in a classroom.		
Acceptance:	<input checked="" type="radio"/> Low	<input type="radio"/> Average	<input type="radio"/> High
Beauty:	<input checked="" type="radio"/> Low	<input type="radio"/> Average	<input type="radio"/> High
Curiosity:	<input type="radio"/> Low	<input checked="" type="radio"/> Average	<input type="radio"/> High
Eating:	<input type="radio"/> Low	<input checked="" type="radio"/> Average	<input type="radio"/> High
Family:	<input type="radio"/> Low	<input checked="" type="radio"/> Average	<input type="radio"/> High
Honor:	<input type="radio"/> Low	<input checked="" type="radio"/> Average	<input type="radio"/> High
Idealism:	<input checked="" type="radio"/> Low	<input type="radio"/> Average	<input type="radio"/> High
Independence:	<input type="radio"/> Low	<input checked="" type="radio"/> Average	<input type="radio"/> High
Order:	<input type="radio"/> Low	<input type="radio"/> Average	<input checked="" type="radio"/> High
Physical Activity:	<input type="radio"/> Low	<input checked="" type="radio"/> Average	<input type="radio"/> High
Power:	<input type="radio"/> Low	<input checked="" type="radio"/> Average	<input type="radio"/> High
Saving:	<input checked="" type="radio"/> Low	<input type="radio"/> Average	<input type="radio"/> High

Social Contact:	<input type="radio"/> Low	<input type="radio"/> Average	<input checked="" type="radio"/> High
Status:	<input type="radio"/> Low	<input type="radio"/> Average	<input checked="" type="radio"/> High
Tranquility:	<input checked="" type="radio"/> Low	<input type="radio"/> Average	<input type="radio"/> High
Vengeance:	<input type="radio"/> Low	<input checked="" type="radio"/> Average	<input type="radio"/> High

## **Adventure**

There is a lucrative Japanese business contract waiting for you on the island of Hokkaido. Many people have tried, but no one has been able show enough knowledge of Japanese business etiquette to attain it. You are the only one left who has courage to try. However, the CEO will not let just anyone go to the island. You have to prove yourself worthy by getting approval by three of his underlings each located in three other Japanese Islands. Each underling has a particular skill set that you must master. Can you overcome the underlings and obtain the business contract?

## **Characters:**

Jeff (Underling of the Kyushuu Island)

Russel (Underling of the Shikoku Island)

Peter (Underling of the Honshu Region)

Mr. X (Hokkaido Final boss)

## **Method**

This training is all about practical application. And array of example videos will be used. Many of the videos start and stop at various sections in which the participant will have role-play with either themselves or with a partner. There will also include scenarios in which the participant will need to choose the correct action.

Various activities will be tied to points that add up and give a final point total after gaining the contract from Mr. X.

Each underling will have their own assistants that you have to learn from first. After learning from the assistants, there are opportunities to unlock “special chests” which hold information such as interesting Japanese facts or useful tips.

This training will be delivered via Articulate Storyline

### Engagement


Six game mechanics that will be used will be:


1. Timer – Some activities will have time limits in which a task must be completed.
2. Leaderboard – The leaderboard will have to be created over time. In the beginning, fictional names with realistic point values will have to be used.
3. Levels – As the participant goes completes each island, the information gets more involved incorporating what was learned previously.
4. Points – Point values will be assigned to each activity and tallied up throughout the training.
5. Question an individual – The participant will be partly self-assessing themselves. By role-playing specific sections (i.e. pretend that he/she is bowing to an associate using a 30-degree angle).
6. Ratio rewards – Rewards will be in the form of chests that hold interesting fact or useful tips. The participant will not know which type until it is opened.

# The Art of Japanese Business

Sententia Gamification Journeyman Low Resolution Prototype

Bredy Evans


Module title:		Suggested graphic or visual:	
Screen title (header):			
Screen number:			
Screen type:	Leaderboard, timer		
On-screen text:			
View the video of an American doing business in Japan. After you finish watching it, you will have 2 minutes to jot down as many mistakes that you think the American Business man made.  Don't peek at the answers.  View up until 4 minutes 24 seconds  <a href="https://youtu.be/UHTZcOxAje8?t=65">https://youtu.be/UHTZcOxAje8?t=65</a>			
Audio/Video transcript			
Developer Instructions		Interactivities/ On click	


Module title:		Suggested graphic or visual:	
Screen title (header):			
Screen number:			
Screen type:	Timer		
On-screen text:			
	Time yourself: Jot down and check your answers  2 minutes		
Audio/Video transcript			
Developer Instructions		Interactivities/ On click	

# The Art of Japanese Business

Sententia Gamification Journeyman Low Resolution Prototype

Bredy Evans

Module title:		Suggested graphic or visual:	
Screen title (header):			
Screen number:			
Screen type: Timer			
On-screen text:			
View answers and write how many you got correct: <ul style="list-style-type: none"><li>• Arrived late</li><li>• Didn't prepare business card</li><li>• Didn't bow</li><li>• Didn't view business card</li><li>• Assumed meeting would be short</li><li>• Grabbed card with one hand</li><li>• Put card in pocket</li><li>• Didn't participate in small talk</li><li>• Tried to force the deal</li><li>• Didn't correctly read body language</li></ul>			
Audio/Video transcript			
Developer Instructions		Interactivities/ On click	
The video will segment showing each area that the John Smith made mistakes in.			

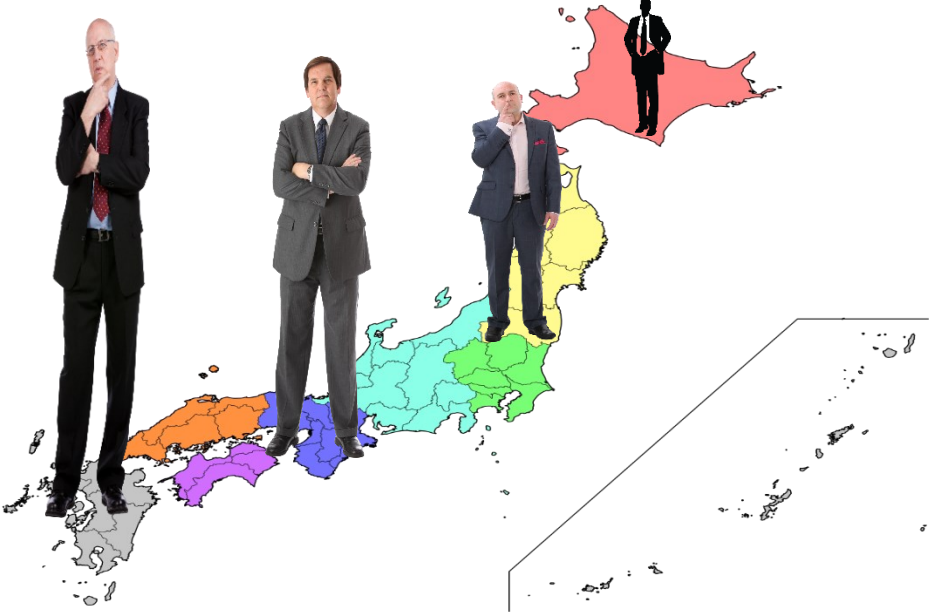
Module title:		Suggested graphic or visual:	
Screen title (header):			
Screen number:			
Screen type:	Leaderboard		
On-screen text:			
<p>How did you do? Here is the current leader:</p> <p>Jessica Evans: 7 correct</p> <p>Jason McFarlene: 6 correct</p> <p>Phil McMillan 4 correct</p> <p>Alex Haynes 2 correct</p> <p>Don't worry if you didn't get many correct. You will have a chance to redeem yourself.</p>			
Audio/Video transcript			
Developer Instructions		Interactivities/ On click	



# The Art of Japanese Business

Sententia Gamification Journeyman Low Resolution Prototype

Bredy Evans

Module title:	Instructions	Suggested graphic or visual:
Screen title (header):		
Screen number:		
Screen type:		
On-screen text:	<p>You don't want to end up like this American businessman and lose out on an important business venture because you were unaware of cultural difference, do you?</p> <p>Let's learn how to avoid these mistakes.</p> <p>Instructions:</p> <ul style="list-style-type: none"><li>• There are 3 underlings located on 3 main islands of Japan.</li><li>• In order to get to each underling, you have get past their assistants.</li><li>• Each assistant oversees your understanding of an area of Japanese business</li><li>• Each underling combines all that you have learned into a mock scenario</li><li>• After defeating each assistant, you can unlock a special chest with either some interesting facts about Japan or useful tips</li><li>• Activities will be assigned points and accumulate through out your adventure</li></ul> <p>Can you get to the CEO located on the 4<sup>th</sup> main island of Japan and obtain that illustrious business contract?</p>	
Audio/Video transcript		

# The Art of Japanese Business

Sententia Gamification Journeyman Low Resolution Prototype

Bredy Evans

Developer Instructions	Interactivities/ On click

<b>Module title:</b>	Stages	<b>Suggested graphic or visual:</b>
<b>Screen title (header):</b>		
<b>Screen number:</b>		
<b>Screen type:</b>		
<b>On-screen text:</b>		
<p>Stage 1: Handshaking/Bowing                  Stage 2: Exchanging of Business Cards                  Stage 3: Art of Conversation (part 1)                  Boss: Putting Everything together</p>		

<b>Audio/Video transcript</b>

<b>Developer Instructions</b>	<b>Interactivities/ On click</b>
	Click on stage 1


Module title:	Suggested graphic or visual:		
Screen title (header):			
Screen number:			
Screen type:			
On-screen text:			
<p>While most western countries give handshakes when meeting someone for the first time in business situations, Japan bows instead.</p> <p>Level 1: Used for informal situations                      Level 2: Used for business situation                      Level 3: Used for giving apologies</p> <p>Rules to bowing:</p> <ul style="list-style-type: none"> <li>• Bend at the waist</li> <li>• Keep back and neck straight</li> <li>• Keep hands to your side (females put hands in front)</li> <li>• Don't make eye contact. Look slightly down</li> <li>• Bow first before your business counterpart</li> <li>• Bow to the person with the highest status first, followed by the oldest</li> </ul> <p>Practice: Take a few moments to practice the three levels of bowing to get a feel of the differences. Remember, the 30-degree level 2 bow is what you will need for your business meetings</p>			
Audio/Video transcript			


Developer Instructions	Interactivities/ On click


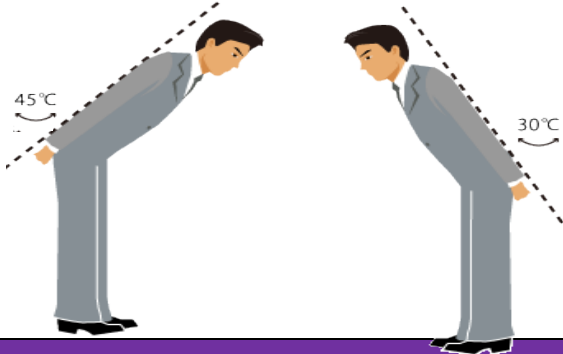
Module title:	Stage 1 activity	Suggested graphic or visual:
Screen title (header):		<a href="#">Challenge 1</a>
Screen number:		<a href="#">Challenge 2</a>
Screen type:	Honesty	<a href="#">Challenge 3</a>
On-screen text:		
<p>Let's see if you can determine what is wrong in each video.</p> <ul style="list-style-type: none"> <li>• Each challenge is worth 10 points for a total of 30 points</li> <li>• You get 10 points if you correctly identify the mistake</li> <li>• You can only view each video challenge twice</li> <li>• Your total points will be added to your points from earlier</li> </ul>		

Audio/Video transcript

Developer Instructions	Interactivities/ On click

Module title:		Suggested graphic or visual:	
Screen title (header):			
Screen number:			
Screen type:	Leaderboard		
On-screen text:			
<p>Jessica Evans: 30 pts (Total: 37)</p> <p>Jason McFarlene: 20 pts (Total: 26)</p> <p>Phil McMillan 20 pts (Total: 24)</p> <p>Alex Haynes 10 pts (Total: 12</p>			
Audio/Video transcript			
Developer Instructions		Interactivities/ On click	
		-	

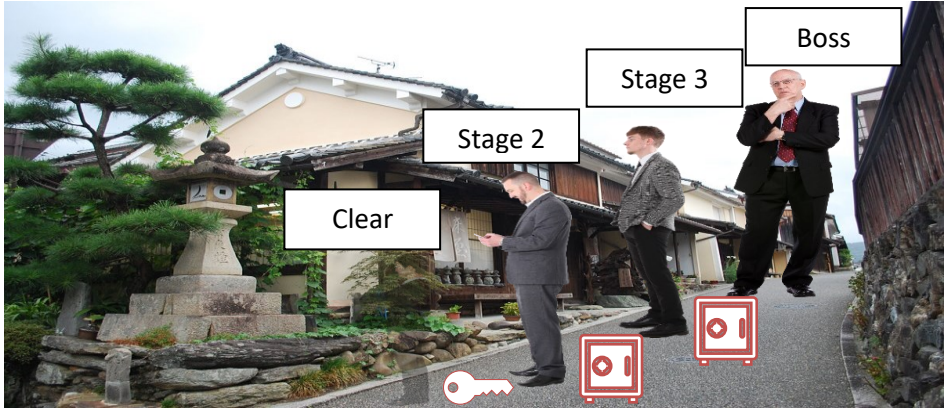
Module title:		Suggested graphic or visual:	
Screen title (header):			
Screen number:			
Screen type:	Level 1 Mini Boss		
On-screen text:			
<ul style="list-style-type: none"> <li>• Defeat the mini boss by answering correctly in the given 2 scenarios. After reading the scenario you have 10 seconds to answer.</li> <li>• Get them all right to clear stage 1</li> <li>• If you get them wrong , go back and answer again (the scenarios will be reshuffled)</li> <li>•</li> </ul>			
Audio/Video transcript			
Developer Instructions		Interactivities/ On click	
Time yourself. In a different iteration, a timer will be created			

Module title:		Suggested graphic or visual:	
Screen title (header):			
Screen number:			
Screen type:	Handshake Activity		
On-screen text:			
<p>Scenario 1:</p> <p>You arrive at the Konnichiwa Corporation and come face-to-face with three Japanese businessmen. Who would you acknowledge and bow to first?</p> <p>Scenario 2</p> <p>You arrive at your meeting and both of you and your Japanese counterpart bow to each other. Which angle is the correct bow?</p> <p>*Answers are at the bottom</p>			
Audio/Video transcript			
Developer Instructions		Interactivities/ On click	

# The Art of Japanese Business

Sententia Gamification Journeyman Low Resolution Prototype

Bredy Evans


Module title:		Suggested graphic or visual:	
Screen title (header):			
Screen number:			
Screen type:	Stages		
On-screen text:	Great Job! You have defeated the stage 1 mini boss and have unlocked a safe. Click on the key to see what is inside.		
Audio/Video transcript			
Developer Instructions		Interactivities/ On click	
Answers: COO, 30 degrees		Repeat Stage 1, Click on the key, or go to stage 3	



# The Art of Japanese Business

Sententia Gamification Journeyman Low Resolution Prototype

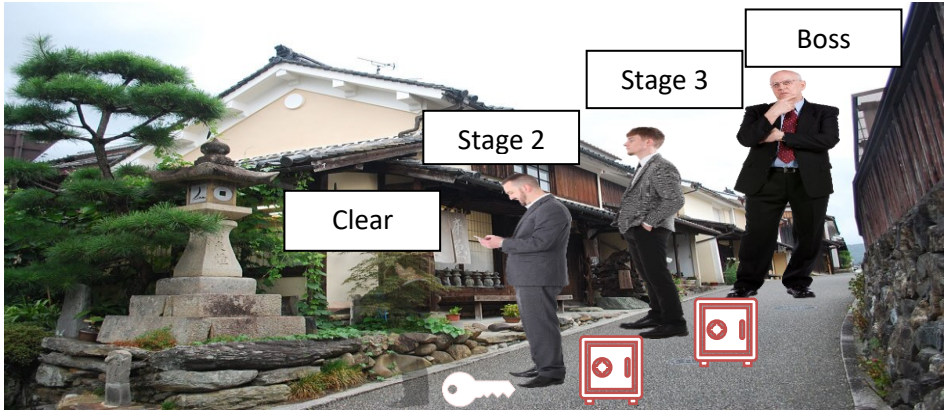
Bredy Evans

Module title:		Suggested graphic or visual:
Screen title (header):		
Screen number:		
Screen type:	Interesting Japanese Facts (Curiosity)	
On-screen text:	<ul style="list-style-type: none"><li>• Japanese people didn't have last names until the start of the Edo period (1603)</li><li>• If you go to a McDonald's and they ask "What would you like to order?" and you say "a smile please", they will smile for you.</li><li>• Many restaurants have a "hidden" menu that you can ask for, which has items not on the normal menu</li></ul>	
Audio/Video transcript		
Developer Instructions		Interactivities/ On click

# The Art of Japanese Business

Sententia Gamification Journeyman Low Resolution Prototype


Bredy Evans


Module title:		Suggested graphic or visual:	
Screen title (header):			
Screen number:			
Screen type:	Stage 2		
On-screen text:			
Next stage: Exchanging business cards			
Audio/Video transcript			
Developer Instructions		Interactivities/ On click	
		Click for stage 2	

# The Art of Japanese Business

Sententia Gamification Journeyman Low Resolution Prototype

Bredy Evans


Module title:		Suggested graphic or visual:
Screen title (header):		
Screen number:		
Screen type:	Role Play	
On-screen text:		
Let's role play for a moment.  If you are by yourself: Pretend that you at a business meeting and you are face to face with the company representative, how would you give out your business card?  If you are with someone: Act out how you would exchange business cards if you were meeting for the first time.  Would it look something like this?  <a href="https://youtu.be/UHTZcOxAje8?t=106">https://youtu.be/UHTZcOxAje8?t=106</a>		
Audio/Video transcript		
Developer Instructions		
Stop at 2 mins 12 seconds		


Module title:		Suggested graphic or visual:	
Screen title (header):			
Screen number:			
Screen type:	Card Exchange		
On-screen text:	<p>In Japan, business cards are symbolic symbols that represent yourself. Therefore, they are treated with much respect. On the same token, they are handed out in a very ritualistic way. On the right is an example of you and your counterpart were both exchanging cards at the same time:</p> <ul style="list-style-type: none"><li>• Have your business card ready to handy off</li><li>• Hold with both hands</li><li>• Make sure your business card is turned with your name facing your counterpart</li><li>• Introduce yourself</li><li>• Give your card with your right hand and receive with your left</li><li>• Hold the card with both hands and examine it for a moment</li><li>• When seated, gently lay the card beside you on the table</li></ul>		
Audio/Video transcript			
Developer Instructions			

# The Art of Japanese Business

Sententia Gamification Journeyman Low Resolution Prototype

Bredy Evans


Module title:		Suggested graphic or visual:
Screen title (header):		
Screen number:		
Screen type:	Card Exchange	
On-screen text:		
On the right is an example of a single person handing out a business card: <ul style="list-style-type: none"><li>• If you are visiting the company, always hand your business card first</li><li>• Hold with both hands</li><li>• Make sure your business card is turned with your name facing your counterpart</li><li>• Introduce yourself</li><li>• Give your card with both hands</li><li>• If your counterpart reciprocates, receive the card with both hands and examine it for a moment</li><li>• When seated, gently lay the card beside you on the table</li></ul>		
Audio/Video transcript		
Developer Instructions		

Module title:		Suggested graphic or visual:	
Screen title (header):			
Screen number:			
Screen type:	Activity		
On-screen text:			
<p>Here is another activity to gain some more points. You will be shown some examples of business card exchanges.</p> <ul style="list-style-type: none"> <li>• Choose the correct answer to each given scenario</li> <li>• Write down why you chose the answer</li> <li>• Each correct choice is worth 5 points</li> <li>• Each incorrect choice is minus 5 points of your total score</li> </ul> <p>Scenario 1:</p> <p>The lady on the left is visiting a company for the first time and presents her business card. Is she doing this correctly or incorrectly?</p> <p>Choices: Correctly Incorrectly</p>			
Audio/Video transcript			
Developer Instructions			

# The Art of Japanese Business

Sententia Gamification Journeyman Low Resolution Prototype


Bredy Evans

Module title:		Suggested graphic or visual:
Screen title (header):		
Screen number:		
Screen type:	Activity	
On-screen text:		
<p>Scenario 2:</p> <p>Mr. Saito and Ms. Kato meet at a café to have a lunch meeting. They both are exchanging cards at the same time. Are they doing it correctly or incorrectly?</p> <p>Choices: Correctly Incorrectly</p>		
Audio/Video transcript		
Developer Instructions		

# The Art of Japanese Business

Sententia Gamification Journeyman Low Resolution Prototype

Bredy Evans


Module title:		Suggested graphic or visual:
Screen title (header):		
Screen number:		
Screen type:	Activity	
On-screen text:		
Scenario 3:		
Mr. Brown and Ms. Fujimoto just finished exchanging business cards and are taking time to read view them. Are they right in doing this or wrong?		
Choices: Right Wrong		
Audio/Video transcript		
Developer Instructions		



# The Art of Japanese Business

Sententia Gamification Journeyman Low Resolution Prototype

Bredy Evans

Module title:		Suggested graphic or visual:
Screen title (header):		
Screen number:		
Screen type:	Leaderboard	
On-screen text:		
Jessica Evans: 15 pts (Total: 52)		
Jason McFarlene: 10 pts (Total: 31)		
Phil McMillan 10 pts (Total: 29)		
Alex Haynes 15 pts (Total: 27)		
Audio/Video transcript		
Developer Instructions		Interactivities/ On click
		-

### Handshake Activity

Scenario 1: COO

Scenario 2: 30 degrees

### Business Card Activity

Scenario 1: Incorrectly

Reason: Her name and information is facing her and not in the direction of the person she is giving it to.

Scenario 2: Incorrectly

Reason: They both must give their business cards with their right hand and receive with their left.

Scenario 3: Right

Reason: Taking time to read over a counterpart's business card after receiving it is customary