

## **Effective Interviewing Strategies – Storyboard (Draft 1) for Review**



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.
- Questions for reviewers are indicated with **green highlighting**. All questions will need to be resolved before programming can begin.
- 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.”
- Please use the Comment feature within Word to leave feedback.
- Use the Table of Contents on the next page for ease of navigation.
- Optional Tip: Hiding the top and bottom margins of this document (double-clicking between the pages to “Hide/Show White Space”) will enable you to go through the storyboard more smoothly.
- Learning Objectives: By the end of the course, you will be able to
  - Determine what kind of candidate you are looking for to fill a certain position
  - Develop a list of sample interview questions
  - Conduct an effective job interview
- Target Audience: HR interviewers who partner with hiring managers to interview employment candidates  
Training Time: ~12 minutes

**Clickable Table of Contents for this Storyboard**


Effective Interviewing Strategies .....	3	Scenario 1 (cont.) .....	10
Navigation .....	3	Scenario 1 (cont.) .....	10
Objectives .....	3	Scenario 1 (cont.) .....	11
What a Good Interview Looks Like .....	4	Scenario 1 (cont.) .....	11
Know What You Want .....	4	Scenario 2 .....	12
Prepare for the Interview .....	5	Scenario 2 (cont.) .....	12
Quick Check.....	6	Scenario 2 (cont.) .....	12
Conduct the Interview .....	7	Scenario 2 (cont.) .....	13
Quick Check.....	8	Scenario 2 (cont.) .....	13
Summary.....	9	Results .....	14
Scenario 1 .....	10	Conclusion.....	14

Sc. #	Audio / Voiceover	Visual / Display	Interaction
1	<p><b>Effective Interviewing Strategies</b></p> <p>Hello. My name is Katarina and I will be your guide through this training on Effective Interviewing Strategies. What you learn today will help you conduct more effective interviews in order to hire more qualified employees. If you would like to learn how to navigate the course before getting started, click the Navigation button. If you would like to jump right in, click the Get Started button.</p>	<p>Female Human Avatar in front of an office background image</p> <p>Navigation button</p> <p>Get Started button</p> <p>(Prev and Next buttons are disabled)</p> <p><b>On-Screen Text:</b> Effective Interviewing Strategies</p>	<p>Female avatar is present when the timeline begins. As she mentions the title of the course, the text will fly in. As the avatar mentions the buttons, they will fly in. Each button in the course will have a normal and a hover state. The Navigation button will take the learner to Slide 2 and the Get Started button will take the learner to slide 3.</p>
2	<p><b>Navigation</b></p> <p>Before we get started, let's take a quick look at how to navigate through today's course. The previous and next buttons help you go backward or forward in the course. Next are the accessibility controls where you can turn on closed captioning and other features. The volume control lets you turn the volume up and down. The seekbar and play/pause button allow you to fast forward, rewind, play, or pause the section of the course you are currently viewing. Finally, you can move between topics by using the menu. Click the next button to continue.</p>	<p>Female Human Avatar in front of an office background image</p> <p><b>On-Screen Text:</b> Navigation</p>	<p>Female avatar is present when the timeline begins. Pictures of each navigation tool fly in from the area of the screen where they are housed as the audio mentions them. They fly out the same way they came in when the audio moves on to the next tool.</p> <p>The avatars position will change with each tool. If possible, she will appear to point at the tool, either in its location on the screen or its location in the player.</p> <p>Next button takes the learner to slide 3.</p>
3	<p><b>Objectives</b></p> <p>This course will focus on effective interviewing strategies in order for you to learn how to conduct more effective interviews to bring more qualified employees into the company. By the end of this course, you will be able to determine what kind of candidate you are looking for to fill a</p>	<p>Female Human Avatar in front of an office background image</p> <p><b>On-Screen Text:</b> Objectives</p>	<p>Female avatar is present when the timeline begins. On-screen text appears as the audio reads it.</p>

Sc. #	Audio / Voiceover	Visual / Display	Interaction
	<p>certain position, develop a list of sample interview questions, and conduct an effective job interview.</p>	<p>By the end of the course, you will be able to</p> <ul style="list-style-type: none"> <li>• Determine what kind of candidate you are looking for to fill a certain position</li> <li>• Develop a list of sample interview questions</li> <li>• Conduct an effective job interview</li> </ul>	
4	<p><b>What a Good Interview Looks Like</b></p> <p>Let's take a peek inside this interview. John has been trained on how to conduct an effective interview. He is prepared for the meeting with his notes about the kind of candidate he is looking for and what he wants to ask them. (1) He treats the meeting with Susan like an informal, one-on-one conversation so as not to overwhelm her. (2) John was on time and plans to introduce Susan to other members of the hiring team if the meeting goes well. Now, let's learn how you can be an effective interviewer like John.</p>	 <p>Female Human Avatar in front of above background image</p>	<p>Avatar position changes as the narration progresses. She points to different aspects of the picture as the corresponding narration is read.</p> <p>(1) Avatar points to notes in man's hands.                      (2) Avatar points to female in picture.</p>
5	<p><b>Know What You Want</b></p> <p>The first step in the interview process is to know what you want in a candidate. You cannot interview potential employees without knowing exactly what qualities (1) and skills (2) you are looking for in that person. The job and all the skills needed to perform the job need to be fully defined before you can move forward. Think about everything involved in the job, including the team culture and dynamic (3), the person's character (4), the technology skills (5) needed, and the business and professional skills (6) needed. However, don't make a narrow, specific checklist. Things change all the time, especially technologies and procedures. Having wider parameters will allow for more leeway for you to know when someone is the right fit for the position. Include everything you are looking for in the advertisement that is</p>	 <p>Female Human Avatar in front of above background image</p> <p><b>On-screen Text:</b>                      (1) Qualities:                      Team Culture and Dynamic(3)                      Character (4)                      (2) Skills:                      Tech Skills (5)</p>	<p>Female avatar is present when the timeline begins. On-screen text appears as the audio reads it.</p> <p>Text is a two column chart on the paper of the background</p>


Sc. #	Audio / Voiceover	Visual / Display	Interaction
	<p>posted for the job and keep it in mind during the interview as well.</p>	<p>Business Skills (6) Professional Skills (6)</p>	
6	<p><b>Prepare for the Interview</b></p> <p>After all the skills needed for the position have been established, you need to prepare for the interview just like the candidate does. Entering into an interview without preparation can cause the candidate to get a bad impression of the company and can waste everyone’s time. Determine all the major topics you want to cover in the interview. Whether these are tech skills (1), company culture topics (2), or professional skills (3), determine what you want to discuss beforehand so you don’t end up wasting time on small talk. Once you have the topics established, create a list of all the questions you need to ask to determine the candidate’s knowledge of that topic. Keep the questions on the topic (4) of the job and not some ridiculous questions to trip up the candidate.</p> <p>Once all questions have been established, the people conducting the interview need training (5). Interviewers must be experts in the skills needed for the job so they can determine if the answers given for skills questions are correct or incorrect. They must also be skilled in determining if the candidate is a good fit for the company’s culture and dynamic. They must be able to improvise (6) to dig deeper into topics that are addressed that need more clarification.</p>	<p>Slide begins with Female Human Avatar in front of a background of a question mark</p>  <p><b>On-Screen Text:</b></p> <p>Tech Skills (1) Company Culture (2) Professional Skills (3) On Topic (4)</p> <p>At the beginning of paragraph 2 of narration, change background to a picture of workers being trained at a conference table</p> <p><b>On-Screen Text:</b></p> <p>Train the Interviewers (5) Ability to Improvise (6)</p>	<p>Female avatar is present when the timeline begins. On-screen text appears as the audio reads it. Text does not remain on the screen. One disappears as the next appears. When background changes, remaining text disappears. New text appears as it is read in narration.</p> <p>Position of avatar may also change.</p>

Sc. #	Audio / Voiceover	Visual / Display	Interaction
7	<p><b>Quick Check</b></p> <p>Now that we have gone over what to do prior to the interview, let's see what you learned. Select all the best answers to the question and click submit.</p>	<p>Female Human Avatar to the left and question to the right. Background image of empty conference room.</p> <p><b>On-Screen Text:</b></p> <p>What kinds of questions should you ask a candidate in a job interview? Mark all answers that apply and then click submit.</p> <ul style="list-style-type: none"> <li>• Questions about their hobbies</li> <li>• <i>Questions about their skills related to the job description</i></li> <li>• Questions about their family</li> <li>• <i>Questions about their work ethic and professional skills</i></li> <li>• Questions about their health</li> </ul> <p>Correct answers are in <i>italics</i></p> <p>Try again layer: Not quite. Please try again. (Retry button)</p> <p>Incorrect layer: Remember, when compiling your list of interview questions prior to the meeting with the candidate, stick to topics related to job or tech skills, professional skills, and company culture. Do not waste time with small talk about</p>	<p>Slide is hidden from menu</p> <p>Female Avatar is present when the timeline begins. Question appears as it is read. Answers all appear at once as narration starts to read "Mark all answers that apply."</p> <p>Learner gets two attempts at the question, if needed.</p> <p>Retry button on Try Again layer returns learner to base layer.</p> <p>Continue buttons on Incorrect and Correct layers take learner to slide 8.</p> <p>Next button is disabled. Submit button is enabled.</p>

Sc. #	Audio / Voiceover	Visual / Display	Interaction
		<p>hobbies or family or other non-job related topics. (Continue button)</p> <p>Correct layer: Awesome job. Let's keep going. (Continue button)</p>	
8	<p><b>Conduct the Interview</b></p> <p>Great. We have talked about what to do prior to the interview and how to prepare the questions you want to ask. Now let's talk about what to do during the interview. Click on each sticky note to learn more (1).</p> <p>Timeliness Layer: First and foremost, be timely within the interview process. Schedule interviews quickly and make decisions quickly. We don't want to lose candidates because they are waiting weeks for the next phase of the process. Also, be on time for the interview. Being late shows the candidate that they are not a priority and will leave them with a bad impression.</p> <p>Purpose Layer: When you are interviewing the candidate, make sure to remember the purpose of the interview. You are trying to ascertain if the candidate can do the job, get to know them, and tell them about the job and company, not show off how much you know.</p> <p>Multiple Decision Makers Layer: Do not overwhelm the candidate. If there are multiple decision makers, introduce everyone and then interview individually, each using a different subset of the questions you came up with.</p>	 <p>Female Human Avatar in front of above background image</p> <p>Three square shapes on the wall of the image that resemble sticky notes. One says Be Timely, another Remember the Purpose, and the third says Introduce Decision Makers.</p> <p>Click on each sticky note to learn more. (1)</p> <p><b>Timeliness Layer:</b> Schedule interviews quickly Make decisions quickly Arrive on time</p> <p><b>Purpose Layer:</b> Can the candidate do the job? Will they fit in with the company?</p>	<p>Female Avatar is present when the timeline begins.</p> <p>When sticky note boxes are clicked, the corresponding layer will appear as if the sticky note flipped over. Base layer will still be visible and clickable to move from layer to layer.</p> <p>Slide cannot advance until all boxes have been visited.</p>

Sc. #	Audio / Voiceover	Visual / Display	Interaction
		<p>Tell the candidate about the job and company culture.</p> <p><b>Multiple Decision Makers Layer:</b>                      Don't overwhelm                      Introduce everyone                      Interview individually</p>	
9	<p><b>Quick Check</b></p> <p>Let's see what you learned about conducting the interview. Select the best answer to the question and click Submit.</p>	<p>Female Human Avatar to the left and question to the right. Background image of empty conference room.</p> <p><b>On-Screen Text:</b></p> <p>Which of the following are important to remember during an interview? Mark all answers that apply and then click submit.</p> <ul style="list-style-type: none"> <li>• Dressing well</li> <li>• <i>Being timely</i></li> <li>• Showing how smart you are</li> <li>• <i>Getting to know the candidate and their skills</i></li> <li>• <i>Not overwhelming the candidate</i></li> </ul> <p>Correct answers are in <i>italics</i></p> <p>Try again layer: Not quite. Please try again. (Retry button)</p> <p>Incorrect layer: During an interview, remember to be timely. Show up on time. Conduct the interviews and</p>	<p>Slide is hidden from menu</p> <p>Female Avatar is present when the timeline begins. Question appears as it is read. Answers all appear at once as narration starts to read "Mark all answers that apply."</p> <p>Learner gets two attempts at the question, if needed.</p> <p>Retry button on Try Again layer returns learner to base layer.</p> <p>Continue buttons on Incorrect and Correct layers take learner to slide 10.</p> <p>Next button is disabled. Submit button is enabled.</p>



Sc. #	Audio / Voiceover	Visual / Display	Interaction
		<p>make decisions in a timely manner. Remember the purpose of the interview is to determine if the candidate is a good fit for the position and the company. Don't overwhelm the candidate with too many interviewers at once. Help them feel comfortable and welcome. (Continue button)</p> <p>Correct layer: Awesome job. Let's review. (Continue button)</p>	
10	<p><b>Summary</b></p> <p>Let's review what we learned about effective interviewing techniques. First, know what you want (1). Make a list of all the skills and qualities you are looking for in a candidate. Then, use that list to prepare for the interview (2). Determine the topics (3) you want to cover in the interview and formulate questions (4) that relate to those topics. Make sure all interviewers are trained (5) to conduct an effective interview. When everyone is ready to conduct the interview, make sure to do so in a timely manner (6). Be on time for the interview and make decisions about the candidates in a timely manner so as not to waste anyone's time. Remember the purpose (7) of the interview and don't overwhelm the candidate. Introduce everyone (8) if there are multiple decision makers and interview individually. Keeping all these techniques in mind will lead to more effective interviews and more quality hires.</p>	 <p>Female Human Avatar in front of above background image</p> <p><b>On-Screen Text:</b></p> <ul style="list-style-type: none"> <li>Know What You Want (1)</li> <li>Prepare for the Interview (2)</li> <li>Determine Topics (3)</li> <li>Formulate Questions (4)</li> <li>Train Interviewers (5)</li> <li>Be Timely (6)</li> <li>Remember the Purpose (7)</li> <li>Introduce All Decision Makers (8)</li> </ul>	<p>Female avatar is present when the timeline begins. On-screen text appears as a checklist as the audio reads it.</p>

Sc. #	Audio / Voiceover	Visual / Display	Interaction
11	<p><b>Scenario 1</b></p> <p>Let's try a couple of scenarios to see how much you learned. There will be two scenarios. You must score a total of at least 5 out of 7 points on the scenarios as a whole to pass. If you do not meet the minimum score, you will have the opportunity to redo them.</p> <p>This first scenario takes place prior to scheduling interviews. Meet Cathy. She is a hiring manager for a company that needs to hire more graphic designers. Help her through the steps she needs to take to get ready to interview for these positions. Click Start Scenario when you're ready to begin. Then, when you get to a question, click the choice you think is appropriate.</p>	<p>Female Human Avatar in front of office background</p> <p>Second Female Avatar in background</p> <p>Start Scenario button</p> <p><b>On-Screen Text:</b> Scenario 1 – Preparing for Interviews</p>	<p>Background, On-Screen Text, and Female Human Avatar are on screen when slide begins</p> <p>Second Female Avatar appears as she is mentioned</p> <p>Start Scenario button appears as it is mentioned and leads to slide 12</p>
12	<p><b>Scenario 1 (cont.)</b></p> <p>Hello, I'm Cathy. The head of the human resources department just gave me the task of hiring 3 new graphic designers. I want to go about this the right way so we can find quality candidates for the positions. We really don't have time or resources to hire someone who ends up not working out. Where should I start?</p>	<p>Second Female Avatar in front of office background</p> <p><b>On-Screen Text:</b></p> <p>What is the first step in conducting an interview for a new position?</p> <p>Post a general job posting on job forums to attract candidates.</p> <p><i>Make a list of all the qualities and skills a quality candidate needs and create a job posting reflecting all those requirements.</i></p> <p>Correct answer is in <i>italics</i>.</p>	<p>Slide is hidden from menu</p> <p>On-Screen Text will appear when narration is complete.</p> <p>Selecting the correct answer will add a value of 1 to the Scenario1 variable.</p> <p>Slide will advance to next slide when any answer is selected.</p>
13	<p><b>Scenario 1 (cont.)</b></p> <p>Great. The job posting is up and resumes are rolling in. I already have a couple interviews scheduled. I figure I'll just bring the candidates in and have a chat with them to see if I like them. How does that sound?</p>	<p>Second Female Avatar in front of office background</p> <p><b>On-Screen Text:</b></p> <p><i>Before we start interviewing, let's prepare a list of topics we</i></p>	<p>Slide is hidden from menu</p> <p>On-Screen Text will appear when narration is complete</p>

Sc. #	Audio / Voiceover	Visual / Display	Interaction
		<p><i>want to discuss in the interview and then develop questions related to those topics. That way we can keep the interview focused on the position and not waste time.</i></p> <p>Sounds good to me. Who's first?</p> <p>Correct answer is in <i>italics</i>.</p>	<p>Selecting the correct answer will add a value of 1 to the Scenario1 variable.</p> <p>Slide will advance to next slide when any answer is selected.</p>
14	<p><b>Scenario 1 (cont.)</b></p> <p>On second thought, I really don't have time to interview all these candidates. I'll just ask one of our current graphic designers to do it. I'm sure they won't mind.</p>	<p>Second Female Avatar in front of office background</p> <p><b>On-Screen Text:</b></p> <p>Is this a good idea?</p> <p>Yes, the current graphic designers know all about the role and will select great candidates.</p> <p><i>No, the current graphic designers may know how to do their job well, but they are not trained to hire new employees. Whoever does the interviews should be fully trained to do so and should be able to recognize the candidates that fit all the qualifications, both technical and professional.</i></p> <p>Correct answer is in <i>italics</i>.</p>	<p>Slide is hidden from menu</p> <p>On-Screen Text will appear when narration is complete</p> <p>Selecting the correct answer will add a value of 1 to the Scenario1 variable.</p> <p>Slide will advance to next slide when any answer is selected.</p>
15	<p><b>Scenario 1 (cont.)</b></p> <p>Ok. Let's get this interview process started. Click Scenario 2 when you're ready to proceed.</p>	<p>Second Female Avatar in front of office background</p> <p><b>On-Screen Text:</b></p> <p>Results so far: X out of 3</p> <p>Scenario 2 button</p>	<p>Slide is hidden from menu</p> <p>Second Female Avatar on one side, results on the other. Results show point value obtained on Scenario 1.</p>

Sc. #	Audio / Voiceover	Visual / Display	Interaction
16	<p><b>Scenario 2</b></p> <p>The second scenario takes place moments before and during a scheduled interview. Let's rejoin Cathy and help her through this part of the interview process. Click Start Scenario when you're ready to begin.</p>	<p>Original Female Avatar in front of office background</p> <p>Second Female Avatar in background</p> <p>Start Scenario button</p> <p><b>On-Screen Text:</b> Scenario 2 – Conducting the Interview</p>	<p>Scenario 2 button leads to Slide 16.</p> <p>Background, On-Screen Text, and Female Human Avatar are on screen when slide begins</p> <p>Second Female Avatar appears as she is mentioned</p> <p>Start Scenario button appears as it is mentioned and leads to slide 17</p>
17	<p><b>Scenario 2 (cont.)</b></p> <p>Oh good, you're back. I have an interview scheduled with a graphic designer candidate in just moments. However, I have a project that I'm in the middle of and I really want to get it done before lunch. It'll only take me about 15 minutes to finish up. I was thinking I would finish it and then do the interview. The candidate can wait 15 minutes, right?</p>	<p>Second Female Avatar in front of office background</p> <p><b>On-Screen Text:</b></p> <p><i>No, you shouldn't keep the candidate waiting. It'll make a bad impression by showing them they are not a priority. We could lose good candidates that way.</i></p> <p>Yes, that's fine, 15 minutes isn't too long. It'll show them that we are a busy company and need them.</p> <p>Correct answer is in <i>italics</i>.</p>	<p>Slide is hidden from menu</p> <p>On-Screen Text will appear when narration is complete</p> <p>Selecting the correct answer will add a value of 1 to the Scenario2 variable.</p> <p>Slide will advance to next slide when any answer is selected.</p>
18	<p><b>Scenario 2 (cont.)</b></p> <p>Alright, I'm ready for the interview now. Let me tell the other 3 interviewers that we're ready to start.</p> <p>Hello. I'm Cathy. Welcome. Let's get started. Tell me about yourself.</p>	<p>Second Female Avatar in front of office background</p> <p>Second Female Avatar in front of conference room background with other people</p> <p><b>On-Screen Text:</b></p> <p>What mistake did Cathy make at the beginning of this interview?</p> <p>She did not introduce herself.</p>	<p>Slide is hidden from menu</p> <p>Slide starts with avatar in front of office background and changes to conference room background after first paragraph of narration.</p> <p>On-Screen Text will appear when narration is complete</p>

Sc. #	Audio / Voiceover	Visual / Display	Interaction
		<p>She did not greet the candidate. <i>She did not introduce the other interviewers.</i></p> <p>She started with an irrelevant question.</p> <p>Correct answer is in <i>italics</i>.</p>	<p>Selecting the correct answer will add a value of 1 to the Scenario2 variable.</p> <p>Slide will advance to next slide when any answer is selected.</p>
19	<p><b>Scenario 2 (cont.)</b></p> <p>That’s wonderful that you have traveled so much. Let’s move on to graphic design.</p>	<p>Second Female Avatar in front of conference room background with other people</p> <p><b>On-Screen Text:</b></p> <p>What should Cathy say next?</p> <p><i>Tell me how you create hierarchy in your designs.</i></p> <p>Hierarchy creates visual organization in a design. A designer can use position, size, contrast, and color to ensure the desired hierarchy is achieved.</p> <p>Correct answer is in <i>italics</i>.</p>	<p>Slide is hidden from menu</p> <p>On-Screen Text will appear when narration is complete</p> <p>Selecting the correct answer will add a value of 1 to the Scenario2 variable.</p> <p>Slide will advance to next slide when any answer is selected.</p>
20	<p><b>Scenario 2 (cont.)</b></p> <p>Thank you for taking the time to come in for this interview. We will be in touch with next steps. You should hear from us...</p>	<p>Second Female Avatar in front of conference room background with other people</p> <p><b>On-Screen Text:</b></p> <p><i>In about a week</i></p> <p>When we’re done interviewing everyone</p> <p>Correct answer is in <i>italics</i>.</p>	<p>Slide is hidden from menu</p> <p>On-Screen Text will appear when narration is complete</p> <p>Selecting the correct answer will add a value of 1 to the Scenario2 variable.</p> <p>Slide will advance to next slide when any answer is selected.</p>

Sc. #	Audio / Voiceover	Visual / Display	Interaction
21	<p><b>Results</b></p> <p>Thank you for helping me through the interview process. If you need to revisit the scenarios, click the Review button. If you are ready to complete the course, click Finished.</p>	<p>Second Female Avatar in front of office background</p> <p><b>On-Screen Text:</b></p> <p>Results: X out of X</p> <p>Review button on Fail layer</p> <p>Finished button on Fail and Pass layer</p>	<p>Second Female Avatar on one side, results on the other. Results show point value obtained from both Scenario 1 and Scenario 2 added together.</p> <p>Review button leads to Slide 11 and only appears if the learner did not score at least 5 points.</p> <p>Finished button leads to Slide 22 and appears when the learner scores 5 or more points.</p>
22	<p><b>Conclusion</b></p> <p>Congratulations! You have completed the course Effective Interviewing Strategies. You can now conduct effective interviews to hire quality employees for our company. Thank you for participating. (1) Click Close Course to exit the course.</p>	<p>Original Female Human Avatar in front of office background.</p> <p><b>On-Screen Text:</b></p> <p>Congratulations!</p> <p>Close Course button (1)</p>	<p>Female Avatar and background are present when the timeline begins.</p> <p>On-Screen Text appears when narration starts.</p> <p>Close Course button appears as it is mentioned in narration and closes the course when uploaded to an LMS.</p>