

Competency Based Interviewing

A Skill Building Workshop





■ Wrong Hiring costs A LOT!

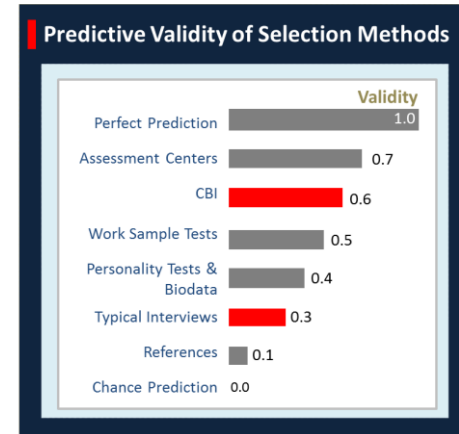
All Managers know the pain of Wrong Selection. Not only does one miss out the right person, but unfortunately ends up living with the Wrong one- sometimes for a long time.



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)



CBI Program: Index

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What is CBI

- A High Validity (Accuracy) Interview Technique for Potential Assessment. Rated Much superior to Traditional Interview Methods
- Uses 'Critical Incident technique' to analyse real life behaviours of participants
- Easy to learn and offers great returns on time and money invested.
- Universal Skill with multiple applications in Potential Assessment, Recruitment, Performance Reviews, Promotions, Competency Mapping, etc.
- Builds high Credibility in the minds of the Interviewee due to rigour and transparency of the technique



“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



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.

CBI Clients

- United Phosphorus*
- IMRB*
- Rohm & Haas
- Ernst & Young*
- Essar *
- ITC*
- Asian Paints*
- Bajaj Auto*

** Multiple Workshops*



Key Elements

Concept Clarity

1. Methods of Competency Assessment
2. 9 Step CBI Technique
3. Rating Scale & Process
4. Assessor Qualities & Biases

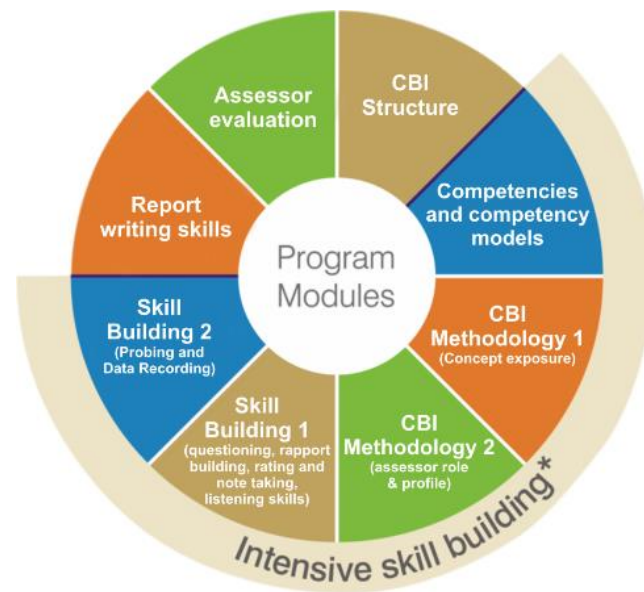
Intensive Practice

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

Expert Coaching

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





Micro Skill Tracker*

Vernalis tracks skill development of every candidate on 32 Micro Skills, for incisive development focus from round to round.



Proficiency Certificate*

Proficiency Certificates are given to candidates all based on their performance record in the skill tracker.





Hands On, Practice Intensive Program

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



Personalised Coaching by Experts

A 1 : 3 Coach - Participant Ratio during Practice Rounds. Peer feedback, Video feedback, Coach feedback create a highly personalised learning context.



Video-playback based Coaching

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



Micro-Skill Building with Skill Trackers

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



Special CBI Training Videos

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



Clear Jump in Proficiency

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



Vernalis

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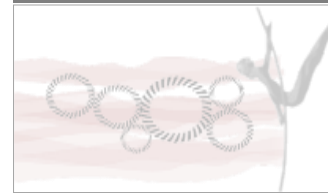
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Org. Transformation



Hi – Performance architecture



Assessment Centers



Leadership Excellence



Executive Coaching



SME ACCEL

