



MAY 2018

Simply asking the question "Why?" can lead to new ideas that directly impact change within an organization, our professional careers and even our personal lives. This month Dave Thompson, CFI and V.P. of Operations for WZ shares his insights on how to overcome the challenges associated with change - regardless of which side you are on.

Are you planning to attend NRF PROTECT in Dallas, TX this next month? Be sure to stop by Booth #1038! Enter to win a great giveaway and experience a one-on-one product demo. If you're a Certified Forensic Interviewer (CFI) we'll have ribbons available for you to proudly display on your NRF badge.

Whose Side Are You On?

Written by Dave Thompson, CFI

Change. A scary word, and a difficult concept to grasp for many. Scarier and more troubling are the following reactions we often hear to a suggestion of change:



"If it ain't broke, don't fix it". "But that's the way we've always done it". "I've been doing this for (X) amount of years"

I'm sure we have all heard some of the above, and probably have even caught ourselves saying it from time to time. As John Maxwell stated "Change is inevitable, but progress is optional." There are many obstacles on the path to change and one of the most difficult for people to overcome is the ability to understand a perspective different from their own.

Wicklander-Zulawski & Associates prides itself on evolving, adapting and innovating the way we deliver our training and, most importantly, the content itself.

Let's focus on 5 key concepts that help us progress, innovate and become better than we were yesterday:

Case of the WZ Missing Certificate

It was April 1988 when Deanna Kenner successfully completed the WZ Seminar on Interview and Interrogation Techniques. For many years Deanna proudly displayed her training certificate as proof that she was indeed #WZTrained. Years passed. Hundreds of successful interviews were conducted. However, somewhere in between the personal and professional changes within her life the certificate went missing.

Fast forward to April 2018 when Deanna's son stumbled across a crucial piece of evidence which led him to find the certificate. Deanna shared the long lost and treasured certificate on the WZ Facebook page. Where's your certificate? Share it with us on Facebook or if it's gone missing, request a replacement today!

[SHARE YOUR CERTIFICATE ON FACEBOOK](#)

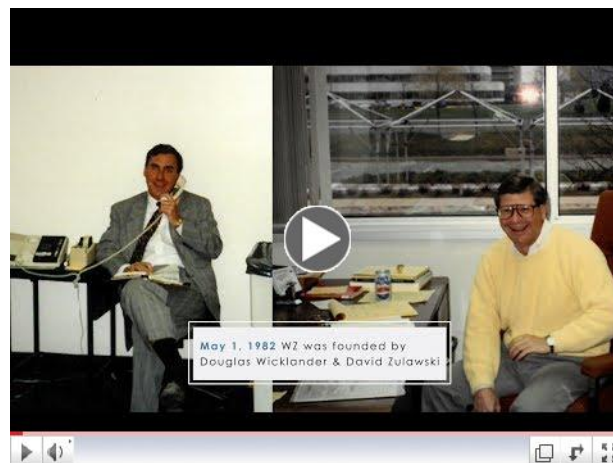
[REQUEST A CERTIFICATE REPLACEMENT](#)



WZ's Change & Evolution

Celebrating 36 Years

We are honored, humbled and thankful for each and every person who has contributed to the success of WZ over the past 36 years.



JUNE 11-13, 2018

NRF PROTECT

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THE LINK Powered by WZ

Put Your Interviewing Training Into Practice

Every interviewer wishes they had the ability to practice before conducting the first interviews of his or her career.

THE LINK offers investigators the ability to practice their interviewing skills in a risk-free interactive situation, narrowing the gap between knowledge and skill while allowing the investigator to gain confidence in how to effectively conduct interviews.

Experience THE LINK at NRF PROTECT! Visit Booth #1038 to get an inside look at our newest interactive simulated technology.

Discover THE LINK Powered by WZ





Register for 2018 Training - Get a FREE 1-Year IAI Membership!

NEW IN 2018, attend highly sought after **WZ Seminar on Workplace Investigative Interviewing Strategies**, or any other WZ open registration course and become eligible for a **one-year FREE International Association of Interviewers (IAI) Membership!** Simply register for a 2018 WZ private sector open registration course, complete a course evaluation and automatically receive a one-year FREE IAI Membership* valued at \$75.00.

*Only applicable to new IAI members.

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LIVE Webinars

WZ offers the perfect opportunity to continue learning when and where it's convenient for you with our series of webinars, including **"Hiring Better Candidates"**. Plan ahead to guarantee your spot and relax knowing you'll soon be trained by a **'LIVE' WZ instructor** on topics specific to your needs. Save the link below as more webinars will continue to be added each month.



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Custom Onsite Training

From Loss Prevention to Human Resources, all of WZ's programs provide the tools necessary to identify the TRUTH. The foundation of each and every course we offer is based on the principles of the WZ Non-Confrontational Method.

Need to train an entire team in 2018? WZ offers customized, in-house training courses when and where it's convenient for your organization. To learn more about our contract training programs contact Brett L. Ward, CFI and Divisional V.P. of Business Development and Client Relations by email bward@w-z.com or call 800.222.7789 x119.



[Learn More >](#)

Why WZ?

Wicklander-Zulawski & Associates (WZ) is an internationally recognized firm established in 1982. Our passion for the truth has led us to become a world leader in non-confrontational interview and interrogation training.

WZ's team of Certified Forensic Interviewers (CFI) teaches a series of techniques, anchored by the WZ Non-Confrontational Method to integrate strategic preparation, behavior interpretation, and structured questions which allow an interviewer to successfully adapt to any type of investigation.

Over 450 programs are facilitated annually for clients in human resources, loss prevention, executive management, compliance, law enforcement and government agencies. Each program is specifically designed with the individual client to ensure maximum application value.

We encourage you to take the time to look through our website and you will find out exactly why Wicklander-Zulawski & Associates, Inc. is a leader in the industry.

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