

Effective Interview Strategies

Introduction

- **Target Audience:** All HR interviewers and Hiring Managers as well as anyone that conducts interviews
- **Problems to be addressed**
 - The company is struggling with recruitment. Interviewers and hiring managers aren't matching candidates to the right positions and are losing quality candidates to competitors. Provide awareness of effective interview strategies in order to recruit the right candidates for the right position
 - Train the learner how to prepare for and conduct an effective interview
- **Solutions:**
 - Provide awareness of effective interview strategies in order to recruit the right candidates for the right position
 - Train the learner how to prepare for and conduct an effective interview

Learning Objective

- Identify the company's need for an effective interviewing strategy

Directions for Reviewer(s)

- Track Changes is on. Please make any simple corrections within the script or the text on screen columns.
- Use the "Comments" feature to ask questions or make comments on larger issues within the script or on-screen text.
- In the left column is the audio script. This will have a conversational tone. If it doesn't sound correct, try reading it out loud to see if it does. If not, make changes as needed. The numbers in the script are for the video maker to know where to place the images and graphics and will not be read aloud.
- In the middle column is the Text on the screen. *Grammatical and spelling errors matter here*- please correct any mistakes you find in this column.
- The last column contains the images, graphics, and animations that will occur. The numbers [] indicate where in the audio narration the image or animation will appear.

Notes to developer:

- Images are from Storyset at Storyset.com or the Vyond library
- Summary of Scenario: HR Manager explaining to a Hiring Manager the background and why we need to change the way we prepare for and conduct interviews. They decide to prepare for the next interview together.

Audio Script:	Text on Screen:	Images/ Animations/Graphics
<p>[1] Welcome! Before we begin, I'd like to express how appreciative the company is for all the hard work and time you put into managing a store that is profitable. We know it's not easy to juggle all the demands we put on our store managers.</p> <p>[2][office breakroom]</p> <p>[3] [Sarah enters] [Yusra speaking] Hi, Sarah! How are you?</p> <p>[4] I'm good, Yusra, how are you?</p> <p>[Yusra speaking] Not great. I just got out of a meeting with our VP of People of Development. She says we need to hire 2000 new members for our technical team this year. She's not happy with the quality or quantity of hires we are currently getting. [Yusra has a upset look]</p> <p>[Sarah looks concerned]</p> <p>I'm so sorry to hear that. Why does she think that?</p> <p>[Yusra expression changes to relieved]</p> <p>Do you have time to talk about it? We could go to my office.</p> <p>[5] [Scene changes to office. Yusra is sitting at her desk. Sarah is sitting across from her.Both expressions are listening]</p> <p>[Yusra speaking, Sarah listening] Some of our hiring managers and recruiters, especially those who have been with us since the company started in the late 90's came out of our technical team and have a good grasp of the technical aspects of the positions we are hiring for. The newer additions to the team usually have more of a background in HR, with less in depth understanding of the technical material. I think this is</p>	<p>Text fades in and out.</p> <p>[1] Welcome! Effective Interview Strategies</p> <p>[4] [text box] 2000 new members for our technical team this year.</p> <p>[5] [text box] losing good candidates to competing companies</p> <p>[6] Thank you</p>	<p>Fade between scenes.</p> <p>[1] Introduction animation and music with fade</p> <p>[2] office breakroom scene: Yusra is already in the breakroom when the scene fades in</p> <p>[3] Avatar of HR manager, Yusra</p> <p>[4] Avatar of Hiring manager, Sarah, enters</p> <p>[5] Office scene: HR manager, Yusra, is sitting at the desk, Hiring manager, Sarah, is sitting across from her.</p> <p>[6] Outro with WLS logo and exit music</p> <div data-bbox="1381 727 1791 950" style="background-color: #667788; color: white; padding: 10px; text-align: center;"> <p>6E8894</p> <p>Slate gray</p> </div> <div data-bbox="1381 984 1829 1203" style="background-color: #90EE90; color: black; padding: 10px; text-align: center;"> <p>CEEDDB</p> <p>Honeydew</p> </div>

<p>why they're struggling to match the right candidate with the right position.</p> <p>[Sarah speaking] That makes sense. I've also had trouble with losing good candidates to competing companies because they made an offer before we did.</p> <p>[Yusra] It sounds like we need to reconsider our hiring practices. I think we should retrain everyone who interviews new candidates.</p> <p>[Sarah] Right now we don't offer much in the area of non-technical training, other than compliance training. That compliance training is super boring, and this needs to be more interesting.</p> <p>[Yusra] We really need to up our game. Are you available to work with on developing the training? I could use your input as a hiring manager.</p> <p>[Sarah] I'd be happy to.</p> <p>[6] [VO] Interviewing can be difficult, but it is extremely important to us becoming the company we want to become. Thank you in advance for your flexibility as we improve our interview processes. You will have the opportunity to do further training in our effective interview strategies. Thank you for your time.</p>		
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