Effective Hiring Strategies Storyboard

Target Audience: Company HR Interviewers and recruiters who partner with hiring managers to hire new employees.

Seat time: 20 minutes

Learning Objectives (LOs):

1. Describe the components of an effective hiring strategy.

- 2. Recognize effective and ineffective hiring process strategies.
- 3. Apply effective strategies throughout the hiring process to select the best candidates for the job.

Outline:

- Welcome / Navigation
- Intro: Message from company
- Learning Objectives
- Defining the Job Description
- Respect the candidate's time
- Prepare for the interview
- During the interview
- Summary
- Assessment
- Congratulations

Notes for Reviewers:

- Please focus on accuracy and completeness of the content during this review cycle.
- Learning outcomes associated with each slide are indicated in the first column.
- Text in the *Audio Narration* column will be what is read by the voiceover artists. Any occurrences of [1] in the middle of the text will not be read, but is to indicate to the course developer when an event occurs on the screen.
- Please do not edit the content in this storyboard, but instead make any notes in the notes section for each slide.

Module Resources/References:

Effective Hiring Process Job Aid

Slide & Title	Audio Narration	On-Screen Text	Visuals	Functionality
1.1 Welcome	Welcome to the effective hiring strategies course.	Effective Hiring Strategies	Office background image	Title and Image at slide start
	Before we begin, If you'd like	Navigation		[1] Navigation button flies in from left
	information about how to		Navigation button	
	navigate this course, click on	Start		[2] Start button flies in from left
	the [1] navigation button. If		Start button	
	you are ready to begin, click			Learner advances to 1.2 by selecting
	the [2] start button.			Navigation or to 1.3 by selecting Start

Slide & Title	Audio Narration	On-Screen Text	Visuals	Functionality
1.2 Navigation	Take a moment to familiarize yourself with the navigation for this course. Hover over each arrow to learn more. Click next when you are ready to move on.	How to Navigate this Course Menu- The menu keeps track of your progress. Resources- This button will take you to a list of resources. Play/Pause- This control plays and pauses the slide. Replay- This control replays the slide. Volume- This control increases and decreases the volume of the audio. Previous- This control returns you	Office background image. Arrows pointing to each navigation control with markers for each navigation direction	Title and background image on start When learner hovers over each arrow, the markers will display the navigation directions Learner advances to 1.3 by clicking NEXT on the player

Reviewer Notes	: Audio Narration	to the previous slide. Next- This control advances you to the next slide. On-Screen Text	Visuals	Functionality	
1.3 Message from the company	Hi. I'm Natalie, a hiring manager with X Company. I am excited to have you with me today. I am eager to start interviewing for our company's current job openings, and I'd like your help with the hiring process. Fifteen percent of employees say that they put more effort into their job when they have a positive hiring experience. Together, we can ensure that we implement a positive, effective hiring process, resulting in candidates who are the best fit for the job and for our company. Are you ready to begin?	Click NEXT to continue	Photographic Female avatar in center of screen.	Avatar at slide start. Click next to continue and Next button hidden until timeline finishes on this slide. Learner advances to 1.4 by clicking NEXT on the player.	
Reviewer Notes	Reviewer Notes:				
Slide & Title	Audio Narration	On-Screen Text	Visuals	Functionality	

1.4 Learning goals. By the end of our time together, you will be able to [1] Describe the components of an effective hiring strategy. [2] Recognize effective and ineffective hiring process strategies. and [3] Apply effective strategies throughout the hiring process to select the best candidate for the job.	 Apply effective strategies throughout the hiring process to select the best candidates for the job. Click NEXT to continue 	Same female avatar on left side of screen. OST appears on right side of screen.	Avatar at slide start. Text floats in from bottom timed with audio. Click next to continue and Next button hidden until timeline finishes on this slide. Learner advances to 1.5 by clicking NEXT on the player.
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Slide & Title	Audio Narration	On-Screen Text	Visuals	Functionality
1.5 Define the Job Description	Before we even begin interviewing for the position, we need to make sure the job description is clear. If we don't know exactly what we want, then how are we going to know the person we are interviewing is right for the job? It is important to fully define the job description.	Define the Job Description 1 Get feedback from all decision makers 2 Write the job description, including the most important skills needed 3 Finalize the job description with the hiring team before posting the	Same female avatar 1-3 icons. Layers pop up on right side of screen when learner clicks on each icon.	Avatar, slide title, and icons at slide start Text will reveal when learner clicks on each icon. Click next to continue and Next button hidden until user has clicked on all 3 icons. Learner advances to 1.6 by clicking

Click on each icon to learn more.	job	NEXT on the player.
[icon 1] Get feedback from all decision makers	Click NEXT to continue	
[icon 2]] write the job description, including the most important skills needed		
[icon 3] finalize the job description with the hiring team before posting the job opening.		

Slide & Title	Audio Narration	On-Screen Text	Visuals	Functionality
1.6 Knowledge Check	It looks like you have already met with the decision makers and have what you need to write the job description. [1] You sit down to write, but then your	You sit down to write the job description, but then your calendar notification dings reminding you that you have an important meeting in 15 minutes. You really want to get this done now, but you	Image of cell phone Red X indicator when wrong answer choice is selected.	OST and visuals timed with audio: [1] You sit down [2] Cell phone appears and makes a dinging notification sound [3] Click on the best response and answer choices a,b, and c appear.
	[2] calendar notification dings, reminding you that you have an important meeting in 15 minutes. You really want to get this done now, but you completely	completey forgot about the meeting. What should you do? Select the best response. A. Quickly write up and post	Choose a better response button	Layers with feedback. Learner chooses the best response to the scenario and layers will reveal narrated feedback on choices. If incorrect, learner will be prompted to select a better choice.

forgot about the meeting.
What should you do?

[Layer A] Not quite. You should have spent more time writing the job description. It wasn't very accurate and you did not receive quality candidates that meet our company's needs. Choose a better response.

[Layer B] Great choice! You want to spend the time needed to write an adequate job description, but don't want to deter qualified applicants from applying by overwhelming them with too many job requirements

[Layer C] Not quite. Your job description was too specific. Many qualified applicants chose not to apply because they felt like they were unqualified for the job. Choose a better response.

the job description based on what you remember from the feedback received from decision makers.

[Layer A, try again] Not quite. You should have spent more time writing the job description. It wasn't very accurate and you did not receive quality candidates that meet our company's needs. Choose a better response.

B. Set aside adequate time to write the description later, including the most important skills, and a few preferred skills.

[Layer B, correct] Great choice! You want to spend the time needed to write an adequate job description, but don't want to deter qualified applicants from applying by overwhelming them with too many job requirements.

C. Set aside time to write the description later, including every possible skill you can think of that is related to the job. Learner cannot move on until the correct choice is identified.

After the feedback audio plays on an incorrect response, the *Choose a better response* button appears. Clicking on this button brings the learner back to the base layer.

Hover and visited states on possible responses.

Click next to continue and Next button hidden until learner has selected the correct response.

Learner advances to 1.7 by clicking NEXT on the player.

	[Layer C: try again] Your job description was too specific. Many qualified applicants chose not to apply because they felt like they were unqualified for the job. Choose a better response Click NEXT to continue		
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Slide & Title	Audio Narration	On-Screen Text	Visuals	Functionality
1.7 Respect the applicant's time	Since we posted the adequate job description, we have received multiple applicants for the job. Now, it's time to schedule interviews. In doing so, we must respect the applicant's time. Click on each icon to find out more about how we can do this. [icon 1] Schedule the interviews for the earliest time possible [icon 2] Make sure the candidate meets everyone involved	Respect the applicant's time 1 Schedule the interviews for the earliest time possible 2 Make sure the candidate meets everyone involved 3 Check for scheduling conflicts with the members of the hiring team. Click NEXT to continue.	Avatar on left side of screen. 1-3 icons. Layers pop up on right side of screen when learner clicks on each icon.	Avatar, slide title, and icons at slide start Text will reveal when learner clicks on each icon. Click next to continue and Next button hidden until user has clicked on all 3 icons. Learner advances to 1.8 by clicking NEXT on the player.

	conflicts with the members of the hiring team.						
Reviewer Notes	Reviewer Notes:						
Slide & Title	Audio Narration	On-Screen Text	Visuals	Functionality			
1.8 Knowledge Check	Way to go! Thanks to your well written job description, we have a high quality group of applicants. Let's schedule those interviews! How will you proceed? [Layer A] Not quite! While you were going back and forth trying to coordinate everyone's schedules, some of the applicants accepted positions with other companies. If a candidate is important to you, get the interview scheduled as soon as possible. Choose a better response. [Layer B] Not quite! While your candidate was waiting for his second interview, he accepted a position at another company. This is a huge risk. Candidates can be	How will your proceed on scheduling the interviews? Select the best response A. Wait to see what works best for the candidate and then try to coodinate the hiring team's schedules to accomodate that time. [Layer A, try again] Not quite! While you were going back and forth trying to coordinate everyone's schedules, some of the applicants accepted positions with other companies. If a candidate is important to you, get the interview scheduled as soon as possible. Choose a better response B. Schedule multiple interviews with each applicant so that they are able to meet and interview	Background image of calendar Red X indicator when wrong answer choice is selected. Choose a better response button	Layers with feedback. Learner chooses the best response to the scenario and layers will reveal narrated feedback on choices. If incorrect, learner will be prompted to select a better choice. Learner cannot move on until the correct choice is identified. After the feedback audio plays on an incorrect response, the <i>Choose a better response</i> button appears. Clicking on this button brings the learner back to the base layer. Hover and visited states on possible responses. Click next to continue and Next button hidden until learner has selected the correct response. Learner advances to 1.9 by clicking NEXT on the player.			

turned off by having to complete multiple interviews. Have all decision makers involved in the interview and make a decision quickly. Choose a better response.

[Layer C] Great job! You prioritized the interviews and respected the candidates time. You have scheduled some great candidates to interview and I feel confident that we will find someone compatible with our company.

with each member of the hiring team at different times.

[Layer B, try again] Not quite! While your candidate was waiting for his second interview, he accepted a position at another company. This is a huge risk. Candidates can be turned off by having to complete multiple interviews. Have all decision makers involved in the interview and make a decision quickly. Choose a better response

C. Prioritize scheduling the interview as soon as possible. Block off times for all members of the hiring team, before scheduling the interviews.

[Layer C, correct] Great job! You prioritized the interviews and respected the candidates time. You have scheduled some great candidates to interview and I feel confident that we will find someone compatible with our company.

Click NEXT to continue.

Reviewer I	Notes:
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Slide & Title	Audio Narration	On-Screen Text	Visuals	Functionality
1.9 Prepare for the Interview	Great! You've scheduled interviews with some top applicants. Now, it's time to prepare for the interviews. Click on each icon to find out more about how we can do this. [icon 1] Make sure hiring managers and interviewers are properly trained and knowledgeable about the job requirements and the culture of the company. [icon 2] Choose questions carefully and ahead of time that will evaluate the candidate's technical competencies and highlight their fit with the company's culture. [icon 3] Review the job description, but don't go in with a strict checklist of every requirement the candidate must fulfill.	Prepare for the interview 1 Make sure hiring managers and interviewers are properly trained and knowledgeable about the job requirements and the culture of the company. 2 Choose questions carefully and ahead of time that will evaluate the candidate's technical competencies and highlight their fit with the company's culture. 3 Review the job description, but don't go in with a strict checklist of every requirement the candidate must fulfill. Click NEXT to continue	Avatar on left side of screen. 1-3 icons. Layers pop up on right side of screen when learner clicks on each icon.	Avatar, slide title, and icons at slide start Text will reveal when learner clicks on each icon. Click next to continue and Next button hidden until user has clicked on all 3 icons. Learner advances to 1.10 by clicking NEXT on the player.

Reviewer Note	Reviewer Notes:				
Slide & Title	Audio Narration	On-Screen Text	Visuals	Functionality	
1.10 Knowledge Check	Applicants aren't the only ones who get nervous before a job interview, interviewers get nervous too. Let's minimize your nerves, by preparing for the interview. How can you best prepare? [Layer A]Not quite: While reviewing the job description is a good idea, you don't have time to ask every question or questions that are too hard for the applicant to answer. Take time to pick the right questions, and you can eliminate a lot of others which saves you and the candidate time. Choose a better response. [Layer B] That's right! It is important to ask a variety of questions to fully evaluate the applicant, but also remember that many times a candidate will say something that makes you	How will you best prepare for the interview? Select the best response. A. Review the job description, bring a checklist, and plan a long list of tough questions that correlate with every requirement of the job. [Layer A, try again] Not quite: While reviewing the job description is a good idea, you don't have time to ask every question or questions that are too hard for the applicant to answer. Take time to pick the right questions, and you can eliminate a lot of others which saves you and the candidate time. Choose a better response. B. Prepare a list of questions that evaluate both the job qualifications and the applicant's potential fit with the company's culture.	background image of paper and pen Red X indicator when wrong answer choice is selected. Choose a better response button	Layers with feedback. Learner chooses the best response to the scenario and layers will reveal narrated feedback on choices. If incorrect, learner will be prompted to select a better choice. Learner cannot move on until the correct choice is identified. After the feedback audio plays on an incorrect response, the <i>Choose a better response</i> button appears. Clicking on this button brings the learner back to the base layer. Hover and visited states on possible responses. Click next to continue and Next button hidden until learner has selected the correct response. Learner advances to 1.11 by clicking NEXT on the player.	

want to dig deeper, and you should use that opportunity to learn more about their skills. Your list of questions are just a guide.

[Layer C] Not quite! While it is important to improvise, you want to make sure you prepare questions ahead of time that are important to the job. Not having a plan or asking off the wall questions wastes everyone's time.

Choose a better response.

[Layer B, correct] That's right! It is important to ask a variety of questions to fully evaluate the applicant, but also remember that many times a candidate will say something that makes you want to dig deeper, and you should use that opportunity to learn more about their skills. Your list of questions are just a guide.

C. You really want to get to know the applicant, so you are going to improvise through most of the interview, allowing the applicant to share what he thinks is important.

[Layer C, try again] Not quite! While it is important to improvise, you want to make sure you prepare questions ahead of time that are important to the job. Not having a plan or asking off the wall questions wastes everyone's time. Choose a better response.

Click NEXT to continue.

	Audio Narration	On-Screen Text	Visuals	Functionality
1.11 During the interview	Great job! We are ready to interview the top candidates. it is important that each interview goes smoothly and the candidates are comfortable. Click on each icon to find out more about how we can do this. [icon 1] Remember the purpose. Interviews are for you to get to know the candidate and see if they are a good fit for the job. [icon 2] Stick with the questions you prepared, but remember it is okay to go off course if the candidate says something that makes you want to dig deeper. [icon 3] If you have multiple interviewers, have them individually interview the	During the interview 1 Remember the purpose. Interviews are for you to get to know the candidate and see if they are a good fit for the job. 2 Stick with the questions you prepared, but remember it is okay to go off course if the candidate says something that makes you want to dig deeper. 3 If you have multiple interviewers, have them individually interview the candidate, each asking a subset of the questions you prepared. Click NEXT to continue	Avatar on left side of screen. 1-3 icons. Layers pop up on right side of screen when learner clicks on each icon.	Avatar, slide title, and icons at slide start Text will reveal when learner clicks on each icon. Click next to continue and Next button hidden until user has clicked on all 3 icons. Learner advances to 1.12 by clicking NEXT on the player.

Reviewer Notes:					
Slide & Title	Audio Narration	On-Screen Text	Visuals	Functionality	
1.12 Knowledge	You've got a great list of questions. It's time for the	How will you conduct the interview?	background image of two people	Layers with feedback. Learner chooses the best response to the scenario and	
Check	interview. Good luck!	Select the best response.	sitting at a table, looking like an	layers will reveal narrated feedback on choices. If incorrect, learner will be	
	How will you conduct the interview?	A. My plan is to ask all the	interview	prompted to select a better choice. Learner cannot move on until the	
	[Layer A] not quite! While it	questions I came up with, especially the harder ones.	Red X indicator when wrong	correct choice is identified.	
	is important to stick to your planned questions for the	I really want to make sure this candidate knows	answer choice is selected.	After the feedback audio plays on an incorrect response, the <i>Choose a</i>	
	most part, you do not want to intimidate the client. Ask	everything needed for the job.		better response button appears. Clicking on this button brings the	
	the most relevant questions, and leave some room to	[Layer A, try again] not quite!		learner back to the base layer.	
	improvise to learn more about the candidate. Choose	While it is important to stick to your planned questions for the		Hover and visited states on possible responses.	
	a better response.	most part, you do not want to intimidate the client. Ask the most		Click next to continue and Next button	
	[Layer B] While you may want other members of the	relevant questions, and leave some room to improvise to learn more		hidden until learner has selected the correct response.	
	hiring team involved, you do not want to intimidate your candidate. It would be	about the candidate. Choose a better response		Learner advances to 1.13 by clicking NEXT on the player.	
	better to have them individually interview the candidate, asking a subset of the prepared questions. Choose a better response.	B. My plan is to include the entire hiring team in the interview, so we can all ask increasingly hard		NEXT on the player.	

[Layer B, try again] not quite!

[Layer C] Great job!

Improvising at times was effective. You learned a lot	While you may want other members of the hiring team	
about each candidate and	involved, you do not want to	
the interviews went well! I	intimidate your candidate. It would	
know we will be able to	be better to have them individually	
select the best person for	interview the candidate, asking a	
the job.	subset of the prepared questions.	
	Choose a better response.	
	C. My plan is to ask my	
	prepared questions, but be	
	open to improvising if	
	needed to learn more	
	about the candidate.	
	[Layer C, correct feedback] Great	
	job! Improvising at times was	
	effective. You learned a lot about	
	each candidate and the interviews	
	went well! I know we will be able	
	to select the best person for the	
	job.	

Slide & Title	Audio Narration	On-Screen Text	Visuals	Functionality
1.13 Summary	Thanks for helping me today! You did a great job! Interviewing is difficult, but it is extremely important to us. By now, you should feel comfortable [1] Describing the components of an	 Describe the components of an effective hiring strategy. Recognize effective and ineffective hiring process strategies. 	female avatar on left side of screen. OST appears on right side of screen.	Avatar at slide start. Text floats in from bottom timed with audio. Click next to continue and Next button hidden until timeline finishes on this

effective hiring strategy. [2] Recognizing effective and ineffective hiring process strategies. and [3] Applying effective strategies throughout the hiring process to select the best candidate for the job.	Apply effective strategies throughout the hiring process to select the best candidates for the job. Click NEXT to continue	slide. Learner advances to 1.14 by clicking NEXT on the player.
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Slide & Title	Audio Narration	On-Screen Text	Visuals	Functionality
1.14 Quiz Introduction	I am confident you will be successful in bringing our company the best candidates for the job. But before you embark on the hiring process on your own, let's look at some scenarios interviewers in our company have been faced with in the past. The next five slides will ask you scenario based questions. Read the question, consider what you have learned and select the best response. Click submit when you are ready to move on to the next question. An	The next 5 slides will ask you scenario based questions. Read the question, consider what you have learned and select the best response. Click submit when you are ready to move on to the next question. An 80% accuracy is needed for successful completion of this course. Click NEXT to continue	female avatar on left side of screen. OST appears on right side of screen.	Avatar and text at slide start. Click next to continue and Next button hidden until timeline finishes on this slide. Learner advances to 1.15 by clicking NEXT on the player.

eighty percent accuracy is needed for successful completion of this course. Good luck!		
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Slide & Title	Audio Narration	On-Screen Text	Visuals	Functionality
1.15 Question #1	N/A	Joe, an interviewer in our company, met with the hiring team, who all wanted to be involved in an upcoming interview. He didn't want to exclude anyone, so he formed a panel of interviewers, who ended up asking increasingly difficult questions to the candidate. He could tell the candidate was intimidated by the situation, and felt like the interview did not go well. How should Joe have approached this situation?		Question and all answer choices appear at slide start. MC graded question Learner advances to 1.16 by clicking the SUBMIT button.
		 A. Joe should have asked only the interviewers who knew the most about the technical requirements for the job to be involved in the interview. B. Joe should have asked only the interviewers who are best able to ask questions 		

[correct answer: C]

Slide & Title	Audio Narration	On-Screen Text	Visuals	Functionality
1.16 Question #2	N/A	Gina, an interviewer wants to get to know as much as she can about how the candidate will fit in with		Question and all answer choices appear at slide start.
		the company's culture and dynamic. Which question should she ask?		MC graded question Learner advances to 1.17 by clicking
		A. If you were a superhero, what would your super power be?B. Describe an instance in which you and another		the SUBMIT button.

	employee worked really well together. What do you think helped make that experience a positive one? C. What do you like to do in your spare time? D. Why do you want this job? [corect answer: B]
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Slide & Title	Audio Narration	On-Screen Text	Visuals	Functionality
1.17 Question #3	N/A	Paul, an interviewer, has reviewed the applicants resume, but wants to get to know more about the candidate's technical expertise. Which question should he ask? A. What technical expertise do you have relevant to this job? B. How would you explain APIs to someone that is a non technical stakeholder? C. What are your technical certifications? D. What is the most important thing you learned in college? [correct answer: B]		Question and all answer choices appear at slide start. MC graded question Learner advances to 1.19 by clicking the SUBMIT button.

Reviewer Notes:	
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1.18 Question #4 Dan, one of our hiring managers, heard the sales team had an opening. He posted the job, and candidates were interviewed. When Dan contacted the best candidate to offer her the job, she shared that the interviewer on the sales team had told her about a job that was different than the one on the posting, and she didn't feel like it was the best fit for her. She declined the job, a lot of time was wasted, and now the company has	Slide & Title	Audio Narration	On-Screen Text	Visuals	Functionality
to start the process over again. What is the biggest takeaway from this unfortunate situation? A. It is important to write a detailed job description, conferring with anyone who should have input, and make sure the job posting is reviewed by the interviewer before the interviewer. B. It is okay to waste people's time, as long as you get the best candidate for the job, in the end.	_	N/A	heard the sales team had an opening. He posted the job, and candidates were interviewed. When Dan contacted the best candidate to offer her the job, she shared that the interviewer on the sales team had told her about a job that was different than the one on the posting, and she didn't feel like it was the best fit for her. She declined the job, a lot of time was wasted, and now the company has to start the process over again. What is the biggest takeaway from this unfortunate situation? A. It is important to write a detailed job description, conferring with anyone who should have input, and make sure the job posting is reviewed by the interviewer before the interview. B. It is okay to waste people's time, as long as you get the best candidate for the		appear at slide start. MC graded question Learner advances to 1.19 by clicking

	C. It is important to have a checklist with you during an interview to make sure the candidate fulfills every requirement of the job posting. D. There is nothing wrong in this situation. The candidate should have just accepted the job as is. [correct answer: A]
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Slide & Title	Audio Narration	On-Screen Text	Visuals	Functionality
1.19 Questions #5	N/A	The interviewing process was a success. Tina, one of the hiring managers, has narrowed down the pool of top applicants, and knows		Question and all answer choices appear at slide start. MC graded question
		she has found the perfect hire for the job opening.		Learner advances to 1.20 by clicking
		How should she proceed?		the SUBMIT button.
		A. She should take her time so she doesn't seem too eager and notify the		
		candidate next week. B. Since she has been busy with the hiring process		
		over the past week, she has gotten behind on her other responsibilities. She		

should focus on completing priority tasks, then make a decision. C. She should schedule a few more interviews with the applicant just to make sure they are serious about the job. D. She should discuss it with the hiring team immediately and notify the applicant quickly about the job offer. [correct answer: D]
[concectanismen 2]

Slide & Title	Audio Narration	On-Screen Text	Visuals	Functionality
1.20 Quiz Results	[success layer] Congratulations, you passed the quiz with at least an 80	Results: Your score: [percentage earned on	[Success layer] Review Quiz button	Title, image, and all other text at slide start.
	percent. Click on review quiz if you would like to review your quiz results, or click	quiz] Passing Score: 80%	[Failure layer] Review Quiz button Retry Quiz button	Quiz results will be revealed when timeline starts.
	next to continue.	Result:	,	Learner will be able to review results and retry quiz until an 80% passing
	[failure layer] Unfortunately, you did not	[success layer] Congratulations you passed!		score is earned.
	earn a minimum passing score of 80 percent. If you would like, you may review your answers, then go back	[failure layer] You did not pass		Clicking NEXT advances learner to 1.21

	and retry the quiz.				
Reviewer Notes:					
Slide & Title	Audio Narration	On-Screen Text	Visuals	Functionality	
1.21 Congratulations	[1] Congratulations! You are now prepared to implement an effective hiring process. Well done! When you are ready, [2] you may close out of the course.	Congratulations You may close out of the course.	female avatar	Avatar at start. Text timed with audio NEXT button is hidden. Learner exits the course when completed.	