

Six Milestones to Elite

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6 Milestones to Elite – a Wicklander-Zulawski curriculum guide

1. Take the 10-Hour Investigative Interviewing Course
2. Join the International Association of Interviewers (IAI)
3. Attend a Two-Day Interview and Interrogation Seminar
4. Attend One-Day Advanced Interview and Interrogation Seminar
5. Take Distance Learning Modules: Keep Your Skills Sharp
6. Earn and Maintain Your Certified Forensic Interviewer (CFI) designation

Check out the 6 Milestones to Elite [Infographic](#)

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About Each Milestone

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[vc_toggle title="1. Take the 10-Hour Investigative Interviewing Course."][The 10-hour Investigative Interviewing Course](#) is the perfect refresher course for those looking to brush-up on key concepts, or it can serve as a valuable prep course for those scheduled to attend the WZ Two-day Interview and Interrogation Seminar.

Do you work remotely? Don’t let that stop you from setting your foundation for Elite with the WZ 10-Hour course.

About the [WZ 10-Hour Online Investigative Interviewing Course](#)

This course is a perfect introduction to interview and interrogation training for the investigator who may be new to their role, a viable option for the person who is unable to immediately travel to an open registration WZ Seminar, or for someone who is seeking a refresher after attending a WZ Seminar. It gets even better. This course also qualifies for ten (10) Continuing Education Credits towards Certified Forensic Interviewer (CFI) recertification. Topics covered are:

Preparing for the interview	Legal aspects of interviewing	Interpretation of behavior	Admission interview	Handling denials	Obtaining the admission
Use of rationalizations			Development of the admission		
How to structure an interview			Preserving the statement		

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[vc_toggle title="2. Join the International Association of Interviewers (IAI)."]One key to a productive career is networking. Network with other professionals and take advantage of the interviewing and investigative tools such as educational Webinars, legal updates, your interviewing tool box and a video interviewing tip series sent directly to your inbox from a WZ instructor.[/vc_toggle]
[vc_toggle title="3. Attend a Two-Day Interview and Interrogation Seminar."]Attending the official WZ Two-Day seminar is the only way to achieve that coveted “WZ Certified” certificate that all potential employers are looking for on your resume. This seminar is the ultimate foundation for your interviewing career.[/vc_toggle]
[vc_toggle title="4. Attend One-Day Advanced Interview and Interrogation Seminar or Two-Day Premier Workshop"]After attending the 2-day the next logical step is to jump right into an Advanced Workshop that will take your introductory concepts to the next level. Take advantage of a back-to-back 1-day workshop or consider the 2-day Premier Investigators Workshop to further sharpen your interview skills.[/vc_toggle]
[vc_toggle title="5. Take Distance Learning Modules: Keep Your Skills Sharp."]WZ’s distance learning modules keep your skills sharp when it’s inconvenient to travel or when you simply need a valuable refresher on key topics or challenges. We have several convenient options for you to engage in Distance Learning.

Packages by Bundled Topics:

- [Tackling the Top 3 Most Common Interviewing Challenges](#)

Description: This package includes **three** instructor-led Webinars and **three** self-guided computer-based learning modules that deliver solutions to the most common interviewing mistakes starting with an interview and interrogation key concept review from the two-day seminar. The additional modules tackle telephone interviewing, developing and documenting an admission and obtaining a statement.

- [Guarding Against Complacency: Refining your core skill set](#)

Description: This package includes **three** instructor-led Webinars designed to refine the interviewers’ core skill set. The topics include utilizing effective rationalizations, developing full confessions and writing comprehensive reports.

- [Behavior Doesn’t Lie: What your interviewee isn’t saying](#)

Description: This package includes **three** instructor-led Webinars and **two** computer-based learning modules. The modules are geared toward using behavioral analysis within any setting whether it is human resource or loss prevention related. The computer-based learning topics are interpretations of behavior and pre-employment interviewing while the instructor-led Webinars tackle detecting deception in candidate interviews, using behavior to narrow the scope of your investigation, and a behavioral guide to having difficult conversations.

- **Building Your Own WZ Tool Box: A Customized Webinar experience**

Pricing: Contact Chris Norris for more detailed pricing

Description: Do you have very specific topics you’d like addressed? We can build a custom Webinar for your team designed around specific challenges, pain points or organizational priorities.[/vc_toggle]

[vc_toggle title=”6. Earn and Maintain Your Certified Forensic Interviewer (CFI) designation”]By becoming a CFI, you are demonstrating your ongoing pursuit of elite status in the interviewing and interrogation field. It is a valuable first step to achieve your status as a CFI, and even more valuable to maintain that status.

Remember, as you gather your Continuing Education Units (CEUs) for your recertification, all WZ educational events count toward your recertification goal. Visit www.certifiedinterviewer.com for more information.

[CFI Logo](#)

Social Services

Case management begins with the ability to assess a client’s situation and needs. This assessment largely depends on obtaining information directly from the client or from the people the client knows, including relatives, friends, neighbors, or coworkers.

These individuals are often unwilling or unable to communicate with social service case workers. Many barriers stand in the way of obtaining information, including languages, cultures, disabilities, negative perceptions associated with cooperating, and issues of trust.[/vc_column_text][/vc_column][vc_column width=”1/2”][vc_column_text]**Trust Produces Truth**
WZ trains health and social service personnel to use non-confrontational interviewing techniques that quickly produces accurate information. Our training teaches case workers to apply a flexible, strategic approach as they question clients and other individuals.

Our Certified Forensic Interviewers show participants how to adapt their interview techniques to different personalities, challenges, and circumstances. It equips them with the skills they need to overcome hesitation, build trust, and gently uncover the truth. Our training enables social service personnel to obtain case information more rapidly and reliably, which ultimately leads to more effective service.[/vc_column_text][/vc_column][vc_row][vc_row][vc_column]

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Custom Programs

Learn more about how WZ can create a custom program to fit your organization's needs
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Contact Us

Learn more about how WZ can prepare your team for their next interview.
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CFI Recertification

CFi recertification credits earned vary by length of seminar (24 credits are required for recertification)
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I just wanted to drop you gentlemen a note to let you know how much your class has helped me in interviewing and interrogating suspects. It has made the difference between night and day!

The day after our last day in class, I had to interview and interrogate a woman who had been hired as a foster caregiver for two separate elderly women. In each case she had won the elderly women’s trust and thereafter stole from them unmercifully. I started with the Selective Interview and then appealed to her emotions. I found in this case and in the 10 others I have done since the class that the emotional approach is really the way to go. When I used the “Change their Perspective”, I really see them bite (take the hook, line and sinker). I give the “Hope in their predicament”, created the ole “Buyer Urgency”, and in most cases don’t have to “Protect the Evidence”. They just fold. I am still learning how to develop the confession so I get more than some admissions. I have found that once they’ve taken the big step and admitted one thing (out of the myriad of crimes they have committed), I can get them to confess to many more.

The day after the above-mentioned interview, I interviewed and interrogated a spin-off player from this investigation. To make a long story short, she confessed to a crime that I had absolutely no idea had ever been committed. All from using the emotional approach and developing her confession. I just now finished interviewing her accomplice at the jail. He is a professional criminal that is intellectually quite astute and not just con-wise. I appealed emotionally to his “honor”, because another detective said he has a code of honor in his criminal affairs. It worked beautifully and he gave it all up.

I have had only two times when I could not stop the denials. In both cases I was satisfied that they were not involved in the crime. It was a shot in the dark for me, because some circumstances told me they could have possibly been involved. The point is, I would not have been certain they were not suspects had I not had your training.

More than words can say, Thank you very much!!!

Doug R. Jordan Eugene Police Department

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Special Videos

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Let’s Solve a Picture Crime

WZ Speaker Bloopers

[WZ's Favorite Jokes](#)

WZ Staff Learns Spanish

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Renewed and Ready Promo

Question Practice

The LINK Commercial

The Evolution of WZ

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PPE Roundtable Discussion

Make It a Double

Dave Thompson, CFI interviews David Zulawski, CFI

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Stage Stores' Success

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WICKLANDER-ZULAWSKI & ASSOCIATES, INC (WZ) SPOTLIGHTS STAGE STORES FOR THEIR INNOVATIVE APPROACH TO INTERVIEWER DEVELOPMENT

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Combining the power of technology with the skillset of the WZ Method and fueling it with friendly competition was the recipe for an experience like no other at Stage Stores. Utilizing WZ’s newest simulated interviewing program, THE LINK, Stage Stores took continued education and employee engagement to the next level with their Ultimate Interviewing Championship (UIC) tournament.

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[vc_column_text]WZ developed THE LINK in partnership with SIMmersion Immersive Simulations as a tool for new and experienced interviewers alike. The virtual environment allows interviewers to hone their skills in a risk-free investigative interview. To deter interviewers from primarily seeking a confession, THE LINK’s scoring system measures the development of rapport, as well as the use of implied threats or promises and other risk factors associated with an investigative interview. These experienced interviewers weren’t just focused on obtaining the truth, but more importantly, doing it the right way. Through the score-keeping and achievement system, an element of competition was generated, which many users have found appealing. Stage Stores seized on to the competition aspect in an innovative way and evolved it into their UIC tournament.

When Stage Stores introduced their Asset Protection team to **THE LINK** program, they simultaneously wanted a way to encourage continued interview practice *and* engagement amongst their team. The program’s subject, Bob Jensen, inspired a competition called “Beating Bob.” Stage Store associates were tasked with completing a successful interview with Bob at each of his three difficulty levels, with each level becoming its own round of competition. “The different competitions really pushed everyone to get in and try their hand at beating Bob,” said Brian Smith, Regional Asset Protection Manager. “Once in the program, you saw everyone really challenge themselves to get better and want to beat Bob on several levels.”

The “Beating Bob” challenges encouraged greater interactivity with the program, which in turn led to greater returns on the previous WZ training the Stage Stores AP associates had completed. To add a further element of competition and drive users to maximize their skills, a bracket was created and hints began to drop about a UIC championship belt. Team emails included links to inspiring music and montages from the Rocky films. Competitors received fighter-appropriate nicknames. Every aspect of the promotion was perfectly tied into the theme, creating a fun experience for the entire team.

For the final match of the bracket, the Stage Stores team pulled out all the stops. The two finalists, “Unstoppable” Jessika Fields and Cory “Heavy-Hands” Arnsperger, were brought to the Texas headquarters along with their managers. The corporate team made posters encouraging the players, and held a full “fight night” experience, complete with announcer, referee, and members of the sports media. Jessika and Cory had to each complete an interview with Bob on the challenge level, and when that came back as a tied score, it came down to a sudden death lightning round. Jessika, who also enjoys MMA-training outside of work, was declared the winner and awarded with a real, hand-crafted, custom-made “UIC” championship belt.

By creating a fully-realistic experience and using THE LINK’s features to their fullest, Stage Stores encouraged a greater level of engagement with their training and strengthened their team’s interviewing skills. “This was really one of the most fun continuing educations I have done,” recalls Arnsperger. “I am a firm believer that this helped me when in the field conducting interviews.” Fields, the reigning champ, echoed Arnsperger’s sentiments: “This tool is an exceptional tool for [District Asset Protection Managers] and others who conduct interviews. I have experienced success with using this tool and feel like I have made improvements in my interviewing.”

<https://www.w-z.com/training/thelink/>

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