

Seven Keys to Effective Hiring – Storyboard





Notes for Reviewers:

- Please focus on the **accuracy** and **completeness** of the content during this review cycle. “Page breaks” for the online course will be adjusted after the content is edited.
- Remember, the text in the left column will be narrated audio.
 - There will be “connecting” words and phrases that would not appear in a written procedure. If the wording seems awkward to you, try reading the text aloud to see how it fits, then make changes if it still seems necessary.
 - Formatting is merely to aid the voiceover talent: remember, learners will hear – not see – this text.
 - Capitalization is not important in the left column, but is very important in the next column, “Visual/Display.”
- Use the Table of Contents on the next page for ease of navigation.

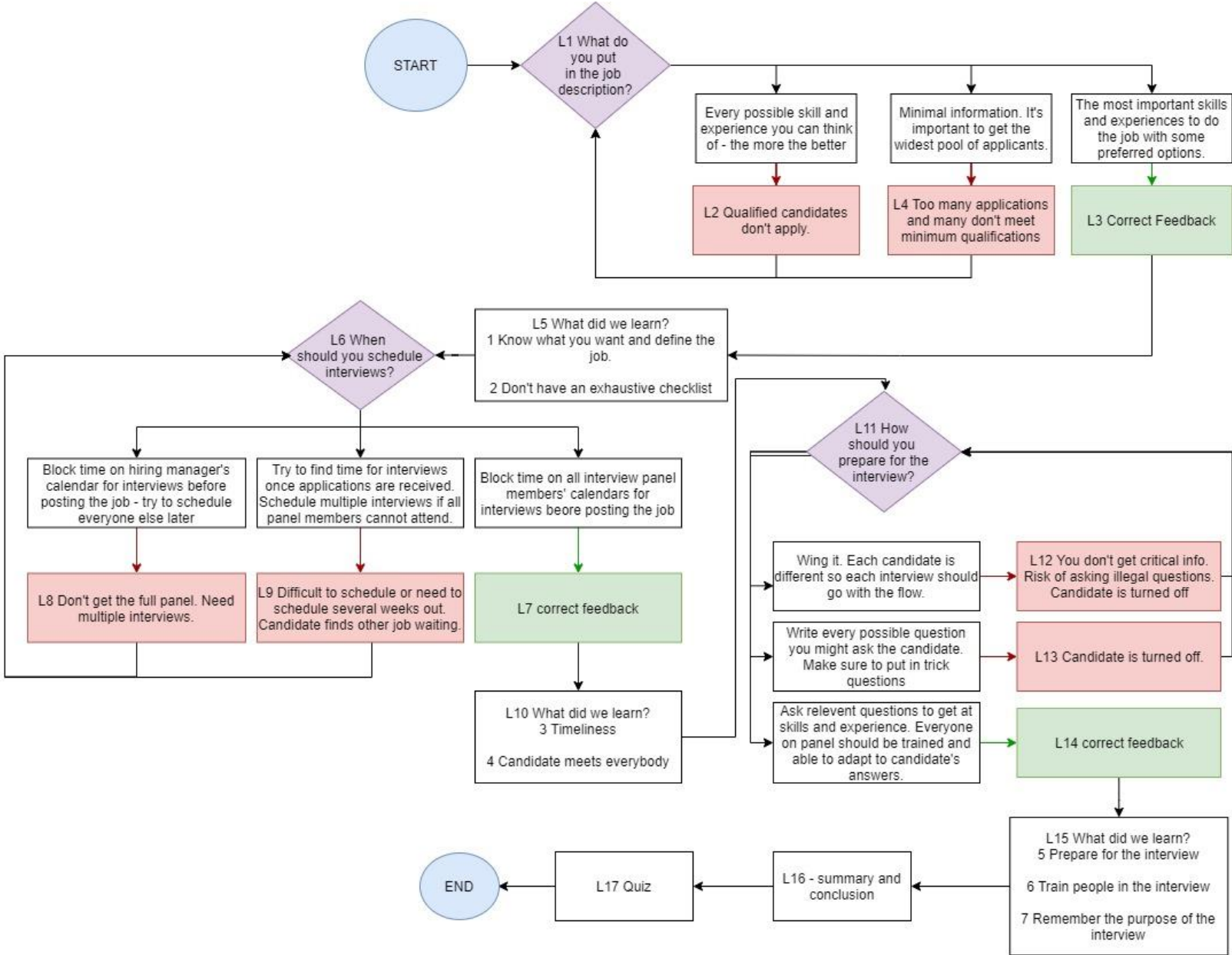
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Color Palette, Fonts, and Navigation

	#365B6D (dark teal)	Fonts: Merriweather (Headings) Lato (Body font)
	#F2F1EC (linen)	Navigation: Restricted No Sidebar No lesson labels or previous/next buttons
	#42C2BB (Bright Teal)	
	#A8A8A8 (medium gray)	

Course Diagram



Title: Seven Keys to Effective Hiring				
Sc. #	Rise Block	On Screen Text / Visual / Display	Interaction	Audio / Voiceover Script
1	Seven Keys to Effective Hiring	<p>Welcome. Today you will learn Seven Keys to Effective Hiring.</p> <p>This course uses audio and should take you about 15 minutes to complete.</p> <p>Include cover photo of keys with bright teal color wash.</p>	Start Course button	

Lesson 1: Creating the Job Description				
Sc. #	Rise Block	On Screen Text / Visual / Display	Interaction	Audio / Voiceover Script
1	Paragraph	You work as a recruiter who has been assigned to help Company Y hire an instructional design manager. Your role is to help them find the best candidate and quickly fill this position. To do so, you must help Company Y identify the correct skills and experiences needed for this role, develop interview questions, and then support them in screening and interviewing candidates. The goal is to hire the best candidate without losing qualified people along the way.		
2	Image with text	<p>Your first task is to help Company Y write the job description. The hiring manager sent you an email with a list of required software, education requirements, years of experience worked, and other information.</p> <p>What should you do?</p>	none	

Lesson 1: Creating the Job Description				
Sc. #	Rise Block	On Screen Text / Visual / Display	Interaction	Audio / Voiceover Script
		Include image of computer screen with email program open.		
3	Accordion Interaction	<p>Click to read the email.</p> <p>Dear Recruiter,</p> <p>Below is the information that should go in the job description. I appreciate you helping us find the right candidate for this position.</p> <p><u>Instructional Design Manager</u> As an Instructional Design Manager, you will support the Learning Experience and Design Team in developing and maintaining interactive, blended learning solutions that are strategically aligned to organizational goals and objectives.</p> <p>You have an eye for design and a passion for learning. You have a desire to think beyond traditional training and innovate in the learning experience and design space. You are technically savvy, able to learn and engage with changing technologies, have a strong client focus, with strengths in quickly and effectively establishing trust and building and sustaining relationships.</p> <p><u>What you are good at</u></p> <ul style="list-style-type: none"> Working with business partners to design and develop interactive, blended learning experiences 	Accordion Interaction – only contains one section that opens when clicked	


Lesson 1: Creating the Job Description				
Sc. #	Rise Block	On Screen Text / Visual / Display	Interaction	Audio / Voiceover Script
		<ul style="list-style-type: none"> Analyzing performance needs by working with process owners to identify behaviors and to design solutions that drive successful outcomes Outstanding verbal communication skills with the ability to lead effective working sessions across multiple teams and subject matter owners Excellent written communication skills, effectively communicating complex information in an effective manner Delivering with excellence, a high attention to detail and quality Maintaining records and monitor progress of employees. Continuously researching to determine if there are other options/systems that we can connect with or to Updating the Training Module in T.A. Connections no less than quarterly with new and pertinent content Developing additional modules for the T.A. Way Training Program to promote our company’s mission to provide opportunities for personal and professional growth Maintaining a library in T.A. Connections of all training materials and programs and assure that the posted programs are most accurate Working with the Marketing Department on enhancements to T.A. Connections’ Training Module Functionality 		

Lesson 1: Creating the Job Description				
Sc. #	Rise Block	On Screen Text / Visual / Display	Interaction	Audio / Voiceover Script
		<ul style="list-style-type: none"> Working in conjunction with department heads to assure that the Training Department has the latest and most up to date policies and procedures Hosting webinars no less than quarterly with industry changes and updates <p><u>You have these skills and experiences:</u></p> <ul style="list-style-type: none"> Agile project management principles Ability to write/edit training content to enhance learning comprehension Strong aptitude in graphic design, video, audio, animation and graphic creation a plus Established understanding of Web Content Accessibility Guidelines (WCAG) is a plus Bachelor’s Degree in Organizational Behavior, Education, Communications, Writing, Design, Multi-Media and/or equivalent work experience 3-5 years in creating blended interactive learning experiences and/or marketing, creative services, or communications that can be applied to build learning experiences 10+ years working at a Fortune 500 company 5+ years of direct management experience for employees and their performance Work a flexible schedule/shift/work area, including weekends, nights, and/or holidays 		

Lesson 1: Creating the Job Description				
Sc. #	Rise Block	On Screen Text / Visual / Display	Interaction	Audio / Voiceover Script
		<ul style="list-style-type: none"> • 3+ years of experience in instructional design, including needs analysis, and multi-media instruction • 3+ years of experience formulating and implementing training strategies, policies, and procedures • 5+ years of experience with Microsoft Excel • 5+ years of expert experience with Photoshop • 3+ years of expert experience with Adobe CC • 7+ years of expert experience with Storyline • 5+ years of expert experience with Rise • 6+ years of expert experience with Adobe Captivate • 4+ years of expert experience with Lectora • 4+ years of expert experience with Powtoon • 3+ years of expert experience with Vyond • 3+ years of expert experience with Camtasia • 3+ years of expert experience with Video editing • 7+ years of expert experience with graphic design • 5+ years of project/program management experience • 5+ years of expert experience using Microsoft Project <p>Are you passionate about learning and have a growth mindset? If so, please apply even if you don't meet all of the requirements. Our team is dedicated to supporting new members and we have a broad mix of experience</p>		

Lesson 1: Creating the Job Description				
Sc. #	Rise Block	On Screen Text / Visual / Display	Interaction	Audio / Voiceover Script
		levels and tenures. We value work-life balance. It isn't about how many hours you spend at home or at work; it's about the flow you establish that brings energy to both parts of your life. We offer flexibility in working hours and encourage you to find your own balance between your work and personal lives.		
4	Button Stack	<p>Select the best response.</p> <p>Text: Select the best course of action.</p> <p>Response A</p> <p>Incorporate all the information provided by the hiring manager into the job description. The company is the best judge of what knowledge, skills, and experiences are needed by the candidate. By asking for every requirement on the list, only the most qualified candidates will apply and the company will find the best person for the job. Button 2 text: Sort through the information to identify requirements, preferences, and skills that would be nice to have. Include only the requirements and the most impactful preferences in the job description.</p> <p>Response B</p> <p>Work with the hiring manager to sort through the information to identify requirements and differentiate those from preferences and skills that would be nice to have. Include only the requirements and the most impactful preferences in the job description.</p>	<p>3 buttons (bright teal)</p> <p>Linen background</p> <p>SELECT RESPONSE A</p> <p>SELECT RESPONSE B</p> <p>SELECT RESPONSE C</p> <p>[link each button to the appropriate response pages (Lessons 2, 3, or 4)]</p>	

Lesson 1: Creating the Job Description				
Sc. #	Rise Block	On Screen Text / Visual / Display	Interaction	Audio / Voiceover Script
		<p>Response C</p> <p>Work with the hiring manager to sort through the information to identify the requirements. Only include the minimum requirements to be able to do the job so that you can attract the largest applicant pool possible.</p>		

Lesson 2: Creating the Job Description – Response A				
Sc. #	Rise Block	On Screen Text / Visual / Display	Interaction	Audio / Voiceover Script
1	Subheading and embedded video	The hiring manager just contacted you. Video plays	User clicks to start video.	Video script: It's been two weeks and we've only received three applications, and none of them meet all of the qualifications! I thought you were supposed to find us lots of qualified applicants to choose from.
2	Heading	What went wrong?		
3	Paragraph with subheading	Why did Company Y receive so few qualified applications? Click the flashing marker for each candidate to learn about their perspective.		
4	Image with markers	 <p>Image with two candidates looking less than happy.</p>	User clicks each marker to read about their perspective.	

Lesson 2: Creating the Job Description – Response A				
Sc. #	Rise Block	On Screen Text / Visual / Display	Interaction	Audio / Voiceover Script
		<p>Gray background with gradient.</p> <p>Speech bubble with three dots above each picture.</p> <p>Insert marker over third dot in each speech bubble.</p> <p>Marker 1 text: I didn't apply because I only used half the software listed and only had some of the experience. Because there was so much in the job description, I didn't think I was qualified.</p> <p>Marker 2 text: I didn't apply because I thought the job description was unreasonable for a single position. The requirements and software indicated that they wanted a project manager, a people manager, an instructional designer, a graphic artist, and a video editor all rolled into one. This didn't sound like a good work culture for me.</p>		
5	Button Stack	<p>Incorporating all of the information provided by the hiring manager into the job description was not the best option to help Company Y.</p> <p>Return to the other options and make a different selection.</p>	<p>1 button (dark teal)</p> <p>TRY AGAIN</p> <p>[Link the button to Lesson 1]</p>	

Lesson 3: Creating the Job Description – Response B				
Sc. #	Rise Block	On Screen Text / Visual / Display	Interaction	Audio / Voiceover Script
1	Subheading and embedded video	The hiring manager just contacted you. Video plays	User clicks to start video.	Video script: Thanks for helping me focus the job description. I received about twenty really qualified candidates. It's going to be difficult to narrow the choices down to just one person during the interviews. I think this is where the preferred skills and experiences will help us make a decision about who is the best fit for our company.
2	Heading	Congratulations! Your recommendation is the best option.		
3	Paragraph with subheading	Why did Company Y receive qualified applications? Click the flashing marker for each candidate to learn about their perspective.		
4	Image with markers	Same image layout as Lesson 2- Response B except: Image with two candidates looking happy. Bright teal background with gradient. Marker 1 text: I applied for this job because the job description was a good match for my skills and experience. The company really seemed clear on what they wanted this position to	User clicks each marker to read about their perspective.	

Lesson 3: Creating the Job Description – Response B				
Sc. #	Rise Block	On Screen Text / Visual / Display	Interaction	Audio / Voiceover Script
		<p>do and what skills were needed to do it. I have confidence that this is a well-run company that I would like to join.</p> <p>Marker 2 text: I applied because I have the required skills and experiences. I liked that the company listed some skills as preferences; this meant that they really lived up to their value statement of being a learning organization. I felt that I would have room and opportunity to grow and learn the preferred skills if I were hired.</p>		
5	Button Stack	Sorting through the information to differentiate between requirements and preferences or skills that would be nice to have was the best strategy. It attracted candidates that met the requirements and had the most impactful preferred qualifications.	<p>1 button (dark teal)</p> <p>CONTINUE</p> <p>[Link to Lesson 5]</p>	

Lesson 4: Creating the Job Description – Response C				
Sc. #	Rise Block	On Screen Text / Visual / Display	Interaction	Audio / Voiceover Script
1	Subheading and embedded video	The hiring manager just contacted you. Video plays	User clicks to start video.	Video script: It's been two weeks and we've had over three hundred applications. This is a nightmare to read through all of them. To top it off, most of the applicants aren't qualified to do the work we need. Very few have any leadership experience and few have instructional design portfolios. I thought you were supposed to find us qualified applicants to choose from.
2	Heading	What went wrong?		
3	Paragraph with subheading	Why did Company Y receive too many unqualified applications? Click the flashing marker for each candidate to learn about their perspective.		
4	Image with markers	Same image layout as Lesson 2- Response B except: Image with two new candidates looking less than happy. Marker 1 text: I applied because there weren't many details in the job description. I assumed it was a junior position with opportunity to grow into a leadership position. I'm	User clicks each marker to read about their perspective.	

Lesson 4: Creating the Job Description – Response C				
Sc. #	Rise Block	On Screen Text / Visual / Display	Interaction	Audio / Voiceover Script
		<p>disappointed that I spent so much time filling out the application, only find out I didn't have the qualifications. They should be more clear on what they want.</p> <p>Marker 2 text: I submitted my application because it felt like they were casting a broad net to get as many applications as possible. I don't think I'm ready for a manager position, but the description was vague and didn't specify a lot of qualifications, so I thought I would apply for it.</p>		
5	Button Stack	<p>Including only the minimum requirements to attract the largest applicant pool possible was not the best option to help Company Y.</p> <p>Return to the other options and make a different selection.</p>	<p>1 button (dark teal)</p> <p>TRY AGAIN</p> <p>[Link the button to Lesson 1]</p>	

Lesson 5: Job Description Summary				
Sc. #	Rise Block	On Screen Text / Visual / Display	Interaction	Audio / Voiceover Script
1	Paragraph with heading	<p>What can we learn from this?</p> <p>It is important to be clear about the role of the job and what knowledge and skills are needed fill that job. If you don't know what you want or need, don't start the hiring process. Otherwise, you're wasting your company's time and the candidates' time.</p>		

Lesson 5: Job Description Summary				
Sc. #	Rise Block	On Screen Text / Visual / Display	Interaction	Audio / Voiceover Script
		Click each tab to learn two of the seven keys to consider during the hiring process.		
2	Tab Interaction	<p>Dark teal background</p> <p>DEFINE THE JOB It's important to know what you want and fully define the job, including the technologies involved, the team culture and dynamics, and the business skills needed to do the job. If we don't know exactly what we want and need, we won't attract the right applicants or know if the person we interview is the right match for the job. [image showing planning/flowchart/defining position]</p> <p>NO EXHAUSTIVE CHECKLISTS Most applicants won't be a perfect match and you could lose a great candidate if you don't differentiate between requirements and preferences. You don't want a checklist that will eliminate most or even all candidates. Identify which experiences and skills are needed and which are preferences that can be learned, such as software that may become obsolete in the future. Look for the talented person with potential and let them learn and grow. [image of checklist]</p>	Two tabs	
3	Continue	CONTINUE TO THE NEXT STAGE		

Lesson 6: Scheduling Interviews				
Sc. #	Rise Block	On Screen Text / Visual / Display	Interaction	Audio / Voiceover Script
1	Paragraph	<p>Your next task is to help Company Y with the interview process. You will conduct the screening interview and then Company Y will conduct subsequent interviews. As part of the hiring process, it's important to determine how many rounds of interviews will be held, who will be part of the interview team or panel, and when interviews will be scheduled.</p> <p>What's the best advice to give Company Y to support them with the interview process?</p>		
2	Button Stack	<p>Select the best response.</p> <p>Text: Select the best course of action.</p> <p>Response A</p> <p>Before you post the job and receive applications, it is important to determine the number of rounds of interviews and who will be on the interview team for each interview. Determine when interviews will be held and block time on calendars for everyone who needs to participate in the interview process.</p> <p>Response B</p> <p>Before you post the job and receive applications, it is important to block time on the hiring manager's calendar for interviews. Any additional people can be added as needed, if they are available. If it is difficult to find a</p>	<p>3 buttons (bright teal)</p> <p>Linen background</p> <p>SELECT RESPONSE A</p> <p>SELECT RESPONSE B</p> <p>SELECT RESPONSE C</p> <p>[link each button to the appropriate</p>	

Lesson 6: Scheduling Interviews				
Sc. #	Rise Block	On Screen Text / Visual / Display	Interaction	Audio / Voiceover Script
		<p>common time for a larger panel, the candidate can wait a week or two. If they really want the job, they will be willing to wait.</p> <p>Response C</p> <p>Wait until the application period has closed and you know how many candidates will be interviewed. Schedule interviews based on the availability of the interview team. You may need to schedule multiple interviews for the same candidate if schedules don't work out right, delay the interview until everyone is available, or just exclude managers or critical teammates from the interview process.</p>	<p>response pages (Lessons 7, 8, or 9)]</p>	

Lesson 7: Scheduling Interviews – Response A				
Sc. #	Rise Block	On Screen Text / Visual / Display	Interaction	Audio / Voiceover Script
1	Subheading and embedded video	The hiring manager just contacted you. Video plays	User clicks to start video.	Video script: Thanks for screening great candidates and helping me block time for myself and the interview team. We got all of the first interviews scheduled quickly and were able to put the panel together for second interviews. We completed all of the interviews within two weeks. I think this is a record for us.
2	Heading	Congratulations! Your recommendation is the best option.		
3	Paragraph with subheading	Why were the interview experiences so positive? Click the flashing marker for each candidate to learn about their perspective.		
4	Image with markers	Same image layout as Lesson 2- Response B except: Image with two candidates looking happy. Bright teal background with gradient. Marker 1 text: Company Y was serious about interviewing and filling this position. Within a day of my screening interview, I received a call to schedule an interview with the hiring manager.	User clicks each marker to read about their perspective.	

Lesson 7: Scheduling Interviews – Response A				
Sc. #	Rise Block	On Screen Text / Visual / Display	Interaction	Audio / Voiceover Script
		<p>That went well and later that afternoon, I received a call to schedule the third interview with the full hiring panel.</p> <p>This company really has their act together. This is a great sign. I hope I do well in my final interview.</p> <p>Marker 2 text: I'm impressed with this company. Following my screening interview, I heard from the hiring manager right away. I was given option of three different days and found a time that worked with my schedule. The interview started on time and went great.</p> <p>Within a day, they called to schedule a panel interview. They let me know how many people would be on the panel, who I would be speaking with, and how long to expect the interview to take. I really respect and appreciate how organized this company is.</p>		
5	Button Stack	<p>Before you post the job for applications, it is important to determine the number of rounds of interviews and who will be on the interview team for each interview. Blocking time on calendars for everyone who needs to participate in the interview process will make the interview processes more efficient and effective.</p>	<p>1 button (dark teal)</p> <p>CONTINUE</p> <p>[Link to Lesson 10]</p>	

Lesson 8: Scheduling Interviews – Response B				
Sc. #	Rise Block	On Screen Text / Visual / Display	Interaction	Audio / Voiceover Script
1	Subheading and embedded video	The hiring manager just contacted you. Video plays	User clicks to start video.	Video script: You sent me names of five candidates that you screened and said were qualified but when we tried to get them in for interviews, several told us they were no longer interested in the position. I thought you were supposed to send us screened and qualified applicants who want this job.
2	Heading	What went wrong?		
3	Paragraph with subheading	Why did Company Y have applicants turn down interviews? Click the flashing marker for each candidate to learn about their perspective.		
4	Image with markers	Same image layout as Lesson 2- Response B except: Image with two new candidates looking less than happy. Marker 1 text: I heard lots of great things about Company Y and really wanted to work there. The position sounded like the perfect fit for me. My screening interview with the recruiter went great, and then the hiring manager contacted me right away to schedule an interview.	User clicks each marker to read about their perspective.	

Lesson 8: Scheduling Interviews – Response B				
Sc. #	Rise Block	On Screen Text / Visual / Display	Interaction	Audio / Voiceover Script
		<p>I took an afternoon off of work to go to the interview. Five minutes before the interview, I received a call saying it needed to be rescheduled because several panel members couldn't attend. I would think they had known this more than 5 minutes prior. I agreed to reschedule, but then I didn't hear anything for a week.</p> <p>When they finally called, they wanted to schedule 15-minute interviews with three different panel members. It wouldn't have been too bad, except they wanted them all on different days. I don't want to work for a company that disrespects my time like that.</p> <p>Marker 2 text:</p> <p>I had a great interview with the recruiter and then with the hiring manager, who really seemed impressed with me. At the end of the interview, I was told that I would have one more interview with instructional designers on the team, the hiring manager's supervisor, and one SME.</p> <p>A week later, I hadn't heard anything, so I contacted the hiring manager. I was told that they were having difficulties coordinating schedules for the last interview but I would hear something soon.</p> <p>After another two weeks went by, I thought I was ghosted and they hired somebody else. I found a great job at a company that quickly moved me through the hiring process. A week after I accepted the new position, the hiring manager contacted me to schedule the third interview. Unbelievable!</p>		

Lesson 8: Scheduling Interviews – Response B				
Sc. #	Rise Block	On Screen Text / Visual / Display	Interaction	Audio / Voiceover Script
5	Button Stack	Blocking time on the hiring manager’s calendar for interviews was a good strategy but you did not block time for the rest of the panel. This was not the best option to help Company Y. Return to the other options and make a different selection.	1 button (dark teal) TRY AGAIN [Link the button to Lesson 6]	

Lesson 9: Scheduling Interviews – Response C				
Sc. #	Rise Block	On Screen Text / Visual / Display	Interaction	Audio / Voiceover Script
1	Subheading and embedded video	The hiring manager just contacted you. Video plays	User clicks to start video.	Video script: You sent me names of five candidates that you screened and said were qualified but when we tried to get them in for interviews, several told us they were no longer interested in the position. I thought you were supposed to send us screened and qualified applicants who want this job.
2	Heading	What went wrong?		
3	Paragraph with subheading	Why did Company Y have applicants turn down interviews?		

Lesson 9: Scheduling Interviews – Response C				
Sc. #	Rise Block	On Screen Text / Visual / Display	Interaction	Audio / Voiceover Script
		Click the flashing marker for each candidate to learn about their perspective.		
4	Image with markers	<p>Same image layout as Lesson 2- Response B except: Image with two new candidates looking less than happy.</p> <p>Marker 1 text: I was really looking forward to interviewing with this company. My screening interview went great and I was told that I would be interviewing with the hiring manager within the next week. A week went by and I didn't hear anything. Then two weeks. Then three.</p> <p>The hiring manager called me a month after my screening interview and wanted to schedule an interview. I had already accepted a position elsewhere by that time.</p> <p>Marker 2 text: I heard lots of great things about Company Y and really wanted to work there. The position sounded like the perfect fit for me. The hiring manager contacted me right away to schedule an interview. A day later, I received a call to reschedule to the following week due to schedule conflicts.</p> <p>A day before that interview, I received a call saying that one of the panel members was on vacation and they needed to reschedule again. When I finally had my interview, only the hiring manager was on the call. All seemed to go well. At the end of the interview, I was told</p>	User clicks each marker to read about their perspective.	

Lesson 9: Scheduling Interviews – Response C				
Sc. #	Rise Block	On Screen Text / Visual / Display	Interaction	Audio / Voiceover Script
		<p>that I would still need to interview with the director of the department, who was too busy to attend today.</p> <p>It's clear that this position isn't a priority at this company. I turned down the additional interview. I want to work at a company with a culture that respects other people's time.</p>		
5	Button Stack	<p>Not blocking time on the hiring manager's and interview panel's calendars in advance is a critical mistake and can delay the interview process. This was not the best option to help Company Y.</p> <p>Return to the other options and make a different selection.</p>	<p>1 button (dark teal)</p> <p>TRY AGAIN</p> <p>[Link the button to Lesson 6]</p>	

Lesson 10: Scheduling Interviews Summary				
Sc. #	Rise Block	On Screen Text / Visual / Display	Interaction	Audio / Voiceover Script
1	Paragraph with heading	<p>What can we learn from this?</p> <p>It's important to think about the person you are interviewing and how to make a positive impression so they will want to accept the position if an offer is made. This includes respecting their time.</p> <p>Click each tab to learn two of the seven keys to consider during the hiring process.</p>		
2	Tab Interaction	Dark teal background	Two tabs	

Lesson 10: Scheduling Interviews Summary				
Sc. #	Rise Block	On Screen Text / Visual / Display	Interaction	Audio / Voiceover Script
		<p>TIMELINESS</p> <p>Schedule interviews for the earliest possible time; only reschedule in emergencies. It's important to send the message that the candidate is valued and the company is eager to learn more about them. If interviews are delayed, rescheduled, don't start on time, or are missing critical people, the candidate is likely to accept a position in a company that prioritizes their time.</p> <p>[image showing a calendar/schedule]</p> <p>CANDIDATE MEETS EVERYONE</p> <p>It's important for the candidate to meet the hiring decision makers. This can often be accomplished in a panel interview, rather than separate interviews spread across multiple days. It's important to make decisions quickly, otherwise the competition might hire the person you want while they are waiting.</p> <p>[image of interview/meeting with multiple people]</p>		
3	Continue	CONTINUE TO THE NEXT STAGE		

Lesson 11: Conducting Interviews				
Sc. #	Rise Block	On Screen Text / Visual / Display	Interaction	Audio / Voiceover Script
1	Paragraph	<p>Your last task is to help Company Y prepare for the interviews they will conduct. As part of the hiring process, it's important to plan for the interview beyond the date, time, and location.</p> <p>What's the best advice to give Company Y to prepare them for the interview process?</p>		
2	Button Stack	<p>Select the best response.</p> <p>Text: Select the best course of action.</p> <p>Response A</p> <p>You don't really need to plan for the interview beyond making sure the right people can attend. You have the candidate's application and resume, and can just ask questions off of that. Each interview should be unique and based on what the candidate says they know how to do. If you get stuck, your interview panel can just wing it.</p> <p>Response B</p> <p>It is important to prepare an exhaustive list of questions before the interview. There should be a mix of questions that help you learn about their skill and experience, but there should also be questions that are designed to throw them off their game or trip them up. This will help separate the good from the great. It's also helpful for the candidate to do an application test or task that solves a difficult problem your company is struggling to solve.</p>	<p>3 buttons (bright teal)</p> <p>Linen background</p> <p>SELECT RESPONSE A</p> <p>SELECT RESPONSE B</p> <p>SELECT RESPONSE C</p> <p>[[link each button to the appropriate response pages (Lessons 12, 13, or 14)]]</p>	

Lesson 11: Conducting Interviews				
Sc. #	Rise Block	On Screen Text / Visual / Display	Interaction	Audio / Voiceover Script
		<p>Response C</p> <p>It is important to prepare a comprehensive list of questions before the interview and make sure the panel knows what answers are acceptable. The questions should be relevant to the position and the knowledge and experiences needed to perform well in the position. The interview panel should be trained on what answers are acceptable, how to ask questions in a welcoming way, and how to adapt and ask follow-up questions based on the candidate's answers. If a test or application task is given, it should be directly relevant to the position, but should not be asking for free labor. The task could be a problem the team has already solved.</p>		

Lesson 12: Conducting Interviews – Response A				
Sc. #	Rise Block	On Screen Text / Visual / Display	Interaction	Audio / Voiceover Script
1	Subheading and embedded video	<p>The hiring manager just contacted you.</p> <p>Video plays</p>	User clicks to start video.	<p>Video script:</p> <p>I just received a notice from the labor board. One of the candidates you sent us complained about our interview process. Aren't you supposed to help us with that?</p>
2	Heading	What went wrong?		

Lesson 12: Conducting Interviews – Response A				
Sc. #	Rise Block	On Screen Text / Visual / Display	Interaction	Audio / Voiceover Script
3	Paragraph with subheading	<p>Why did Company Y receive negative feedback and a discrimination complaint?</p> <p>Click the flashing marker for each candidate to learn about their perspective.</p>		
4	Image with markers	<p>Same image layout as Lesson 2- Response B except: Image with two new candidates looking less than happy. Candidate 1 should be older (over 55).</p> <p>Marker 1 text: I was really looking forward to interviewing with this company. My screening interview went great and I felt like I was a good fit for this position. The panel interview started great, but then one panel member commented on my extensive work history and asked my age. I didn't respond so he then asked if I felt that I was too old for a new job and if I even knew what a computer was.</p> <p>I told him that I remain current with professional development and new software tools, and have a learning mindset, but he just kept obsessing about my age.</p> <p>He brought it up six different times and it made me very uncomfortable. What was worse was that nobody else in the room said anything to him.</p> <p>This isn't a work environment I want to be in. Even if they offer me a position, I won't accept it.</p> <p>Marker 2 text: That was one of the worst interviews of my life! It didn't feel like anyone on the panel knew anything about the</p>	User clicks each marker to read about their perspective.	

Lesson 12: Conducting Interviews – Response A				
Sc. #	Rise Block	On Screen Text / Visual / Display	Interaction	Audio / Voiceover Script
		<p>job and what it involves. All of the questions they asked me were superficial and felt like they were just making it up as they go. I don't think they even read my resume.</p> <p>I got questions like "what software do you know" and "what's your favorite flavor of pie". Maybe they are really into pie. I don't know.</p> <p>I feel like they totally wasted my time and wonder if they just needed filler interviews for an internal promotion. I didn't get the impression that they really cared about what I had to say. I would not want to work for this company.</p>		
5	Button Stack	<p>Not planning interview questions in advance is a critical mistake and can alienate candidates or can lead to lawsuits. This was not the best option to help Company Y.</p> <p>Return to the other options and make a different selection.</p>	<p>1 button (dark teal)</p> <p>TRY AGAIN</p> <p>[Link the button to Lesson 11]</p>	

Lesson 13: Conducting Interviews – Response B				
Sc. #	Rise Block	On Screen Text / Visual / Display	Interaction	Audio / Voiceover Script
1	Subheading and embedded video	The hiring manager just contacted you. Video plays	User clicks to start video.	Video script: “I just had several candidates refuse to go further in the hiring process. They are refusing to take the tests or do the tasks and one actually walked out of the interview. Aren’t you supposed to help us with that?”
2	Heading	What went wrong?		
3	Paragraph with subheading	Why did Company Y have applicants withdraw their applications? Click the flashing marker for each candidate to learn about their perspective.		
4	Image with markers	Same image layout as Lesson 2- Response B except: Image with two new candidates looking less than happy. Marker 1 text: That was one of the worst interviews of my life! They had about 100 questions that they wanted to get through and repeatedly cut me off during my answers, so I didn’t have time to really explain anything.	User clicks each marker to read about their perspective.	

Lesson 13: Conducting Interviews – Response B				
Sc. #	Rise Block	On Screen Text / Visual / Display	Interaction	Audio / Voiceover Script
		<p>One person on the panel seemed more concerned about proving their own knowledge than finding out about mine. There were several questions where I was asked how I would approach a particular scenario, and shortly after starting, he would make a buzzer noise followed with “Wrong!” and then tell me how he would do it. It made me wonder if he was an internal candidate applying for the same position. What was worse is that nobody else on the panel said anything to him.</p> <p>I withdrew my application. I don’t want to work for a company like this.</p> <p>Marker 2 text: My screening interview went great and the interview with the hiring manager seemed to go ok. I felt like there were a few strange questions, but nothing out of the ordinary.</p> <p>Before my panel interview, I was asked to complete a task. They gave me one week and asked me to develop 2 hours of training to launch a new product feature. If they really understood instructional design, they would know this task will take almost a week of full-time work to complete. This feels excessive for testing my skills and feels like they posted a job just to get free work.</p> <p>At this point, I question whether there really is a job. I have a bad feeling and my time is too valuable. I’m going to withdraw my application for this position.</p>		

Lesson 13: Conducting Interviews – Response B				
Sc. #	Rise Block	On Screen Text / Visual / Display	Interaction	Audio / Voiceover Script
5	Button Stack	<p>Planning questions for interviews was a good strategy but you don't need to trip them up. Adding tasks to get free work from candidates was not the best option to help Company Y.</p> <p>Return to the other options and make a different selection.</p>	<p>1 button (dark teal)</p> <p>TRY AGAIN</p> <p>[Link the button to Lesson 11]</p>	

Lesson 14: Conducting Interviews – Response C				
Sc. #	Rise Block	On Screen Text / Visual / Display	Interaction	Audio / Voiceover Script
1	Subheading and embedded video	<p>The hiring manager just contacted you.</p> <p>Video plays</p>	User clicks to start video.	<p>Video script:</p> <p>Thanks for helping me write such great interview questions. I felt like we got to know the applicants and their experiences really well. We have two people that will be a great fit in terms of the work and company culture, so if one doesn't work out, we have a fantastic back up candidate. I'm really looking forward to welcoming a new instructional design manager to my team.</p>
2	Heading	<p>Congratulations!</p> <p>Your recommendation is the best option.</p>		

Lesson 14: Conducting Interviews – Response C				
Sc. #	Rise Block	On Screen Text / Visual / Display	Interaction	Audio / Voiceover Script
3	Paragraph with subheading	<p>Why did Company Y have successful interviews and hire a qualified candidate?</p> <p>Click the flashing marker for each candidate to learn about their perspective.</p>		
4	Image with markers	<p>Same image layout as Lesson 2- Response B except: Image with two candidates looking happy. Bright teal background with gradient.</p> <p>Marker 1 text: I really hope I get this job. The screening interview asked clear questions to make sure that I had the right qualifications, and then I met with the hiring manager. I was asked a lot of skill questions and a few behavior questions. I walked away feeling like I was a good match for them.</p> <p>A day later, I was scheduled for a panel interview with several people I would be working with. All of their questions were helpful for me to understand the scope of the job. They seemed like a great group of people to work with and openly answered my questions. I especially appreciated that they were transparent with some of the issues they face.</p> <p>Marker 2 text: I was really impressed with this company and hope I get the job offer. They asked me lots of great questions where</p>	User clicks each marker to read about their perspective.	

Lesson 14: Conducting Interviews – Response C				
Sc. #	Rise Block	On Screen Text / Visual / Display	Interaction	Audio / Voiceover Script
		<p>I had the opportunity to really demonstrate my skills and experiences. The questions were very focused.</p> <p>While I don't like to do application tasks, this one took a minimal amount of time and it was clear that they just wanted me to demonstrate skills, rather than work for free.</p> <p>Everyone seemed so nice and knowledgeable. I think this would be a great team to work on.</p>		
5	Button Stack	<p>Preparing relevant questions before the interview and making sure the panel knows what answers are acceptable is a great strategy. If a test or application task is given, it should be directly relevant to the position, but should not be asking for free labor. The task could be a problem the team has already solved.</p>	<p>1 button (dark teal)</p> <p>CONTINUE</p> <p>[Link to Lesson 15]</p>	

Lesson 15: Conducting Interviews Summary				
Sc. #	Rise Block	On Screen Text / Visual / Display	Interaction	Audio / Voiceover Script
1	Paragraph with heading	<p>What can we learn from this?</p> <p>It's important to prepare yourself and anyone else who will be interviewing candidates, so you ask questions that will help you make a good hiring decision. Questions should reveal skills and experiences related to the position or company culture. Don't ask questions that aren't related to the job or don't provide information needed to make a hiring decision. Remember, you want the candidate to accept an offer, not make them cry.</p> <p>Click each tab to learn three of the seven keys to consider during the hiring process.</p>		
2	Tab Interaction	<p>Dark teal background</p> <p>PREPARE QUESTIONS</p> <p>Make a list of questions related to the skills and responsibilities of the position. You don't have to ask every question if it is clear that the candidate knows the information. You also want to be flexible enough to be able to ask follow up questions to learn more about the candidate.</p> <p>[image making a list/writing questions]</p>	Three tabs	

Lesson 15: Conducting Interviews Summary				
Sc. #	Rise Block	On Screen Text / Visual / Display	Interaction	Audio / Voiceover Script
		<p>TRAIN THE INTERVIEWERS</p> <p>Your interviewers must be trained to interview properly. They need to have enough information about the technical aspects of the position to know which questions can be skipped, when to probe deeper, and whether the candidate's answers show the required expertise. Additionally, they need to have training to project the company image and culture while avoiding any inappropriate or illegal questions. [image of interview/meeting]</p> <p>REMEMBER THE PURPOSE</p> <p>The purpose of the interview is to find and hire a candidate that's capable of doing the job to your satisfaction. If the hiring manager or interview panel focuses on finding fault in a candidate or has unrealistic expectations, they will lose out on hiring talented employees. [image of shaking hands]</p>		
3	Continue	CONTINUE TO THE NEXT STAGE		

Lesson16: Course Summary				
Sc. #	Rise Block	On Screen Text / Visual / Display	Interaction	Audio / Voiceover Script
1	Step Order	Summary of the Seven Keys	First screen plus three additional steps. User clicks	

Lesson16: Course Summary				
Sc. #	Rise Block	On Screen Text / Visual / Display	Interaction	Audio / Voiceover Script
		<p>You have now seen what happens when you follow the seven keys and what happens when you don't. Let's do a quick recap.</p> <p>Job Description</p> <p>Before you begin the hiring process, it is important to identify the role of the job and what knowledge and skills are needed fill that job. Be sure to focus on the critical skills rather than having a list that will turn off qualified applicants.</p> <p>1 - Define the job</p> <p>2 - No exhaustive checklists</p> <p>Scheduling Interviews</p> <p>As you think about setting up interviews, it's important to think about the person you are interviewing and how to make a positive impression so they will want to accept the position if an offer is made. This includes respecting their time and making sure everyone who needs to be at the interview has the time blocked on their calendars.</p> <p>3 - Timeliness</p> <p>4 - Candidate Meets Everyone</p> <p>Conducting Interviews</p> <p>Finally, it's important to prepare yourself and anyone else who will be interviewing candidates, so you ask</p>	<p>Start to begin and next buttons to continue through interaction</p>	

Lesson16: Course Summary				
Sc. #	Rise Block	On Screen Text / Visual / Display	Interaction	Audio / Voiceover Script
		<p>questions that will help you make a good hiring decision. Questions should reveal skills and experiences related to the position or company culture. Don't ask questions that aren't related to the job or don't provide information needed to make a hiring decision. Remember, you want the candidate to accept an offer, not make them cry.</p> <p>5 - Prepare Questions 6 - Train the Interviewers 7 - Remember the Purpose</p>		
2	Continue	CONTINUE WHEN YOU ARE READY TO TEST YOUR MEMORY OF THE SEVEN KEYS		

Lesson 17: Test Your Memory				
Sc. #	Rise Block	On Screen Text / Visual / Display	Interaction	Audio / Voiceover Script
1	Multiple Response	<p>Dark teal background</p> <p>What are the Seven Keys to an Effective Hiring Process?</p> <p>Select the 7 best responses.</p> <p>Timeliness</p> <p>Prepare trick questions</p> <p>Train the interviewers</p> <p>Candidate meets everyone</p>	Submit button	

Lesson 17: Test Your Memory				
Sc. #	Rise Block	On Screen Text / Visual / Display	Interaction	Audio / Voiceover Script
		<p>Have an exhaustive checklist of requirements</p> <p>Provide tests to see how much they want the job</p> <p>Prepare questions for the interview</p> <p>Define the job</p> <p>Do not have an exhaustive checklist of requirements</p> <p>Remember the purpose of the interview</p> <p>Make it difficult to schedule the interview</p>		
2	Image and text	<p>You have completed this course and know the Seven Keys to Effective Hiring.</p> <p>You are now ready to help Company Y and future clients with their hiring processes.</p> <p>[Image of closed laptop]</p>	<p>Bold choices are correct responses.</p>	