

MAKING HIRING DECISIONS OVER VIDEO

As companies implement temporary working from home arrangements to combat the spread of COVID-19 the use of video conferencing as a replacement for a face to face interview will increase. It is likely that hiring decisions will be made solely on the basis of video interaction and hiring managers and candidates alike will need to develop their skill set to be able to make hiring decisions without meeting one another in person.

The adoption of video as a communication tool has accelerated over the last 5 years and the supporting technology has improved to a level where the nuances of both spoken language and body language are on a par with a face to face meeting.

There are however some common sense pieces of advice that we would offer to make sure that the interview goes as smoothly and professionally as possible and to ensure that both parties take enough from the video interview to be able to make an informed decision.

PROSPECTIVE CANDIDATES SHOULD CONSIDER THE FOLLOWING:



- 1 You will need to consider your opening remarks carefully as you will not be met with the normal, how was your journey, or would you like a refreshment questions that you would normally receive before the interview starts. Focus on statement and questions that will be authentic, positive and will build rapport.

2

- 2 Have a copy of your CV in front of you or at a minimum have recently reviewed it, as it is likely that it will be a central reference point for the interviewer, it is your role in the video to bring it to life.



- 3 Think carefully about how you frame the camera, the light and stage the background professionally and appropriately. You will need to have the camera higher than you would normally expect and give yourself enough space for the camera to show at least half of your upper body allowing you to express yourself with your hands and demonstrate your body language.

4

- 4 Make sure that you look into the camera. Most laptop or desktop cameras are above the video screen that you will be looking at your interviewer on, be aware that you will appear to be looking down when you interact with them, not a confident pose. Remember to look into the camera regularly to build "eye contact" and demonstrate active listening.



- 5 Your body language will naturally be stilted in a video interview, be sure to use your voice, face, body and hands as you normally would if you were there in the room with the interviewer, showing them the full extent of your personality.

6

- 6 Dress appropriately, for the role that you are interviewing for. A video interview is a professional meeting and as such dress as if you were meeting them in person, as always first impressions last and your interviewer will read a lot in to how you present yourself.



- 7 Make sure that the device that you are using to hold the interview is sufficiently charged or preferably plugged in, allow for 30 minutes more time than you would expect as both you and the interviewer may have more questions than if you were meeting in person to make up for lack of face to face interaction.

8

- 8 If possible, have a trial run of the application that you are using for the interview to make sure that you are familiar with how it works, especially if you are planning to share a screen to demonstrate examples of your work or deliver a presentation using another application.



- 9 Work harder than normal to give the interviewer case studies and evidence of the facts that you are conveying. The aim is to make the assessor or hiring manager as comfortable as possible that they are making a well informed responsible decision. Have examples of your work and references ready to follow up with to enhance your credibility and provide an extra dimension of comfort enabling the interviewer to make a positive decision.

10

- 10 Be aware that you will be making an employment decision based on a video interview without being able to experience the working environment, so be prepared to ask a broader range on questions than you would if you were face to face to give you the comfort that you need. Questions around the company culture, behaviors, values and vision are important and don't be afraid to ask for example or case studies.



- 11 You will not have travelled to the office for the interview, so make sure that you are aware of the commute, where you will park, what train you would need to get, the surrounding location etc. These are all considerations that you would be consciously or unconsciously considering if you were attending an interview in person.

12

- 12 If the job appeals to you, tell the client that should you be lucky enough to be offered the job, you'd definitely accept it. Our evidence shows that candidates who take the opportunity to offer that level of honesty and assurance are 20% more likely to be offered the role.

