# *Effective Interview Strategies - Storyboard*

**Business Purpose:**

- Based on the rapid growth of Ernst Inc., 2000 new members of the technical team need to be recruited and hired this year.
- The current interviewing process is not resulting in the quality or quantity of hires Ernst Inc. is looking for. 35% of newly hired technical team members leave the company within the first year. The company believes that a strategy in which interview best practices are used will result in the hiring of the top candidates.
- Upon completion of this training, hiring managers will implement interviewing best practices to hire 2000 quality technical team members. As a result, technical team attrition will drop to no more than 5% within the first year.

**Audience:**

- Hiring managers and recruiters of Ernst Inc. who are new to Human Resources and/or those who will be part of the interviewing process for the new technical team members.

**Learning Objectives:**

- By the end of the course, the learner will be able to:
    - Explain the importance of having an interview strategy.
    - Describe interviewing best practices that result in an effective and positive interview process.
    - Conduct interviews utilizing effective interview strategies to hire the best candidates for the position.

**Basic Settings for Course:**

1. Colour palette and design based off Ernst Inc. brand
2. Modern player
3. Font: Roboto throughout
4. Menu includes slides 1.1 through 1.5, 1.12, and 1.13

**Reviewer**: Please review the audio and on-screen text for accuracy and completeness. If there is any information missing, please indicate. Also note the overall flow of the course and sequencing of the content, and make suggestions as needed. Please leave comments by using the Comment function on this document.

**Thank you -**

# Effective Interview Strategies - Storyboard

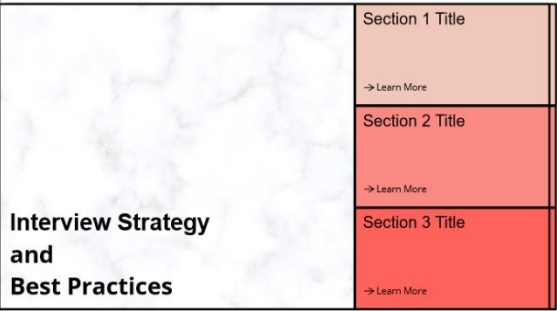| Slide Number: 1.1 Title: Welcome | | | |
|---|---|---|---|
| **Audio (A):** | **On Screen Text (OST):** | **Images/Graphics:** | **Programming/Animation Notes:** |
| Welcome to the Effective Interview Strategies Course [Title] at Ernst. Inc.<br><br>If you'd like to review the navigational features of this course, please select the navigation button.<br><br>If you are ready to begin the course, please select start. | **Title**: **Effective Interview Strategies**<br><br>1. Navigation<br>2. START | <br><br>• Image of an interview in progress (similar to image here)<br><br>• Semi-transparent overlay on the image, so that text can be seen<br><br>• Title (Effective Interview Strategies) enclosed in a rectangular shape, aligned with the right-hand side of the screen<br><br>• Button with START<br>• Button with NAVIGATION | • No previous or next buttons<br>• The image is on the screen when slide begins<br>• Title appears timed with audio<br>• START and NAVIGATION buttons are spaced evenly in the lower 1/3 of the right-hand side, aligned with the centre of the title.<br>• Both buttons fade in with audio, and have hover and visited states<br>• Advance to slide 1.2 when learner selects the NAVIGATION button<br>• Advance to slide 1.3 when learner selects the START button |

# *Effective Interview Strategies - Storyboard*

| Slide Number: 1.2 | | | |
|---|---|---|---|
| **Title: Navigation** | | | |
| **Audio (A):** | **On Screen Text (OST):** | **Images/Graphics:** | **Programming/Animation Notes:** |
| To move backward and forwards in the course, select the previous and next buttons. If you want to see something again, select the refresh button.<br>Drag the seekbar if you want to move backward and forward on the current slide. To pause the course, select the play pause button. If you want to navigate to a different section of the course, select the menu. (PAUSE)<br><br>[OST 8] To continue, select the next button. | 1. Previous<br>2. Next<br>3. Refresh<br>4. Seekbar<br>5. Play/Pause<br>6. Menu<br>7. Select next to continue | • Image of a conference room (semi-transparent) similar to one below<br><br><br><br>• An arrow for each navigational feature which points to the feature on the player | • OST 1 – 6 The name and arrow for each navigation button appears with the audio<br>• Each arrow appears timed with the audio<br>• Arrows appear in one colour as audio names the feature, then changes to another colour and stays on the screen<br>• OST 7 fades in with audio<br>• Learner advances to Slide 1.3 upon clicking the next button |

# Effective Interview Strategies - Storyboard

| Slide Number: 1.3 | | | |
|---|---|---|---|
| **Title: Learning Objectives** | | | |
| **Audio (A):** | **On Screen Text (OST):** | **Images/Graphics:** | **Programming/Animation Notes:** |
| [OST 1] By the end of this course, you will be able to<br><br>[OST 2] Explain the importance of having an interview strategy<br><br>[OST 3] Describe interviewing best practices that result in an effective and positive interview process<br><br>[OST 4] Conduct an effective interview by utilizing interviewing best practices | **Title: Objectives**<br><br>1. By the end of this course, you will be able to<br><br>2. Explain the importance of having an interview strategy<br><br>3. Describe interviewing best practices that result in an effective and positive interview process<br><br>4. Conduct an effective interview by utilizing interviewing best practices<br><br>5. Select next to continue |  | • Image will be on the screen, and a semi-transparent white layer will fade over top of it during [OST 1]<br>• Each objective [OST 2-4] will have a checkmark as its bullet<br>• Each objective fades in timed with audio and remains on the slide<br>• OST 5 fades in timed with audio<br>• Learner advances to 1.4 when next button is selected |

# *Effective Interview Strategies - Storyboard*

| Slide Number: 1.4 | | | |
|---|---|---|---|
| **Title: Effective Interview Strategies** | | | |
| **Audio (A):** | **On Screen Text (OST):** | **Images/Graphics:** | **Programming/Animation Notes:** |
| As a hiring manager here at Ernst Inc., it is crucial that you have an interview strategy in which best practices are used. Having a solid strategy creates an effective and positive interviewing experience for both the candidate and the interviewer. This, in turn, will lead to the hiring of top candidates.<br><br>Select each best practice that make up an effective interview strategy to learn more. | **Title: Interview Strategy**<br><br>1. Interview Strategy and Best Practices<br>2. Be mindful of time<br>3. Prepare for the interview ahead of time<br>4. Focus on the purpose of the interview<br>5. Select next to continue | <br><br>• Image similar to one shown, but in brand colours<br>• The tabs shown in this image will be clickable<br>• Each tab has both the text of the strategy and a related icon | • Next button is disabled until learner visits all three layers<br>• Title is on screen when slide begins<br>• Text and icon on each tab fade in timed with audio (OST 2-4)<br>• Each of the tabs have a normal, hover, and visited state<br>• Selecting a strategy takes the learner to the layer explaining that strategy<br>• Next button enabled and OST 5 fades in only after the learner has visited all three layers<br>• Learner advances to slide 1.5 upon selection of next button |
| **Slide 1.4, Layer 1, Be Mindful of Time** | | | |
| Strong candidates are very likely to have other interviews and opportunities available. It is important to show the candidate that we respect their time. Some way to do this are: | **Title: Be Mindful of Time**<br>1. Schedule interview in a timely manner<br>2. Arrive early for the interview<br>3. Keep the interview on track | • Base layer remains visible<br>• Text is enclosed in a rectangular shape centered on the left, in the part of the base slide that doesn't include the three tabs or the title<br>• The information for each layer disappears when another strategy/layer is selected | • Title is on the screen above OST 1-3 when layer begins<br>• Each OST fades in timed with the audio and remains on the screen until the learner leaves that layer |

# Effective Interview Strategies - Storyboard

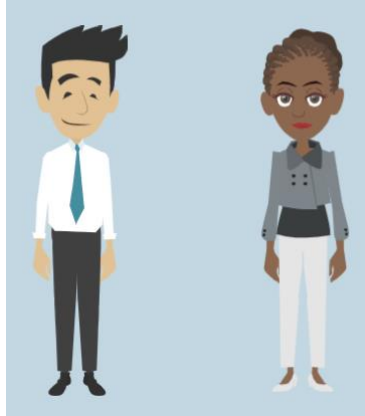| | | | |
|---|---|---|---|
| [OST 1] Schedule the interview in a timely manner. Delaying the interview process puts our company at risk to lose strong candidates. Be sure to schedule the interview for the earliest possible time.<br><br>[OST 2] Arrive early for the interview. By doing so, you can have the space prepared for the candidate before the interview begins.<br><br>[OST 3] Keep the interview on track. Without rushing the interview, be mindful of the time. Often the candidate has taken time off from work to interview with us, or has other people in the company to meet. Interviews that take up more than the scheduled time may delay those meetings | | | |
| **Slide 1.4 Layer 2, Prepare for the Interview Ahead of Time** | | | |
| [Title] By preparing for the interview ahead of time, you will be better able to fully define the requirements and skills | **Title: Prepare Ahead of Time**<br>1. Determine the major topics to focus on | • Base layer remains visible<br>• Text is enclosed in a rectangular shape centered on the left, in the part of the base slide that doesn't include the three tabs or the title | • Title is on the screen when layer pops up<br>• Each OST fades in timed with the audio and remains on the |

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| needed for the position. This ensures that you can ask appropriate questions and assess the quality of responses with respect to the position.<br><br>[OST 1] Determine the major topics to focus on during the interview. By doing so, you are more likely to ask relevant questions that align with the position<br><br>[OST 2] Decide which questions you will ask and the order in which you will ask them. Having prepared questions shows the candidate we are seriously considering them for the position. It is also important to have a logical order to the questions so you can eliminate redundancy that may occur based on the candidate's answers<br><br>[OST 3] There may be times when a candidate says something that makes you want to know more. Moments like these are excellent | 2. Decide which questions you will ask and in which order<br>3. Be willing and able to improvise | • The information for each layer disappears when another strategy/layer is selected | screen until the learner leaves that layer |

| | | | |
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| opportunities to ask open-ended questions to learn more about the candidate's experience, skills, and personality | | | |

**Slide 1.4 Layer 3, Focus on the Purpose of the Interview**

| | | | |
|---|---|---|---|
| [OST 1] It is important to fully understand the requirements of the position to decide if a candidate is the right match<br><br>[OST 2] Focus on the candidate and really listen to their responses and questions. Your body language and behaviour is important – the candidate needs to know that you are really hearing what they have to say<br><br>[OST 3] The purpose of the interview is to ascertain the candidate's ability to fulfill the role to your satisfaction. While it may be tempting to talk about your qualifications, the conversation is about the candidate. | **Title: Focus on the Purpose of the Interview**<br>1. Understand the requirements of the position<br>2. Be present<br>3. Keep the conversation focused on the candidate | • Base layer remains visible<br>• Text is enclosed in a rectangular shape centered on the left, in the part of the base slide that doesn't include the three tabs or the title<br>• The information for each layer disappears when another strategy/layer is selected | • Title is on the screen when layer pops up<br>• Each OST fades in timed with the audio and remains on the screen until the learner leaves that layer |

## Effective Interview Strategies - Storyboard

| Slide Number: 1.5 |
|---|
| Title: Introduction to Interview Scenarios |

| Audio (A): | On Screen Text (OST): | Images/Graphics: | Programming/Animation Notes: |
|---|---|---|---|
| This is Peter [OST 1]. He is interviewing for the technical team lead position [OST 2].<br><br>This is Audrey [OST 3]. She is the hiring manager.<br><br>Audrey is about to interview Peter and needs your help. In order to apply the best practices of an interview strategy, you will help Audrey choose what to say to Peter.<br><br>In order to complete this course, you will need to correctly select a response from Audrey that aligns with our interview best practices.<br><br>This interview is the graded assessment for this course. You must select at least 5 out of 6 of Audrey's responses correctly to pass. You may repeat the interview until you receive a passing score.<br><br>Please select the BEGIN button when you are ready. | **Title**: The Interview<br><br>1. Peter<br>2. Candidate<br>3. Audrey<br>4. Hiring Manager | • Background will be Ernst Inc.'s logo. Transparent level will allow the learner to clearly see the avatars and OST<br>• The avatars' names and titles and will appear centered underneath them<br>• Begin button between them | • Next button is disabled<br>• Avatar's names and title will fade in timed with the audio<br>• Begin button fades in timed with audio saying "Please select the begin button when you are ready"<br>• Learner advances to slide 1.6 upon selection of the begin button |

## *Effective Interview Strategies - Storyboard*

| Slide Number: 1.6 | | | |
|---|---|---|---|
| **Title: Question 1** | | | |
| **Audio (A):** | **On Screen Text (OST):** | **Images/Graphics:** | **Programming/Animation Notes:** |
| Welcome, Peter. Thank you for meeting with me today. I was wondering…. | 1. Chose the statement that best aligns with effective interview strategies, then select the submit button.<br><br>2. If you will be able to meet the attendance requirements for this position?<br><br>3. If you can tell me why you are interested in this position? | <br><br>• Each option is in a speech bubble. | • Slides for questions 1-6 will be made using the True/False template slide<br>• All audio is spoken by Audrey<br>• The image without the speech bubbles and [OST 1] are on the slide from the beginning<br>• [OST 2] is in the left bubble<br>• [OST 3] is in the right bubble<br>• Speech bubbles with text fade in one at a time after Audrey's audio<br>• [OST 3] is the correct choice<br>• Learner advances to slide 1.7 upon clicking the submit button |

| Slide Number: 1.7 | | | |
|---|---|---|---|
| **Title: Question 2** | | | |
| **Audio (A):** | **On Screen Text (OST):** | **Images/Graphics:** | **Programming/Animation Notes:** |
| As you know Peter, part of the position includes coding. | 1. Chose the statement that best aligns with effective interview strategies, then select the submit button.<br><br>2. Tell me more about your coding experience<br><br>3. Do you know C++? | • Same image and set up as slide 1.6 | • All audio is spoken by Audrey<br>• The image without the speech bubbles and [OST 1] are on the slide from the beginning<br>• [OST 2] is in the left bubble<br>• [OST 3] is in the right bubble<br>• Options fade in one at a time after Audrey's audio<br>• [OST 2] is the correct choice<br>• Learner advances to slide 1.8 upon clicking the submit button |

*Effective Interview Strategies - Storyboard*

| Slide Number: 1.8 | | | |
|---|---|---|---|
| **Title: Question 3** | | | |
| **Audio (A):** | **On Screen Text (OST):** | **Images/Graphics:** | **Programming/Animation Notes:** |
| You are interviewing for the technical team lead position here at Ernst Inc… | 1. Chose the statement that best aligns with effective interview strategies, then select the submit button.<br><br>2. Tell me more about your management experience.<br><br>3. How well did you get along with team members in your last management position? | • Same image and set up as slide 1.6 | • All audio is spoken by Audrey<br>• The image without the speech bubbles and [OST 1] are on the slide from the beginning<br>• [OST 2] is in the left bubble<br>• [OST 3] is in the right bubble<br>• Options fade in one at a time after Audrey's audio<br>• [OST 2] is the correct choice<br>• Learner advances to slide 1.9 upon clicking the submit button |

| Slide Number: 1.9 | | | |
|---|---|---|---|
| **Title: Question 4** | | | |
| **Audio (A):** | **On Screen Text (OST):** | **Images/Graphics:** | **Programming/Animation Notes:** |
| Cell phone ringing | 1. Chose the statement that best aligns with effective interview strategies, then select the submit button.<br><br>2. Hang on a minute, I need to take this call, it's my manager<br><br>3. Sorry for the disruption, let me quickly silence my phone | • Same image and set up as slide 1.6 | • All audio is spoken by Audrey<br>• The image without the speech bubbles and [OST 1] are on the slide from the beginning<br>• [OST 2] is in the left bubble<br>• [OST 3] is in the right bubble<br>• Options fade in one at a time after Audrey's audio<br>• [OST 3] is the correct choice<br>• Learner advances to slide 1.10 upon clicking the submit button |

# Effective Interview Strategies - Storyboard

| Slide Number: 1.10 | | | |
|---|---|---|---|
| **Title: Question 5** | | | |
| **Audio (A):** | **On Screen Text (OST):** | **Images/Graphics:** | **Programming/Animation Notes:** |
| I see that you know Java… | 1. Chose the statement that best aligns with effective interview strategies, then select the submit button.<br><br>2. I found Java tricky to learn, let me tell you about what I struggled with the most.<br><br>3. Tell me more about any other coding languages you are proficient in | • Same image and set up as slide 1.6 | • All audio is spoken by Audrey<br>• The image without the speech bubbles and [OST 1] are on the slide from the beginning<br>• [OST 2] is in the left bubble<br>• [OST 3] is in the right bubble<br>• Options fade in one at a time after Audrey's audio<br>• [OST 3] is the correct choice<br>• Learner advances to slide 1.11 upon clicking the submit button |

| Slide Number: 1.11 | | | |
|---|---|---|---|
| **Title: Question 6** | | | |
| **Audio (A):** | **On Screen Text (OST):** | **Images/Graphics:** | **Programming/Animation Notes:** |
| Peter, we are getting towards the end of our scheduled time… | 1. Chose the statement that best aligns with effective interview strategies, then select the submit button.<br><br>2. I have just one final question to ask so we can finish on time<br><br>3. I have several more questions to ask, but I'm sure you don't mind staying later than planned | • Same image and set up as slide 1.6 | • All audio is spoken by Audrey<br>• The image without the speech bubbles and [OST 1] are on the slide from the beginning<br>• [OST 2] is in the left bubble<br>• [OST 3] is in the right bubble<br>• Options fade in one at a time after Audrey's audio<br>• [OST 2] is the correct choice<br>• Learner advances to slide 1.12 upon clicking the submit button |

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| Slide Number: 1.12 | | | |
|---|---|---|---|
| **Title: Results** | | | |
| **Audio (A):** | **On Screen Text (OST):** | **Images/Graphics:** | **Programming/Animation Notes:** |
| Please select continue | **Title**: **Results**<br><br>1. Your Grade: results.score<br>2. Passing Grade:<br>3. Please select the continue button | • Disable next button on this slide if results.score is less than 80%.<br>• Continue [OST 3] button centered under the grade | • Learner proceeds to layer 1.12 "Success" upon clicking continue if score is 80% or higher<br>• Learner proceeds to layer 1.12 "Failure" upon clicking continue if score is less than 80% |
| **Slide 1.12 Layer "Success"** | | | |
| Congratulations on helping Audrey with this important interview! Please select next to continue. | 1. Congratulations on helping Audrey with this important interview!<br>2. Please select next to continue. | • Green checkmark to the left of [OST 1]<br>• [OST 2] is on lower right of screen | • This layer is shown when results.score is greater than or equal to 80%<br>• Base layer is hidden<br>• Learner advances to slide 1.13 upon clicking next |
| **Slide 1.12 Layer "Failure"** | | | |
| You did not earn a passing grade of 5/6 correct selections. Please try again. You may review your incorrect answers before retaking the assessment. | 1. You did not earn a passing grade of 5/6 correct selections.  Please try again.<br>2. Review Assessment<br>3. Retake Assessment | • Red X to the left of [OST 1]<br>Under [OST 1]:<br>• Review Assessment [OST 2] button on left<br>• Retake Assessment [OST 3] button on right | • This layer is shown when results.score is less than 80%<br>• Base layer is hidden<br>• Clicking the review button allows the learner to review the incorrect answers<br>• Clicking the retake button resets the results and takes learner to slide 1.6 |

*Effective Interview Strategies - Storyboard*

| Slide Number: 1.13 | | | |
| --- | --- | --- | --- |
| **Title: Congratulations** | | | |
| **Audio (A):** | **On Screen Text (OST):** | **Images/Graphics:** | **Programming/Animation Notes:** |
| Congratulations! You have successfully helped Audrey hire the top candidate! Peter has accepted the job! Please select exit to leave the course | **Title**: **Congratulations!** | • Transparent Ernst Inc. logo as background<br>• Audrey and Peter standing and shaking hands<br>• Exit button | • The image and title are on slide at beginning of timeline<br>• Learner exits course upon clicking the Exit button |