Course : Attract and Retain Talent Through HR Storytelling

Practical course - 1d - 7h00 - Ref. STL
Price : 760 € E.T.

NEW

A key aspect of HR communication, HR storytelling humanizes and adds meaning, both internally and externally. This narrative technique relies on authenticity to build lasting engagement among candidates and employees. Through HR storytelling, go beyond standardized job descriptions to make your organization more attractive, stand out to candidates, and build internal connections through inspiring stories. This training will teach you how to craft HR stories that capture attention and leave a lasting impression to help you achieve your various HR objectives.

Teaching objectives

At the end of the training, the participant will be able to:

- Master the fundamentals of storytelling to create engaging and memorable HR narratives
- Define and then tailor your editorial identity based on your HR personas (target audiences) and distribution channels
- Identify and collect real stories within the organization to use them for HR storytelling
- Use generative AI tools to combine the best of humans and AI while remaining authentic

Intended audience

Employer branding specialists or managers, recruitment managers, human resources managers, internal communications specialists or managers, and operational managers with recruitment experience.

Prerequisites

None

PARTICIPANTS

Employer branding specialists or managers, recruitment managers, human resources managers, internal communications specialists or managers, and operational managers with recruitment experience.

PREREQUISITES

None

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.
Participants also complete a placement test before and after the course to measure the skills they've developed.

Practical details

Teaching methods

Active learning. Hands-on activities. Discussions and sharing of experiences, with practical application through exercises and case studies.

Course schedule

1 Mastering Narrative Mechanics to Create HR Storytelling

- Understand the power of storytelling (based on neuroscience) and identify successful stories.
- Balancing appeal, authenticity, and differentiation to create a credible and effective employer brand.
- Identify the framework for storytelling and the mechanisms of HR storytelling.
- Consider the range of possibilities for HR storytelling, both internally and externally (formats and distribution channels).

Exercise

Identify storytelling opportunities related to the four pillars of the employer brand.

2 Laying the Groundwork for Your HR Storytelling

- Understand the main categories of HR personas.
- Recognize generational differences.
- Identify your HR editorial identity so you can incorporate it into your internal and external communications.

Exercise

Work in small groups to develop a persona and identify the organization's HR editorial identity.

3 Building an Authentic and Distinctive HR Story

- Collect "true stories" within the organization (successes, learning experiences from failures, rituals).
- Turn them into HR storytelling to strengthen the sense of belonging.
- Create an effective narrative hook to capture the audience's attention from the very first seconds ("the hook").
- Tap into both rational and emotional motivations.
- Incorporate KPIs to measure the effectiveness of HR storytelling.

Exercise

In small groups, incorporate HR storytelling into a job posting, a job description, or an internal newsletter.

TEACHING AIDS AND TECHNICAL RESOURCES

• The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
• At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
• A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

4 Leveraging Generative AI to Enhance and Facilitate HR Storytelling

- Learn best practices for effective prompts and apply them to HR storytelling.
- Identify the potential of generative AI tools for structuring narratives and varying tones and formats (ChatGPT, Claude, Gemini, Mistral, Canva, etc.).
- Identify key considerations related to the use of generative AI tools.
- Learn how to combine the best of humans and AI for HR storytelling.

Exercise
Redesigning and Improving Institutional Work with AI. Collective Contributions.

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Dates and locations

REMOTE CLASS
2026 : 18 Dec.

2027 : 19 Feb., 26 May, 6 Sep., 29 Nov.

PARIS LA DÉFENSE
2026 : 17 Dec.

2027 : 19 Feb., 26 May, 6 Sep., 29 Nov.