

Narrative Framework for Engaging Employers



This narrative framework helps organizations communicate clearly and persuasively with employers about the value of skill-based hiring. It provides a simple, research-backed structure for telling a compelling story: who the audience is, what they care about, the barriers they face, the solution at hand, and the impact it can make. Built on proven communication strategies and shaped by insights from hiring managers, it's designed to resonate—and drive action.

This framework is grounded in national message testing, surveys, and roundtable conversations with hiring managers. It reflects what employers value, where they need support, and how to meet them where they are—while helping them take the next step toward adopting skill-based hiring.

A shared narrative helps the field speak with one voice—reinforcing what works, building trust with employers, and making the case for change more consistent and compelling.

These ready-to-use frameworks are designed to plug into everyday communications—from meetings and pitch decks to marketing materials and funding proposals. Use them as-is or tailor them to fit your brand, voice, and audience.





People

Hiring Managers Looking for Proven Performers

Hiring managers know that building strong teams starts with finding the right people. They take pride in spotting talent, making smart choices, and helping their teams succeed.



Goal

Build Strong, Reliable Teams That Grow with the Company

Hiring managers want teams that work well together, trust each other, and grow stronger over time.



Problem

Good Candidates Passed Over. Key Jobs Stay Empty.

But today's hiring often focuses on formal credentials, like a college degree, because they are easier to compare than skills and experience. Because of this, strong candidates can be missed, and important jobs stay open longer than they should.



Solution

Skill-Based Hiring Helps Employers Find Great Talent, Faster.

Skill-based hiring offers another way. It emphasizes what truly drives success: a person's experience, abilities, and motivation, which all translate into job-ready skills. And it works. Employers across the country are using skill-based hiring and are finding candidates who can contribute from day one.



Call To Action

The Right Skills. The Right Hire.

By focusing on skills and experience—not education alone—companies can find more qualified people and create teams built for long-term success.

What's a One-Minute Message—and Why Use One?

The One-Minute Message is a concise, compelling version of your narrative framework that can be delivered in about 60 seconds. It's designed to grab attention, build relevance, and spark interest—whether you're speaking with a learner, an employer, a partner, or a policymaker.

You don't need to memorize it word for word. Think of it as your go-to story: a powerful starting point you can adapt to different audiences, platforms, and moments. It's especially helpful for team alignment, elevator pitches, presentations, outreach materials, and anytime you need a clear way to explain the value of your work. Again, feel free to update and adapt it to align with your work.

One-Minute Message for Employers:

Hiring managers know that building strong teams starts with finding the right people. They take pride in spotting talent, making smart choices, and helping their teams succeed.

They want teams that work well together, trust each other, and grow stronger over time. But today's hiring often focuses on formal credentials, like a college degree, because they are easier to compare than skills and experience. Because of this, strong candidates can be missed, and important jobs stay open longer than they should.

Skill-based hiring offers another way. It emphasizes what truly drives success: a person's experience, abilities, and motivation, which all translate into job-ready skills. And it works. Employers across the country are using skill-based hiring to make better decisions and build stronger, more reliable teams.

By focusing on skills and experience—not education alone—companies can find more qualified people and create teams built for long-term success.

Whether you're talking to HR teams, executive leaders, or external partners, this narrative gives you a strong foundation for showing how skill-based hiring works—and why it matters now.