



Guided Storytelling Interview (GSI)

The ONLY interview technique that gets truly accurate information about your candidate or employee competencies

What you need:

Valid and reliable role and competency data from employees that can be used for hiring or creating success profiles

How the GSI provides it:

By eliciting true, historical and detailed stories from employees to identify needs, wants, desires, as well as personal capabilities and attributes, both technical and social-emotional

Is the GSI method research-based?

Yes! The origin of dialogue-based data collection is called “critical incident interviewing,” which was first developed and applied in the 1950’s. The GSI is a highly refined version of the critical incident interview that has multiple applications in talent management and is now the gold standard for qualitative data collection.

Technique Overview

The GSI employs an inquiry technique that involves the exploration of important events/stories/memories, both positive or negative. The GSI obtains a very detailed retelling of significant and emotion-driven stories from the candidate's work life. By analyzing candidate stories, true role, competency, and leadership style proficiencies are revealed. There is no way to "fake your way" through this interview! The core of the questioning strategy is captured in the following example.

Guided Storytelling Interview

Tell me about a time on the job when you were particularly satisfied or dissatisfied.



Interviewer

Take me back to the beginning and describe:

What you did What you said
What you saw What you heard
What you felt What you thought

Tell me more. Recreate the conversation in detail.



Interviewee

TBG Talent Management Processes are unique in that they employ a competency- and GSI-based methodology which no other firm can offer.

Other Interview Techniques

Traditional Interview

Tell me about yourself.
What are your strengths?
What are your limitations?
How would others describe you?
Why does this job interest you?



Interviewer

According to research, these questions have no predictive validity and are a waste of time.



Interviewee

Behavioral Interview

Give me an example of a time when you had to do xyz.

Give me an example of your xyz skills.

While better than the traditional interview, this technique leaves a lot of information undiscovered.

Applications and Results of using the Guided Storytelling Interview Technique

Applications:

- Candidate assessment for hiring
- Creation of success profiles
- Employee evaluation
- Assessing advancement potential
- Investigating organization crises
- Studying process execution in detail
- Analyzing customer needs

Results:

- Improved selection decisions
- Levels playing field for diverse candidates - bias reduction
- Less resistance to feedback and change
- More effective development planning
- Better understanding of self and others