

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.

THE HIRING MANAGER SHOULD CONSIDER THE FOLLOWING:



- 1 Have all of the supporting information to hand which could mean a printed out copy of a candidate's CV to review without having to navigate away from the video conference.

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Consider how you plan to start the interview without the normal 5 minutes walk between the reception and the interview room. This time is normally used to establish a base line of rapport and a soft introduction to an interview.



- 3 Explain the format of the video interview in detail to ensure that the candidate is allowed to feel comfortable and to give them the best opportunity while interviewing through an unfamiliar medium.

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Ensure that the candidate is aware that the decision to proceed to an offer will be based on their performance in a video interview and for them to be prepared to ask any questions and interact as they would if they were face to face with you.



- 5 How you position yourself in the camera frame is important on two fronts. Firstly choose an angle which shows at least half of your upper body enabling you to demonstrate a full range of body language. Also if you are in an office, try to arrange for it to be in the background, giving a sense of the working environment, a key consideration for any prospective joiner.

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Eye contact is as important as it is in a face to face interview, so make sure that you know where your camera is and make eye contact with the camera when asking questions and demonstrating active listening.



- 7 Be sure to shut off all email alerts and other applications that could distract your concentration on the interview.

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Be prepared to share supporting documentation or video with the candidate to build a broader picture of the working environment and the opportunity that is on offer. Try to make the experience as immersive as possible through offering a range of touch points and information for the candidate to review and give them comfort to make a decision.



- 9 The candidate will want to be able to assess the companies culture, values, the working environment, and you as a prospective manager / leader so be prepared to share information more readily than perhaps you would be in a face to face interview. The candidate will need to be able to ask more questions than normal to establish facts about the role and business that they cannot see or experience.