

MYRA GOLDEN

CONFIDENCE IN EVERY CONVERSATION

SPECIFICATIONS

DE-ESCALATION ACADEMY

# HR & L&D Specifications Portfolio.

*Everything your committee needs to approve this —  
without scheduling another meeting.*

PREPARED BY

Myra Golden Seminars, LLC

PROGRAM

De-escalation Academy

VERSION · DATE

v3.0 · May 2026

PREPARED FOR

*Conversation Architects of \_\_\_\_\_*

*By the time the meeting happens, the answers are already on the page.*

01 — AT A GLANCE

# Everything your committee asks for.

*One page. Every spec. No discovery call required.*

<b>PROVIDER</b>	Myra Golden Seminars, LLC	<b>LMS</b>	SCORM 1.2 export available · also delivered native via Kajabi
<b>PROGRAM</b>	De-escalation Academy	<b>ACCESSIBILITY</b>	Closed captions, transcripts, WCAG 2.1 AA-aligned UI
<b>AUDIENCE</b>	Customer service, call center, and client-facing teams	<b>DEVICES</b>	Desktop, tablet, mobile · modern browsers
<b>DELIVERY</b>	On-demand video · interactive workbook · live coaching	<b>ASSESSMENTS</b>	Pre-course baseline + post-course mastery check
<b>PROGRAM LENGTH</b>	~82 min core instruction · ~90 min total seat time	<b>CERTIFICATION</b>	Auditable Certificate of Completion (3R Method)
<b>PRACTICE LAB</b>	Self-guided · time varies by learner	<b>REPORTING</b>	Monthly progress report to designated contact (by the 6th)
<b>ACCESS WINDOW</b>	12 months, self-paced	<b>ACTIVATION</b>	Typically within 1 business day
<b>LANGUAGES</b>	English	<b>LICENSING</b>	Per-seat · scale up at any time

*"You don't hand procurement a sales page. You hand them a spec sheet."*

This portfolio is built to be circulated. Forward to HR, L&D, IT, Security, Accessibility, Procurement, and Finance — every page answers a question one of them is going to ask.

## 02 — WHAT YOU'RE BUYING

# Not a course. A method.

*Most de-escalation training teaches words. We engineer the conversation.*

*We don't train customer service.*

*We engineer conversations.*

**Conversation Engineering** is the discipline behind every Myra Golden program — a system that treats hard customer interactions the way pilots treat hard landings: as recoverable patterns that can be trained, drilled, and made repeatable. De-escalation Academy is the entry point. It turns frontline employees into **Conversation Operators** — people who can regulate emotion, redirect tension, and resolve conflict on demand.

**THE METHODOLOGY**

## Conversation Engineering

Treats hard calls as trainable patterns — not personality flaws.

Every move is named, drilled, and repeatable.

**THE CORE SYSTEM**

## The 3R Method™

Regulate the emotion.  
Redirect the energy.  
Resolve with confidence.

Three steps. Every call.  
Every operator. Every time.

**THE PRACTICE ENGINE**

## 3R Flight Simulator™

Scenario drills, scripts, and field-trip case studies from real interactions.

Operators arrive on the next live call already trained.

**A vocabulary your stakeholders can use.** HR and L&D become **Conversation Architects**. The frontline becomes **Conversation Operators**. The behavior change is observable, the language is shared, and the standard is finally something you can audit against.

## 03 — INSIDE THE FLIGHT SIMULATOR

# What your operators actually go through.

*Five movements. One method. Built to transfer to the next live call.*

00

## Course Opening

*Set the field. Benchmark the team.*

Orientation in Myra's voice · 3R roadmap · downloadable workbook · **pre-course assessment** establishes the baseline.

01

## Regulate — Settle the emotion before the logic.

*When a customer is in fight-or-flight, no solution lands.*

**The Baby Chimp Effect** · **Acknowledgment** → **Pause** → **Reset** · **Field Trip**: a master-class call broken down move-by-move · go-to phrases that calm without saying "calm down" · guided practice.

02

## Redirect — Shift the energy without a fight.

*Once emotion is regulated, control the direction of the call.*

**The "Move the Bed" Strategy** · redirect-with-authority phrasing · reframing looping into momentum · **Field Trip**: flip the *Five Easy Pieces* chicken-salad scene with the 3Rs · guided practice.

03

## Resolve — Close with dignity, even when the answer is no.

*Every interaction needs an ending the customer can feel good about.*

**The Two Doors Framework** — one door (NO) closes gently, another (NEXT STEP) stays open · soft-close techniques · ending circular conversations · **Field Trip**: flip the Jerry Seinfeld car-rental scene · guided practice.

04

## Practice Lab — Reinforce until it transfers.

*Operators don't just learn the 3Rs. They use them.*

Workbook prompts on the toughest calls · scenario drills for anger, looping, firm "no" delivery · built-in reflection · **twice-monthly live coaching with Myra** in an office-hours-with-a-professor format.

05

## Wrap-Up & Certification

*Demonstrate results. Recognize achievement.*

Post-course assessment vs. baseline · critical reflection prompts · celebratory close from Myra · **auditable Certificate of Completion** verifying mastery of the 3R Method.

## 04 — PROOF OF MASTERY

# Tracking, reporting, and auditable evidence.

*Every operator's growth is measured, documented, and on file.*

## Baseline & Completion Assessments

Each operator completes a **pre-course assessment** that establishes a skills benchmark and a **post-course assessment** that documents measurable growth in confidence, call control, and de-escalation ability.

## Knowledge Checks

Quizzes embedded throughout the Academy validate comprehension and confirm that key competencies are achieved before progression.

## Structured Reflection

Workbook exercises require operators to document how they will apply the 3Rs to real-world scenarios — creating **traceable evidence of skill transfer**.

## Monthly Reporting

Designated organizational contacts receive a **monthly progress report** by the 6th of each month outlining enrollment, participation, lesson completion, and certificate issuance — formatted for direct circulation to leadership.

## Completion Certification

Each operator receives a **Certificate of Completion** verifying mastery of the 3R Method (Regulate, Redirect, Resolve). Certificates serve as **auditable records** for compliance and HR files.

*“If you can’t measure it, you can’t defend the spend. This portfolio measures it.”*

## 05 — SECURITY, COMPLIANCE &amp; ACCESSIBILITY

# Designed to clear procurement and IT review.

*The questions your security and accessibility teams ask — answered.*

**LMS COMPATIBILITY** SCORM 1.2 export available for client-managed LMS deployment. Native delivery via Kajabi (SOC 2 Type II hosted) is the default.

**DATA HANDLING** Operator data (name, email, completion status, assessment scores) is encrypted in transit (TLS 1.2+) and at rest. No payment data is stored by the Academy.

**AI DATA HANDLING** **Ask Myra™** and the AI bonus tools are built on enterprise platforms (ChatGPT Team / Claude / Gemini / Copilot). Operator inputs are not used to train public models. The Universal Prompt deployment lets clients run the tools inside their own approved AI environment.

**PRIVACY** Compliant with GDPR / CCPA principles. Right-to-deletion supported on request.

**ACCESSIBILITY** WCAG 2.1 AA-aligned UI. Closed captions on every video. Downloadable transcripts. Keyboard-navigable workbook PDFs.

**DEVICES & BROWSERS** Responsive on desktop, tablet, and mobile. Tested on the latest two versions of Chrome, Edge, Safari, and Firefox.

**UPTIME** 99.9%+ historical uptime via Kajabi infrastructure. Status updates available on request.

**CONTENT IP** All content is the intellectual property of Myra Golden Seminars, LLC. Single-organization license — operators may complete the Academy on the client's behalf within the access window.

**Need a deeper review?** A full Security & Data Handling addendum, a VPAT (Voluntary Product Accessibility Template), and a sample DPA can be shared on request — typically within 1 business day.

## 06 — ENROLLMENT &amp; SCALE

# How this gets stood up across your team.

*Built to scale from a pilot pod to an enterprise rollout.*

**ACTIVATION**

Most teams are live within **1 business day** of agreement signature. Bulk enrollment is handled via CSV upload.

**LICENSING**

Per-seat licensing. Add seats at any time. Volume tiers available (50+, 100+, 250+, 500+ operators).

**ROLLOUT SUPPORT**

A short kickoff call with Myra's team helps your Conversation Architects design a 30/60/90-day rollout, choose KPIs, and align reporting.

**LEARNER SUPPORT**

Email-based learner support during business hours. Average response < 1 business day.

**LIVE COACHING**

**Twice-monthly live Q&A with Myra** — open to all enrolled operators. Recordings posted for asynchronous review.

**REINFORCEMENT**

Optional: monthly mini-drills, manager scorecards, and team-level call-review templates available as add-ons.

**INCLUDED WITH EVERY ENROLLMENT****Ask Myra™ · The Priming Architect™ · Founders' Cohort access**

*AI tools, scripts, and live group support that turn the Academy into a system, not a course.*

NEXT

# What happens when this lands on the right desk.

*Three quiet steps — and your operators are inside the simulator.*

01

### Forward this portfolio.

Send it to HR, L&D, IT, Procurement, and Finance. Every page answers a question one of them is going to ask.

02

### Reply with seat count and target start date.

We confirm pricing tier, send the agreement, and schedule a 20-minute kickoff call with your Conversation Architects.

03

### Operators are inside the simulator within 1 business day.

Pre-assessments fire, the workbook lands, and your first monthly report arrives by the 6th of the following month.

**CONTACT**

**Myra Golden**

Founder & Chief Conversation  
Engineer  
Myra Golden Seminars, LLC

**REACH**

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**RESPONSE TIME**

Within 1 business day,  
including security &  
accessibility addenda, sample  
agendas, and references on  
request.

*By the time the meeting happens, the answers are already on the page.*