World Class Training

Competency Based Interviewing



Vernalis

Competency Based Interview (CBI)

Wrong Selection costs... A LOT!

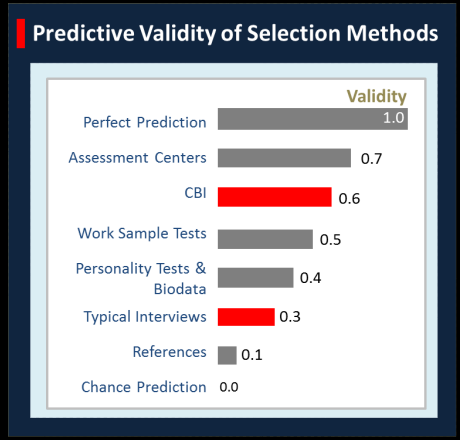
All Managers know the pain of Wrong Selection. Not only does one miss out the right person, but unfortunately ends up living with the Wrong one- sometimes for a long time.



Sources: 1. Harvard Business Review 2. Society for Human Resource Management

Hiring the RIGHT way

One of the reasons for wrong selection is over reliance on typical interview: an extremely popular technique but with a well known flaw – poor accuracy. **The Competency Based Interview** (CBI) technique retains the flexibility, range and comfort of a typical Interview but with a HUGE additional advantage - Hi accuracy (validity).



Source: People Resourcing: Contemporary HRM in Practice: Pilbeam, S. & Corbridge, M. Pearson Education Ltd. (2006)

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Competency Based Interview

Brochure: Index

1. What is CBI
2. Program Impact
3. Clients & Testimonials
4. Workshop Overview
5. Metric Based Approach
6. Vernalis Advantage



CBI : Competency Based Interviewing

Competency Based Interviewing [CBI] is a Highly accurate method to assess candidates during recruitment interviews. The CBI Technique offers much superior results as compared to Traditional Interview Methods. The CBI uses the 'Critical Incident technique' to analyse real life behaviours of participants. Further, given the rigour and structure, it standardises interviews overcoming the hugely biased nature of personal interviews. Further, candidates who undergo a CBI for Recruitment come back highly satisfied due to the rigour and transparency of the technique. It usually builds high credibility for the organisation in the minds of the applying candidate.

The CBI is a powerful universal skill with multiple use cases. Apart from recruitment, it can also be used for potential assessment in cases of Promotion, Performance Reviews esp in exploring non-performance, Promotions, Crucial investigations of complaints etc. It also improves on the Behavioural Event Interview [BEI] technique as it focusses the interview on assessing candidates for pre-selected competencies, which are considered crucial for success on the role.



Vernalis CBI Guide given to all program participants

Program Impact

“The CBI workshop has been a milestone in our HR journey. Using competencies made a fundamental shift in the way we recruit. 1st, 2nd & 3rd Level Probing helped us to understand the candidate profile in detail.”

Ms. Sreedevi Menon Shirali,
(Formerly) Global HR Head, UPL Ltd.
about Vernalis’ CBI workshops.



Click to see full video

Client and Testimonials

Shyam Mohan
CEO , Essar

Very Well communicated - Short time to learn about CBI... Should possibly be a 3 day workshop...Thank You for a Good Job Done !!.

Bhadresh Shah
GM Engineering, UPL

The program was really excellent and gave insight on structured way of conducting an interview. I learnt a lot and will be useful for my career.

Buddha Singh
Marketing & Training , ITC

It has been a very fruitful learning experience. High focus on learning by experiencing/ practicing.

Kalyan Karmakar
Research Director, IMRB

I definitely think that applying these learnings (from the CBI Program) can make IMRB a better place.

Vernalis CBI Clients

- UPL
- IMRB (Kantar)
- Essar
- ITC
- Asian Paints
- Bajaj Auto
- Tata Housing
- Nuvoco
- ETEK US
- ECOZEN

Multiple Workshops with all

2 – day CBI skill building | Workshop Schematic

1 Concept Clarity

1. Assessment Methods
2. 9 Steps of **CBI**
3. Rating Scale
4. CBI Process
5. Assessor Qualities
6. Assessor Biases

2 Intensive Practice

Practice includes

1. Training videos of Common Errors & Model Interview
2. Step-wise CBI Practice
3. Video Based Feedback
4. World class Training Material
5. Unique Skills Tracker

3 Expert Coaching

1. Expert Faculty
2. Intensive Coaching & on the spot Feedback
3. Test & Certification of Participants

Vernalis CBI



* **These modules are supported by Video based Training and Actual Simulations**

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Parameterised Skill Building | Skills trackers for Micro Skills

- 47-point Skill Tracker covering every micro step in the process.
- Clear feedback and focus on improvement areas with every round.



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Vernalis CBI : Truly World Class

1 Practice Intensive Program

60% of the time on practice rounds of Interviews, leading to strong skill development.

2 Personalised Coaching by Experts

A 1 : 1 Coach - Participant Ratio during Practice Rounds. Peer feedback, Video feedback, Coach feedback create a highly personalised learning context.

3 Video-playback based Coaching

Rapid participant learning due to immediate feedback on their interviewing skills through a recording and playback of their practice interviews.

4 Micro-Skill Building with Skill Trackers

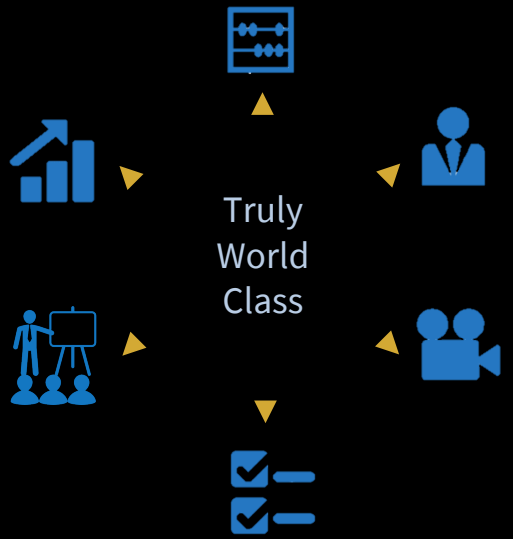
Precision skill building on Interview Techniques through use of Skill Trackers covering a large number of micro-skills.

5 Special CBI Training Videos

20 Specially short CBI training videos that highlights and bring out the dos and don'ts of CBI technique

6 Clear Jump in Proficiency

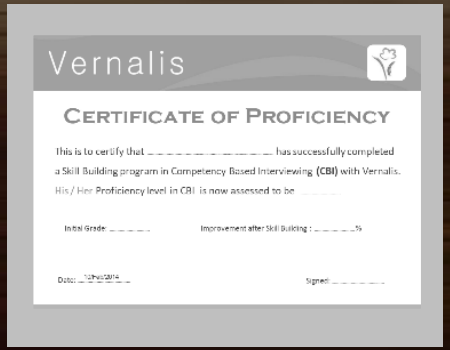
Typical jump in proficiency by 2 notches (on a 7-point rating scale) indicating strong skill development.



CBI : Certificates Award Ceremony



Proficiency Certificate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CERTIFICATE OF PROFICIENCY

This is to certify that _____ has successfully completed a Skill Building program in Competency Based Interviewing (CBI) with Vernalis. His / Her Proficiency level in CBI is now assessed to be _____

Initial Grade: _____ Improvement after Skill Building : _____%

Date: _____ Signed: _____

Proficiency Certificates distributed to candidates after CBI workshop based on their performance record in the skill tracker.

Vernalis Consulting

connect@vernalisconsulting.com

www.vernalisconsulting.com

Enabling Growth & Transformation .....with Harmony

Global Presence

India USA UK Singapore Malaysia

Corporate Office

6C3 Gundecha Enclave, Kherani Road, Andheri, Mumbai, INDIA 400072