



HR Star – Los Angeles
Critical Design Elements of a Professional Investigative Interview
Wicklander – Zulawski & Associates Brett L. Ward, CFI - SVP

Audio and/or Video Recording is Prohibited. Thank you for your cooperation.

IDENTIFY THE TRUTH

www.w-z.com



1

First Thoughts

- What Should Be Considered Prior to Engagement
 1. Environment Setting
 2. Choice of Investigative Interview Strategy (Can I Be Consistent?)
 3. Order of Interviews (Contamination of Information)
 4. Advanced Empathy Based Statements
 5. Motive - Hurdle - Maladaptive Behaviors
 6. Length of Time Available to Handle Professionally
 7. Sideline Unconscious Bias - Professional Engagement / Rapport
 8. Innocent Until Proven Otherwise

©Wicklander-Zulawski & Associates – All Rights Reserved

2



3

WICKLANDER-ZULAWSKI & ASSOCIATES, INC.

Proper Question Development, Structure & Timing

IDENTIFY THE TRUTH ©Wicklander-Zulawski & Associates – All Rights Reserved www.w-z.com

4

Lack of Time? Simple Fact Find Approach

- Open-ended
"Could you tell me about the conversation with your co-worker yesterday?"
- Expansion
"You said he seemed agitated, tell me more about what happened during that time?"
- Echo
"What do you mean by agitated?"
- Closed ended
"How long did the conversation last?"



©Wicklander-Zulawski & Associates – All Rights Reserved

5

Proper Question Development

- **Baseline Questions**
 - Visual / Audio / Emotional / Biographical
- **Challenge Questions**
 - *"Can you think of any reason why our investigation would indicate _____"*
- **Assessment - Assumptive Questions**
 - *"When would have been the last time _____"*

IDENTIFY THE TRUTH

#WZTrained

6



Rapport - Fear Exists

IDENTIFY THE TRUTH ©Wicklander-Zulawski & Associates – All Rights Reserved www.w-z.com

7

Rapport



8

Truthful or Otherwise – Hurdle Exists

- **Motive**

1. **Alleged Victim**
2. **Alleged Offender**
3. **Potential Witnesses**

- **Hurdle**

1. **Why Fear can be Truthful**
2. **Why Fear is the Opposite**

- **Quite Often We Cause It**

1. **Witty at Times Not Your Best Friend**

IDENTIFY THE TRUTH

#WZTrained

9



ORBIT
The Science of Rapport-Based Interviewing for
Law Enforcement, Security, and Military

LAURENCE J. ALISON | EMILY K. ALISON
NEIL D. SHORTLAND | FRANCES SURMON-BÖHR



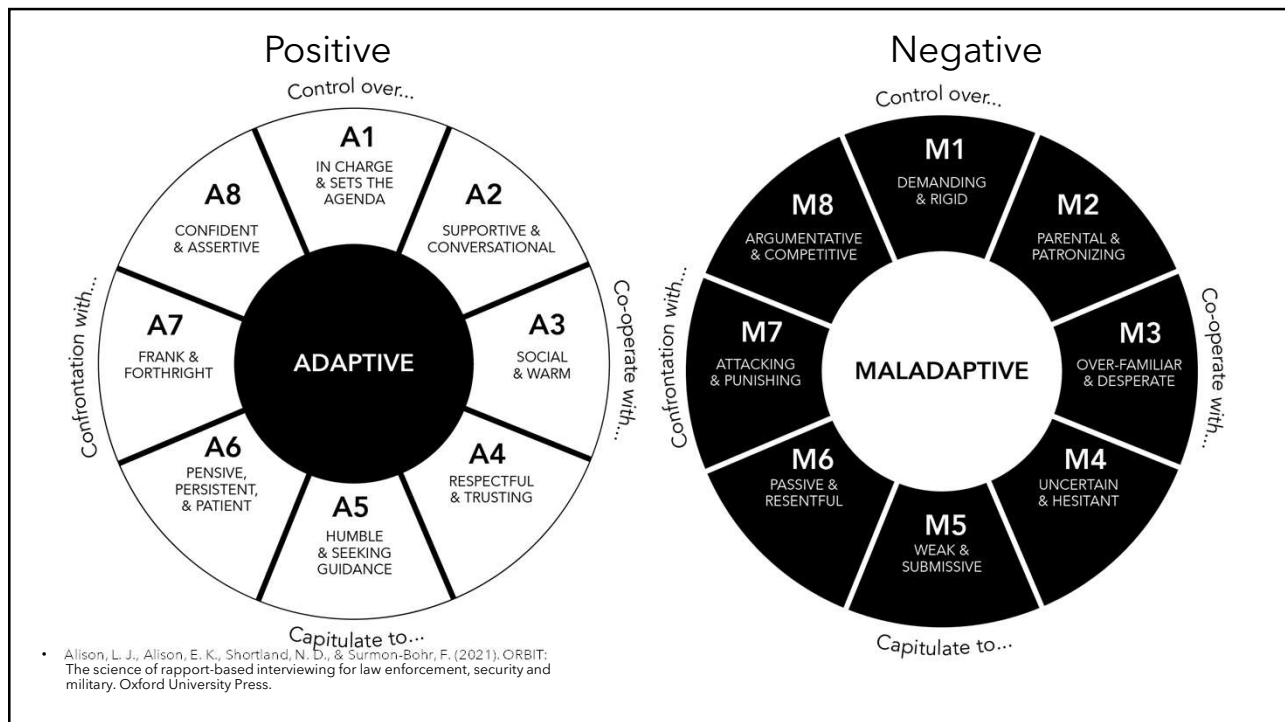
OXFORD



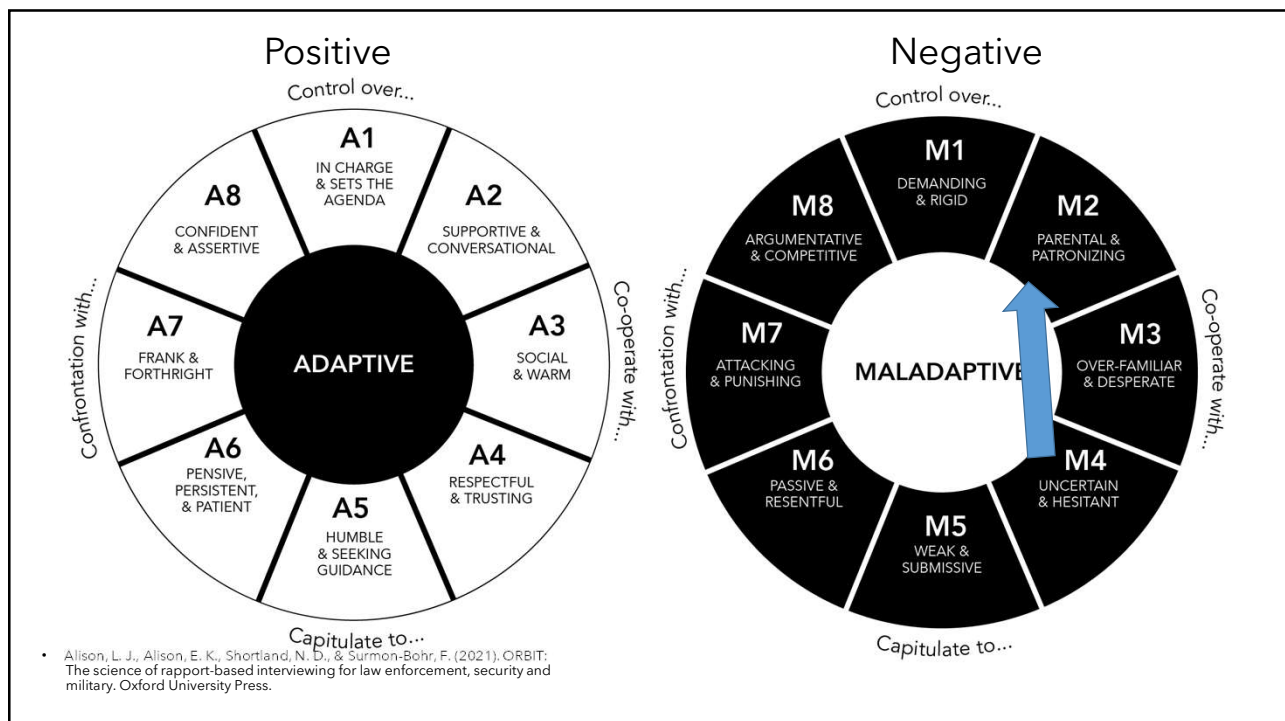
- Significance of the ORBIT research findings
- Largest field-based study focused on rapport during investigative interviews
- Universal impact across all venues

Rapport ©Wicklander-Zulawski & Associates – All Rights Reserved #WZTrained

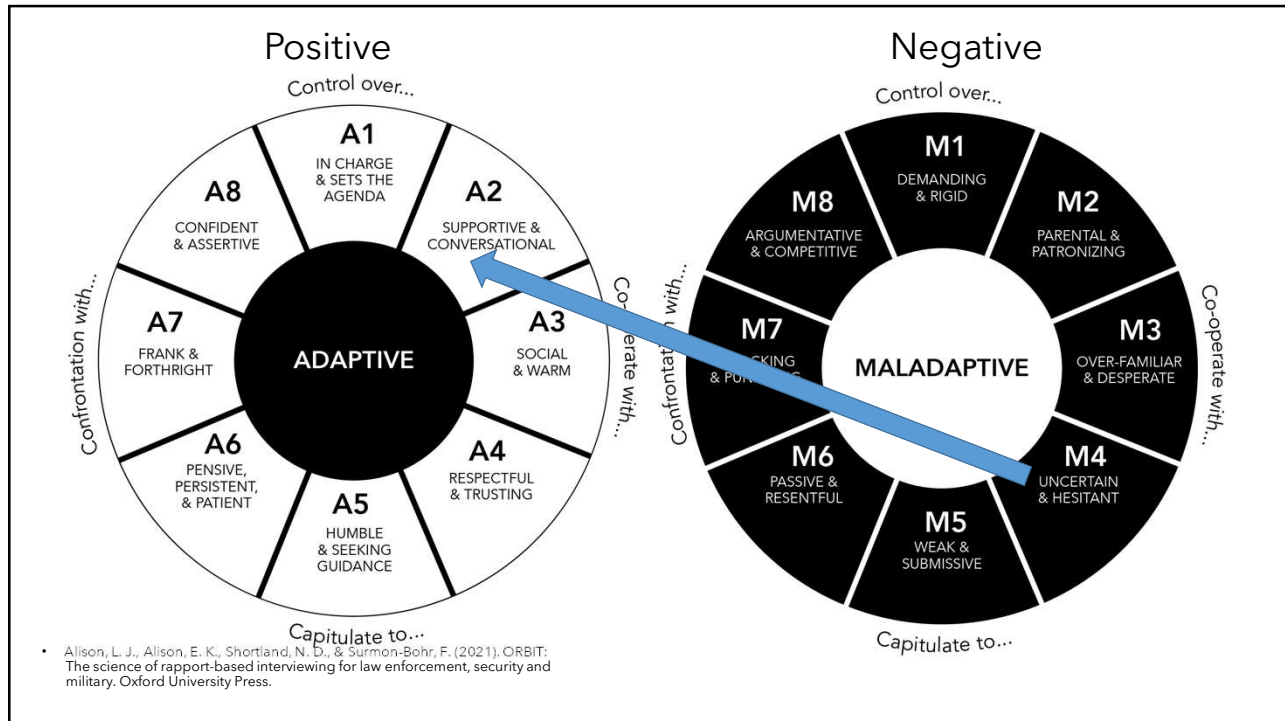
10



11



12

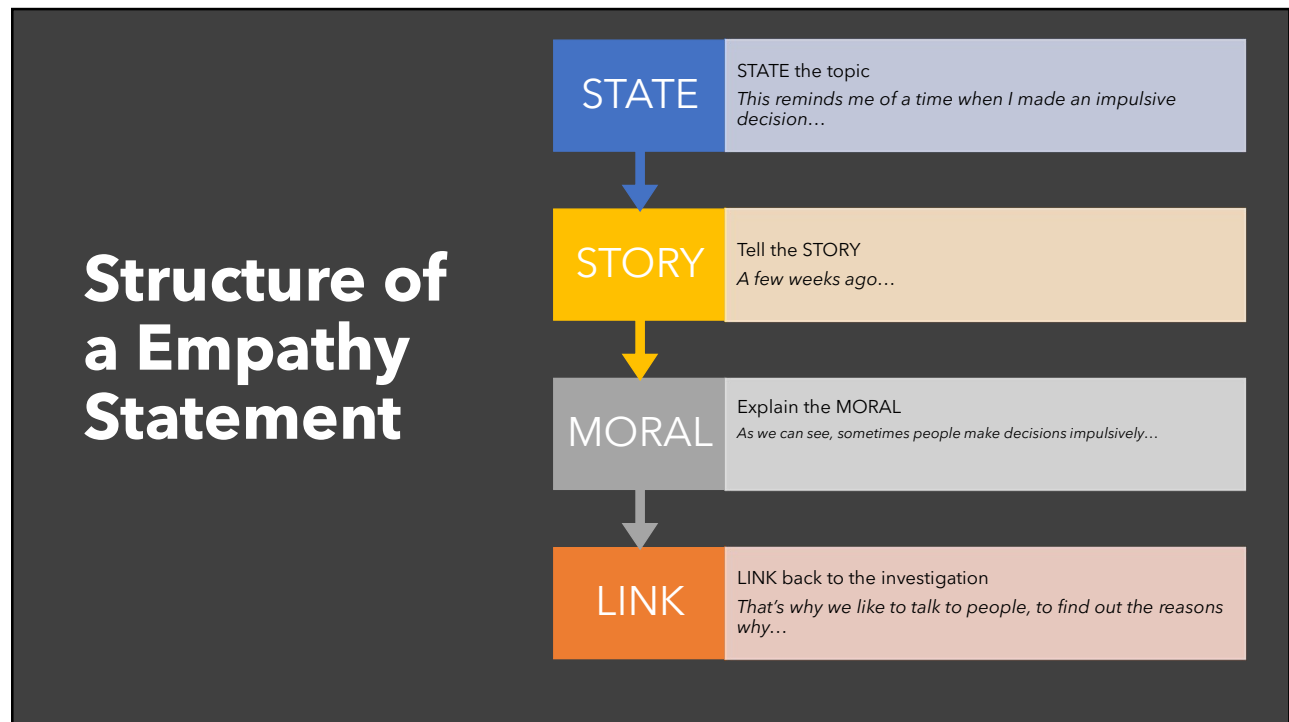


13

Empathy Stmt. Design

IDENTIFY THE TRUTH ©Wicklander-Zulawski & Associates – All Rights Reserved www.w-z.com

14



15

When Are These Necessary?

- Beginning to End
- For the Anxious/Upset Interviewee Upon Arrival
- During Baseline When Hurdle Present
- Throughout Interview Process When Anxiety Revealed
- Transition from Interview to Assessment
- Truth Seeking Questions Rejection
- During Development of Information When Minimization Occurs
- Prior/During Documentation

IDENTIFY THE TRUTH #WZTrained

16

THANK YOU



Brett L. Ward, CFI

Senior Vice President
Business Development & Client Relations

bward@w-z.com

(M) 630 240 7174