

# VIDEO INTERVIEWING

## Video interviews help candidates and employers identify fit earlier

Video interviewing is quickly growing across all industries as a way for employers to solve their hiring needs. HR teams want to make better talent decisions that are faster and also improve the candidate experience. Candidates get more insight into company brand and employers can standardize interview consistency and delivery.

### Do your research

#### Before the Interview

##### 1. TECHNICAL NEEDS

Students are encouraged to learn more about what video interviewing platforms may be utilized by employers. If an employer has indicated a video interview will be part of the hiring process, it is reasonable to request instruction on the format of the video interview. For example, will questions be in text or video? Will you have multiple attempts to record answers before submitting? Don't forget to check the audio, video, power & internet connection.

##### 2. PRACTICE

As video interviewing becomes more common, you'll want to practice this skill as you would in-person interviews. Your first video interview should NOT be the first time you encounter this experience. If you are unable to find a formalized platform, talk to your Career Centre about what other software might be available. Many programs allow you to complete practice questions so you can become familiar with the software before starting the real interview questions.

##### 3. COGNITIVE ASSESSMENTS

How are recruiters evaluating your video interview? Employers utilize assessors as well as software programs. There are metrics that employers can program software to look for depending on the position. An assessment can be programmed to match keywords, concepts, tones, technical ability, leadership skills, interpersonal skills etc. These results then generate scorecards that indicate scores that match employers' job descriptions.

##### 4. RESEARCH JOB AND THE BIGGER PICTURE

Understand the role and the specific qualifications listed in the job description. What kind of candidate are they looking for? Focus on understanding the organization and industry - what are the organization's culture, vision, mission, and values? Are there current trends or newsworthy items that you can prepare yourself with that reflects a deeper connection to the job you are applying for?

#### During the Interview

##### 1. VISUAL PRESENTATION

Interviewing over video provides a lot of opportunity to miss the little things. Some key things to remember:

- Make sure your device is at eye level
- Lighting should be facing you – not behind you
- Background – no personal items including photos or identifiable "home" rooms; kitchen, bedroom, bathroom should be seen
- Background noise – Music, construction, pets or people other than you should be audible
- Clothing – you should wear what you would wear to an in-person interview

Video interviews are different from a Skype interview and need to be prepared for as such. Why?

1. Videos also happen at the application stage
2. Videos can be one-way recordings

#### After the Interview

- Thank the interviewer (s) with a smile and eye contact
- After leaving and in an appropriate location, write down all of the questions and answers from the interview that you can remember
- In a few hours, reflect on these questions and answers & consider how to improve in the future
- Send a follow-up thank you to interviewers within 24 hours

## Purpose

## Preparation



### Did you know?

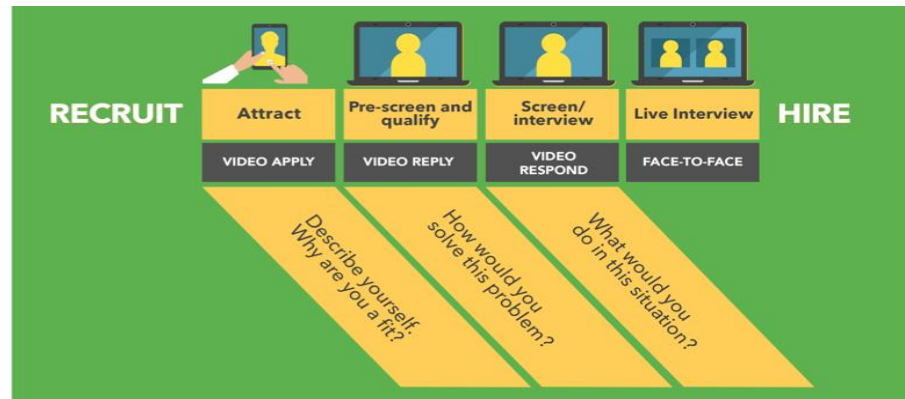
A recent Korn-Ferry study revealed that 71% of companies surveyed use video interviewing platforms for their hiring (Goldman Sachs, JPMorgan Chase, Johnson & Johnson) and others. But companies are not just using video at the interviewing stage. They're now using video at the application stage and applying cognitive assessment software to analyze the content of candidate responses. – Beyond B School



## Parts

### 1. STAGES OF THE VIDEO INTERVIEW

Video interviews will vary in delivery styles from organization to organization so identifying stages of an interview is difficult. Research is critical to your success. Some organizations may ask candidates to create a video bio that can be banked and evaluated as part of the application process before an interview, whereas others may jump from a traditional resume to following up with a video interview. In either case, understand the **purpose** of your video. Here is an **EXAMPLE** video interview process:



Source: Video Bio, Beyond B School

### 2. THE S.T.A.R. METHOD

As you answer the questions, use the S.T.A.R. method to keep you on track, especially when you are answering behavioural questions pertaining to the “Can you do the job,” category. Articulate the **S**ituation of your experience, **T**ask of the challenge or expectation, **A**ction(s) that you took to solve it and the **R**esult of what you accomplished. This will be elaborated on in the workshop.

## Practice

### Tips:

- Be clear on your brand, value, fit & articulate it
- Smile, exude energy and professionalism – be engaged and engaging
- Practice PRACTICE – work out the “umms, ahh...uhh” and pauses
- Weave the right keywords into your responses

### Gather Information:

Looking at the screenshot above, what information is available to you as a candidate that can better prepare you for your video interview? How can you apply the tips (on the left) to an interview situation?