



**HATTAWAY**  
COMMUNICATIONS

# Telling Strategic Stories about Skill-Based Hiring

MAY 2025

# What is a Strategic Story?

A Strategic Story is an example drawn from real people, programs, or workplaces that brings the Narrative Framework to life. It puts a human face on the message, illustrating key themes—like ambition, impact, or transformation—in ways that facts alone can't.

Use the Narrative Framework to craft Strategic Stories.



# Employers' Strategic Stories Framework



## Hiring Managers Looking for Proven Performers

Show hiring managers as careful, committed leaders who are trusted to build strong teams



## Build Strong, Reliable Teams That Grow with the Company

Highlight the kinds of team members and skills they're looking for in a new hire—and how they contribute to long-term company success



## Good Candidates Passed Over. Key Jobs Stay Empty.

Capture the frustration of missing out on strong candidates and the the impact of unfilled jobs



## Skills-Based Hiring Helps Employers Find Great Talent, Faster

Tell success stories where skills-based hiring helped them find standout employees—and the impact that's had on the bottom line



## The Right Skills. The Right Hire.

Show how shifting the focus to skills unlocks better candidates, faster decisions, and strong teams ready to succeed

# Sample Story

## Marcus' Hiring Challenge: Finding More Great Candidates, Faster

Marcus is a hiring manager at a growing logistics company in Atlanta. Like many in his field, he was struggling to fill critical roles fast enough. His team had always required a college degree—but fewer applicants were meeting that bar, and unfilled positions were slowing operations and raising costs.

Over coffee with a friend at another logistics firm, Marcus heard about a different approach: skills-based hiring. His friend's company had dropped unnecessary degree requirements, and the results were striking—faster hires, stronger retention, and a more diverse talent pool.

Marcus took a closer look. The data showed:

- **Time-to-hire dropped by 30%**—without the bottleneck of degree screening.
- **Retention improved**—hires with hands-on skills stayed longer.
- **Performance was strong across the board**—no drop-off between degree-holders and others.
- **The talent pool grew**—thanks to outreach to technical schools, apprenticeships, and veterans.

Marcus didn't want to throw out what worked—but he saw an opportunity to strengthen their process. With leadership's support, they piloted a skills-first approach. They rewrote job postings to focus on what the job really required and added practical assessments to evaluate candidates.

The impact was immediate. Hiring sped up. New hires ramped faster. And strong candidates who might've been overlooked were now thriving on the job.

For Marcus, this wasn't a radical shift. It was a smart addition—one that gave his company more ways to find the talent they needed to grow.

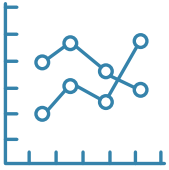
# Stories About Employers

STORY ELEMENTS	YOUR STORY
Show hiring managers as careful, committed leaders who are trusted to build strong teams	
Highlight the kinds of team members and skills they're looking for in a new hire—and how they contribute to long-term company success	
Capture the frustration of missing out on strong candidates and the the impact of unfilled jobs	
Tell success stories where skills-based hiring helped them find standout employees—and the impact that's had on the bottom line	
Show how shifting the focus to skills unlocks better candidates, faster decisions, and strong teams ready to succeed	



# Your Story

A large, empty rectangular area with a light gray background and a thin gray border, intended for writing a story.



# Best Data Points to Bolster the Story

