Effective Hiring Strategies: Design Document

Business Purpose	Company X needs to recruit and hire 2000 new members for its technical team. However, they are not happy with the quality or quantity of hires they are currently getting. To achieve better talent acquisition outcomes, Company X has committed to addressing the reasons for such poor talent recruitment and quality.
	It has also been discovered in post interview follow-ups that candidates are reporting negative experiences with Company X, including, but not limited to, hiring managers and HR interviewers: wasting their time, being unclear with job descriptions and dragging out the interview process.
	This course will provide HR interviewers and hiring managers of Company X with strategies that will improve talent acquisition outcomes. This course will ensure that HR interviewers, hiring managers, and any additional interviewers are aligned and on the same page. The course will train the learner on 7 actionable strategies that will lay the foundation for streamlining a consistently successful hiring process and guarantee candidates a positive experience when interviewing with Company X, regardless of the outcome.
	Goals Primary: Increase the percentage of qualified candidates applying for jobs at Company X during the expected deadline from 50% to 85% in 2022.
	Secondary: Increase the percentage of candidates who express positive feedback in post interview follow-ups from 45% in 2021 to 80% in 2022.
Target Audience	This training is for HR interviewers and hiring managers who partner to interview potential employees.
Training Time	12 minutes
Training Recommendation	The recommendations for this training are: • This course is an eLearning module. This is the best format because it allows hiring managers, HR interviewers, and any other interviewers who may be involved in the hiring process at Company X to access information at any time and any place. • This training is intended to teach learners how to execute effective hiring strategies. This training will introduce 7 strategies that will increase the percentage of candidates who report positive feedback after interviews with Company X and increase the acquisition rate of qualified candidates applying for jobs at Company X. • Priority will be for hiring managers and HR interviewers overseeing departments that have the lowest percentage of qualified candidates applying.
Deliverables	Storyboard e-Learning course developed in Articulate Rise

Effective Hiring Strategies: Design Document

Learning Objectives	By the end of the course, learners will be able to • differentiate between effective and ineffective hiring strategies • identify the 7 hiring strategies in Company X's new hiring model • apply the 7 hiring strategies throughout the life cycle of the interview process with Company X to acquire the best candidates possible

Training Outline	1) Introduction
	2) Objectives
	3) Hiring Adventure
	
	    Introduce the recruiter (character from Rise) learner will be partnering with as they go on a hiring adventure together to find the best candidates for Company X's technical team.
	
	4) Create a Job Description
	
	    This lesson will include knowing what you want and no checklists.
	
	    a) Recruiter tells story of past misstep in creating job description using a Storyline Block.
	    b) Present scenario with 3 possible options (1 correct and 2 incorrect) (button stack)
	    c) Provide feedback for all 3 options
	
	5) Scheduling Interviews
	
	    This lesson will include timeliness and making sure candidate meets all stakeholders who will be part of interview process.
	
	    a) Recruiter tells story of past misstep in scheduling interviews using a Storyline Block.
	    b) Present scenario with 3 possible options (1 correct and 2 incorrect) (button stack)
	    c) Provide feedback for all 3 options
	
	6) Conducting Interviews
	
	    This lesson will include preparing for the interview, training your interviewers, and purpose of the interview.
	
	    a) Recruiter tells story of past misstep in conducting an interview using a Storyline Block.
	    b) Present scenario with 3 possible options (1 correct and 2 incorrect) (button stack)
	    c) Provide feedback for all 3 options
	
	7) Summary of the 7 hiring strategies
	8) Knowledge Check: Identifying the 7 hiring strategies

Evaluation Plan	Learner Assessment:
	Learners are assessed on their responses to the scenario-based questions. They are given feedback if the select an incorrect response and given the opportunity to try again until they select the correct response.
	There is a final knowledge check at the end of the course for learners to demonstrate that they have remembered the 7 hiring strategies that work.
	I would indicate that it will be up to the client to track and collect the data for the success on the training or as a "Additional Evaluation Recommendation" to indicate that you won't be responsible for collecting the data but this is how the client can determine if they have met the mark. Or hire you for additional hours to collect data after X amount of time.
	Training Evaluation:
	Company X will track and collect the following data to determine the success of the training:
	• Annual reviews of all hiring managers and HR interviewers will include specific review of percentages of candidates reporting negative feedback post-interview and percentages of successful talent acquisition and retention.
	• Increase the percentage of qualified candidates applying for jobs at Company X from 50% to 85% in 2022.
	• Increase the percentage of candidates who express positive feedback in post interview follow-ups from 45% in 2021 to 80% in 2022.

Using storyline to create a story told by a character.

Using subtle fade in and out animations to change the emotion state of the character as she is telling the stories.

Should I use narration or speech bubbles? Narration

What would be the best way to have character provide feedback? Text

Is it ok in the scenario to have the character say, "What should we do?" I am trying to create an idea that interviewing is a team process. The learner is working with the character in the course to make the best hiring choices.

Stories like:

- Creating a Job Description (No checklist):
  - The hiring manager who changed her mind about the job description last minute without telling anyone. The hiring team and the candidate found out about it mid-interview. Wasting everyone's time.
- Scheduling Interviews (Timeliness & Meeting Everyone):

- - Just last week we lost a great candidate who was waiting on a second interview. Huge risk. If the candidate is good, other companies will be interested too.
- Conducting Interviews (Prepare, train your interviewers, know purpose)
  - We have this one brilliant software developer on our team. Brilliant, but a terrible interviewer. I have seen her ask candidates about last night's game, their hobbies, and even the weather.
  - Another one of our interviewers likes to make himself feel really smart in interviews by asking really difficult questions to try and stump the candidates.