Effective Interviewing Strategies—Design Document

Business Purpose	*Sialis Industries* needs to hire 2000 employees this year as their company expands its footprint to multiple locations across the United States. Currently, they feel they are losing quality job candidates due to problems during the interview process. The company cites a lack of engaging training available to assist interviewers with developing the non-technical skills required to conduct effective interviews and retain quality job candidates. This training will provide interviewers with effective strategies to employ throughout the candidate interview process. This should facilitate the company's overall goal of hiring a significant number of new employees in multiple geographic locations in the U.S. over the next year.
Target Audience	The primary audience for this training is employees responsible for conducting interviews for *Sialis Industries*. This includes recruiters and hiring managers. The secondary audience is supervisors or other key employees who will meet with the job candidate during the interview.
Training Time	Approximately 20 minutes based on lesson content and client request.
Training Recommendation	The recommendation for this client is a 20-minute eLearning module. It is not feasible for all interviewers to take the training at the same time given they are geographically dispersed, so instructor-led training (ILT) is not advised. In addition, since so many new employees are to be hired in such a short period of time, the number of interviewers involved is large. It is not reasonable for all of them to take the training at the same time, so virtual instructor-led training (vILT) is not feasible either. The best mode for this situation is an asynchronous eLearning module that can be deployed rapidly across multiple company locations and be accessed at different times for the many interviewers involved in the hiring process.

Deliverables	• 1 storyboard with voiceover script
	• 1 eLearning course
	 ◦ developed in Articulate Storyline
	 ◦ includes voiceover narration
	 ◦ Level 2 interaction
	  - scenario-based
	  - 4 avatars representing 1 narrator, interviewers (2), and 1 job candidate
	 ◦ final graded assessment

Effective Interviewing Strategies—Design Document

	• 1 job aid to serve as a "Quick Reference Guide" of Effective Interviewing Strategies
Learning Objectives	After completing this course, you will be able to: • Identify strategies you can use to prepare for and conduct an effective interview. • Apply effective interviewing strategies in a scenario-based mock interview.

Training Outline	• **Introduction**
	  ◦ Welcome/Purpose of training
	  ◦ Navigation
	  ◦ Learning Objectives
	
	• **Topic: Know Your Goals**
	  ◦ *Failed interview Scenario 1*
	  ◦ Why did this interview fail?
	    - interviewers don't agree on job qualifications
	  ◦ Strategies to Prepare for the Interview
	    - Define the job description
	    - Make sure all stakeholders are on the same page regarding what they are looking for
	    - Don't forget to assess non-technical skills (employee "fit", soft skills, etc.)
	
	• **Topic: Timeliness Matters**
	  ◦ *Failed interview Scenario 2*
	  ◦ Why did this interview fail?
	    - interviewers take too long to make a hiring decision
	  ◦ Strategies to Keep in Mind:
	    - Good candidates are in high demand so you must act quickly and decisively when making hiring decisions
	    - Respect the candidate's time
	    - Make sure all individuals who need to meet with candidate are available during the interview
	
	• **Topic: Ask the Right Questions**
	  ◦ *Failed interview Scenario 3*
	  ◦ Why did this interview fail?
	    - interviewers spend too much time asking irrelevant questions
	  ◦ Effective Questioning Strategies:
	    - Have a pre-determined list of questions and prioritize them
	    - Have a mix of questions: some to assess technical skills and others to assess employee fit with company

	- Determine who will ask which questions ahead of time so interview flows smoothly
	    - Focus on the candidate's skills rather than trying to show off your own
	    - Don't ask inappropriate or off-the-wall/irrelevant questions
	
	• **Assessment**
	  ◦ Summary
	  ◦ Quiz
	  ◦ Results
	    - learner options for quiz review and quiz retake
	  ◦ Congratulations

Assessment Plan	• Final graded quiz
	  ◦ 5 questions
	  ◦ scenario-based
	  ◦ learner must score 80% to pass
	  ◦ unlimited attempts to pass