



Behavioural Event Interview (BEI) Technique

ATCEN

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Duration: 14 Contact Hours (7 hrs/day)

Workshop Description

The challenge today during interviews is to be able to look beyond what the candidate is telling us and to identify the candidate's real traits and behaviour.

Making the right decisions in recruitment and selection results in maximum productivity, increased staff engagement and better staff retention hence reduced costs.

Studies have shown that hiring the wrong person can cost you:

- Three times their annual salary!
- Loss of potential customers
- Loss of opportunity cost
- Loss of business
- Demotivation among team members
- Hassle of re-interviewing for a replacement

However, it is possible to predict a person's future performance and behaviour during the interview process, using the Behavioural Event Interview (BEI) questioning technique.

Workshop Learning Objectives

- Identify real behaviours and attitude of the candidate by using the Behavioural Event Interview (BEI)
- Acquire skills and techniques to conduct focused and probing BEI interviews
- Verify and validate what the candidate's performance and credentials
- Using Competency Models, behaviours and benchmarks of staff that you are looking for
- Practical skills training – Multiple Mock interviews, Role plays and feedback

Workshop Chronology

0830 Registration
0900 Workshop Begin
1030 – 1045 Morning Break
1300 – 1400 Lunch
1530 – 1545 Afternoon Break
1700 End of Workshop
Chronology applies for Day 1 & Day 2.

**HRD Corp Claimable
Course (SBL Khas)**

Who Should Attend

- All Line Managers who conduct interviews
- Head of Recruitment and Recruitment Team Members
- Head of HR, HR Managers, HR Business Partners and HR Team Members
- Any staff involved in the recruitment process

Contact Us

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Workshop Outline / Agenda

Pre-Workshop Survey (Online):

- i) How many interviews have you conducted?
- ii) What are the challenges you face in your interviews?

DAY 1

9am - 10:30am

Welcome and Introduction

Module 1: Importance of hiring the right person

- The cost of hiring the wrong person
- Common assessment methods and effectiveness

Module 2: SHOCK Realization #1: Role Play with Facilitator

- Behavioural VS Non-Behavioural Questions
- Questions to STOP using from this point onwards
- How to avoid Stereotyping and Personal Biases

10:45am to 1pm

Module 3: How to do Job-Person Match

- The Iceberg Model for Success
- Assessing Skills & Knowledge VS Attitude & Personality
- How to use BEI to confirm technical ability
- What are Competency Models and Behaviours that can be used as benchmarks for hiring?

Module 4: Behavioural Event Interview (BEI) Technique

- Why BEI is the best
- Developing Competency-based questions (Individual and Group Exercises)

Module 5: Virtual Interviews - Using video calls/phone calls

- Why it is a good idea

2pm - 3:30pm

Module 6: SHOCK Realization #2: Case Study of Robert (Sales Manager)

- How to know if the candidate ACTUALLY did the work
- How to probe to identify the competencies and the attitude of the candidate

Module 7: Probing Skills - Questioning Techniques

- How to verify they are telling the truth
- How to get the info to evaluate if they are a good fit

3:45am - 5pm

Module 8: Coding Skills - Identifying Competencies and Behaviours

- Individual Exercises

Module 9: Sample BEI questions, Recruitment Guidelines and scripts

DAY 2

9am - 10:30am

Recap and Review

Module 10: Designing Your Own BEI Questions

- Developing questions based on the competencies that you are looking for

Practical BEI Exercises – Mock interviews and roles play

- Divide into groups of 3's : Interviewer + Candidate + Observer
- Observation and Feedback (From Facilitator and Group)

(Repeated until everyone gets to practice being an Interviewer)

10:45am to 1pm

Module 12: How to Interview Fresh Graduates?

- How to hire young but inexperienced talent based on potential
- How to hire for the future

Module 13: How to Shortlist and Choose The Best Candidate

- Documenting evidences, rating and ranking of candidates
- Interview Rating Form(s)

2pm - 3:30pm

Module 14: Recruitment Trends and Market Best Practices

- Psychometric Profiling and Assessment Centres
- Using IQ tests, math tests, language tests, etc? Pros & Cons

3:45am - 5pm

Module 15: Recruitment = Opportunity for Branding!

- Candidates are assessing you too!
- EVP - Leaving a good impression and company brand with the candidates (whether they get hired or not)

Training Methodology

Our workshops are always experiential and highly interactive.

- Practical Role Plays of Interviewing Skills
- Coaching for participants during workshop
- High engagement and interaction
- Breakout room / Small group discussions
- Video Clips and Case Studies

Behavioural Event Interview (BEI) Technique

Meet Your Program Facilitator

E.T. Khor

Culture Transformation Expert

Human Capital Analytics Consultant



E.T. is a Culture Transformation Expert, a Human Capital Analytics Consultant and speaker who has worked and trained in UK, South Korea, China, Singapore, Brunei, Philippines & Malaysia.

ET has written for HR Magazines on “Right Culture VS Wrong Culture” and “Managing People ≠ Managing Computers”.

ET started his career in IT for Seagate in Portsmouth, UK for 2 years. He then returned to Malaysia to pioneer and lead the R&D Team for over 4 years. In 2006, ET decided to switch from working with computers, to working with people, transitioning into his new career as an HR Consultant & Speaker.

Today, ET is recognized as a “Culture Transformation Expert” and is known for his passionate, engaging & personable style. With a unique combination of IT-skills and People-skills, he is able to relate and connect with both technical and non-technical people.

With over 10 years of HR consulting experience, ET has coached and trained clients such as Nestle (Malaysia & Singapore), Starbucks, ExxonMobil, Airbus, British Council (China), CAE (South Korea & Philippines), Lafarge (China & Malaysia), T-Systems (German Telekom Group, China & Malaysia), Malaysia Airlines (MAS), Amway, Naza Group, Royal Bank of Canada (RBC), Securities Commission (SC), Hong Leong, MIDA, Indah Water Konsortium (IWK), Sharp, Guinness Anchor Berhad (GAB), Amcorp Group, Frieslandfoods (Dutch Lady), Fonterra, Genting Group, Perodua, IJM Corporation, UM Land, KLCC Holdings, Public Mutual, Prudential, CNI Holdings, CCM Duopharma Biotech, Courts, Open University Malaysia (OUM), UPM, Taylor’s University, Inti University and many more.

ET specializes in:

- Culture Transformation
- Mindset Change
- Certification of PEAKS Psychometric Profiling for Managers
- Strategic HR & Leadership Excellence



E.T. Khor

RESEARCH
COMMUNICATION
INTERNATIONAL



CLIENTELE

Companies that have attended ATCEN's programs:

ACSON Malaysia	EPSON Malaysia	Malayan Banking (Maybank)	Sabah Shell
AEON Credit	Esthetics International Group	Malaysia Communication &	SAJ Holding
Affin Holdings	Etiqa Insurance	Multimedia Commission (MCMC)	Sanofi-Aventis
Affin Hwang Asset Management	Express Rail Link	Malaysia Airlines	Sapura Resources
AIG Shared Services	Exxon Mobil Corporation (M)	Malaysian Investment Development Authority	Sapura Kencana Petroleum
Air Asia	F&N Beverages Marketing	Malaysian Life Reinsurance	Sarawak Information Systems (SAINS)
Airfoil Services	F&N Dairies (Malaysia)	Malaysian Resources Corporation	SCAN Associates
Ajinomoto	FCS Computer Systems	Mandarin Oriental Kuala Lumpur	SCHOTT Glass
Alliance Bank	Felda Prodata System	Manpower Staffing Services (M)	Scomi Group
Allianz	Fibertex Personal Care	Mary Kay (M)	SEA ORGA
Amanah Raya	First City University College	Mass Rapid Transit Corporation	Securities Industry Development Corporation
Amanah Saham Nasional (ASNB)	Focus Malaysia	Maxis	SEGi College
AmBank	Formis Network Services	MEASAT Broadcast Network Systems	Senheng Electric (KL)
American International Assurance (AIA)	FPG Oleochemicals	Media Prima	Shangri-La Hotels
AmGeneral Insurance	Fresenius Medical Care	Merchantrade Asia	Shell
Arvato Systems	Fuji Xerox Malaysia	Mesiniaga	Siemens Healthcare
Asia Assistance Network	Fujitsu Telecommunications	Microsoft (M)	Siemens Malaysia
Asian Banking School	General Electric (M)	MIDF Property	Silterra
Asian Finance Bank	Genting Malaysia	MIMOS	Silverlake
Asian NDK Crystal	Gleneagles Kuala Lumpur	MISC	Sime Darby
Atos Origin Services	Globetronics Technology	Mitsui O.S.K Lines (M)	Singtel
Automobiles Peugeot	GRAB Malaysia	MSIG Insurance	Skynet Worldwide
Averis	Great Eastern Life Malaysia	Multimedia University	SME Bank
AXA Affin General Insurance	GCH Retail (M)	Multi-Purpose Insurance	SME Corp
AXA Life Insurance	Gucci (Malaysia)	Mydin Mohamed Holdings	SNT Global
B Braun Medical Industries	Habib Jewels	Nanyang Press	Sony EMCS
Baker Hughes Malaysia	Halal Industry Development Corporation	National Bank of Abu Dhabi	SP Setia
Bangkok Bank	Heidelberg Malaysia	NEC Corporations of Malaysia	SPR Energy
Bank Islam (M)	Heineken Malaysia	Nestle Products	SRG Asia Pacific
Bank Kerjasama Rakyat (M)	HeiTech Padu	Nike Sales Malaysia	Standard Chartered Bank
Bank Muamalat	HELP University College	Nistrans (M)	Star Publication
Bank Negara Malaysia	HeveaBoard	Northport (Malaysia)	StemLife
Bank of China	Hilti Asia IT Services	O'Connor's Engineering	Sumitomo Mitsui Banking Corporation
Bank of Maldives	Hitachi Malaysia	OCBC Bank (M)	Sunway
Bank Simpanan Nasional	Honda Malaysia	Olympus	Suruhanjaya Syarikat Malaysia (SSM)
BASF Petronas Chemicals	Hong Leong Bank	Overseas Assurance Corporation	SWIFT Support Services Malaysia
BBDO Asia (M)	Hong Leong Yamaha Motor	P&O Global Technologies	Symphony BPO
BD Agriculture (M)	HSBC Bank	Pacific Mutual Fund	Takaful Ikhlas
Berjaya Sampo Insurance	Hua Yang	PayNet	Taylor's University
BMW Credit (M)	Huawei Technologies (M)	PayPal	Teckwah Paper Products
BMW Group (M)	IBM Malaysia	Pembangunan Sumber Manusia (PSMB)	Telekom Malaysia
Boustead	IJM Corporation	Penang Skills Development Center (PSDC)	Tenaga Nasional
Bridgestone	Ikano Pte Ltd	Pengurusan Air Selangor	TGV Cinemas
Bristol-Myer Squibb	IKEA Malaysia	Perbadanan Bekalan Air Pulau Pinang	The Hilton Group
British Council	Institut Jantung Negara	Pernec	The Lion Group
Bursa Malaysia	International Medical University	Perodua Manufacturing	The New Straits Times Press
Canon Marketing	INTI College	Perodua Sales	TIME dotcom
CCM Pharmaceuticals	IOI Group Corporation	Petroleum Nasional (PETRONAS)	TNB IIsas
Celcom Axiata	IPG Mediabrands	PETRONAS ICT	TNT Worldwide Express
Cerebos (M)	Iskandar Investment	Pharmaniaga	Tokio Marine Insurans (M)
Cigna International Health Services	Johnson Controls	PHHP Marketing	Top Glove
CIMB Bank	Johor Corporation	PLUS	Toshiba
Cisco Systems Malaysia	Jotun Paints	Pokka Ace	Touch 'n Go
Citibank Malaysia	KDU College	Pos Malaysia	Tourism Malaysia
Cititel Mid Valley	Kementerian Kesihatan Malaysia (MOH)	PPG Coatings	Toyota Auto Body
City Facilities Management	Kenanga Investment Bank	Prasarana	Toyota Capital
CNI Enterprise	Kerry Ingredients (M)	Prince Court Medical Centre	U Mobile
Continental Tyre PJ Malaysia	Khazanah Nasional	Prometric Technology	UEM Sunrise
Courts Mammoth	King's Confectionery	Proton Holdings	UEM World
Credit Guarantee Corporation	KPJ Healthcare	Prudential BSN Takaful	UITM
CSC Malaysia	KPMG Malaysia	Prudential Service Asia	UMW Corporation
Dagang Net Technologies	Kraiburg TPE Technology (M)	Qinetics Solutions	UMW Motor
Daikin Refrigeration Malaysia	Kumpulan Wang Persaraan (KWAP)	RAM Holdings	UOB
Danone Dumex (M)	Kumpulan Wang Simpanan Pekerja (KWSP)	Rapp Collins	UTSB Management
Dell Asia Pacific	Kuwait Finance House	RBC Investors & Treasury Services	VADS
Dentsu (Malaysia)	Lafarge	REDtone International	Vale Malaysia
Dhiraaghu Maldives	LB Aluminium	Reckitt Benckiser	Weir Minerals
DHL Global Forwarding (M)	Lembaga Hasil Dalam Negeri Malaysia	Rentwise	Volvo Malaysia
DHL Information Services	Lembaga Pembangunan Industri Pembinaan	ResMed	Watsons Personal Care Store
Digi	Lexus	RHB Bank	Western Digital
DKSH Malaysia	L'oreal Malaysia	RHB Insurance	X-FAB Sarawak
DRB-Hicom	Luen Heng F&B	Ricoh (Malaysia)	Zenith Media
Eastern Pacific Industrial Corporation	Majlis Amanah Rakyat (MARA)	Robert Bosch	Zurich Insurance
Edaran Otomobil Nasional	Malakoff Utilities	Royal Selangor Marketing	
Edaran Tan Chong Motor			

EXTRA

Practical English (eLearning)

by Reallyenglish



Practical English is a digital learning platform with 420 content-rich lessons designed for the working adult.



READ, LISTEN, VOCABULARY & GRAMMAR

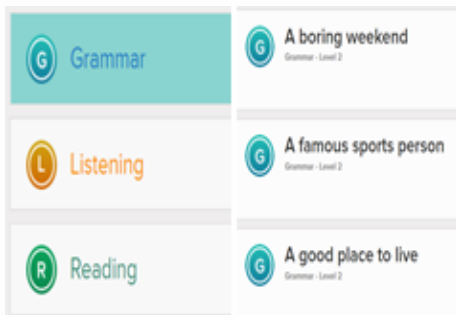
For 112 days, using the automated competency diagnostic available on Practical English 7, each participant can learn English based on their individual ability from the 420 lessons available.

By completing self study lessons (online), participants can improve their **reading, listening, vocabulary and grammar proficiency** with our digital learning programs.



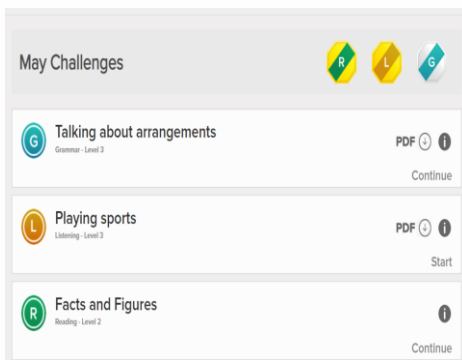
HRD Corp Claimable

Step 1: Complete **Grammar, Reading & Listening** diagnostic test.



Step 2: From the diagnostic test, the **learning system algorithm** recommends lessons based on competency level.

Step 3: Start your lessons for 17 weeks (112 days), with 420 graded lessons available.



Step 4: Complete 70 lessons in 112 days and print the Certificate of Completion.

Choose this Innovative Learning Program

- All Blended Learning lessons materials (online and classroom) are **developed by Reallyenglish.**
- Practical English has **420 lessons** which follows the TOEIC syllabus and covers **A2-C1 CEFR.**
- **Grammar: 119 lessons, Listening: 150 lessons, Reading: 151 lessons. Total 420 lessons**
- Practical English adaptive algorithms **customises learning** for each learner.
- **Continuous assessment** in each lesson to measure learner progress.
- **Weekly coaching email** to motivate.
- Seamless user experience from **desktops to mobile devices.**
- Easy to determine ROI with completion of lessons that are graded.



ALSO AVAILABLE: BLENDED LEARNING

Qualified English Instructor to guide and support students to improve conversation skills - 90 minutes per session.

Please contact ATCEN's Sales Team for more info.

**For more info and
Registration Form,
please contact**

**03-7728 2623 or
e-mail to:
info@atcen.com**