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## COVID-19 JOB SEARCH PACKET

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### *Digital One-Way Video Interviewing 101*

Along with everything else, it seems COVID-19 has put a cramp in interviewing. AI-driven digital or virtual, on-demand video interview platforms, embraced a few years back for junior-level hiring at many leading investment banks, may gain more traction than ever because they allow for en-masse interviewing and eliminate the need for multiple in-person interviews.

Their popularity has spread across industries – with many Fortune 500s jumping onboard. For those new to this digital, one-way interviewing platform, here's the 101.

#### How It Works

The solution providers with the lion's share of the market right now are HireVue, Spark Hire, Modern Hire, HackerRank, Jobvite and BreezyHR.

Video interviewing software allows companies to interview candidates 24/7. Unlike a Zoom call, in this one-way interviewing method, neither HR, a recruiter or the hiring manager is present. Instead, the candidate receives a link to the interview containing behavioral or situational job search questions.

The decision-maker pre-selects the questions from an interview bank of sorts and each candidate receives the same questions. As the interviewee, you're given a few minutes to read and gather your thoughts, then another couple minutes to answer it while a camera records you.

The software then assesses and scores your responses and the hiring manager reviews your video at a later date. Interviews usually wrap up in 30 minutes, but to be safe allot 45 minutes.

Amongst thousands of data points, these systems can assess everything from word selection to voice inflection, eye movement to facial cues. Companies work with the platform provider to build an ideal candidate profile, and then the software's built-in algorithm measures the video against the profile.



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## A Balancing Act - Tips for Acing a One-Way Digital Interview

Candidates have a tall order – they must get to the point quickly and succinctly while aiming for prepared versus scripted, warm and friendly versus overly excited or monotone.

The bottom line? Aim for natural, not overdone. In my experience, slowing down your speech a bit, remembering to smile, and following the 6 steps outlined below will help you achieve that ideal balance. Here's how:

### #1 Research the Questions You are Likely to Get

A quick visit to [Glassdoor](#) or the sites of some of these leading providers ([HireVue](#) and [Spark Hire](#)) contain lists of common questions. YouTube is also chock-full of videos with folks sharing tips on nailing digitally recorded virtual interviews.

Generally speaking, the questions you'll receive are not meant to be "gotcha" or curveballs. Instead, expect questions common to traditional or face-to-face first-round interviews – designed to learn a bit about you, gauge your interest, demonstrate how you might respond to a future scenario and how you have reacted in the past to certain scenarios.

Here are some sample questions:

- "Tell me about yourself."
- "Why do you want to work for us?"
- "Why would you be a good fit?"
- "XYZ happened. Can you describe what steps you would take and why?"
- "Tell me about a time when you . . ."

### #2 Get Your Stories Ready

Prepare your C-A-R (Challenge, Action, Result) stories to respond to the most common behavioral or situational interview questions in advance that showcase a CHALLENGE you were presented with, the ACTION you took to address it and the outcome or RESULTS of your action.



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### #3 Work on Response Time Management

Unlike a live in-person or even Zoom interview, recorded videos use timers, and when the timer runs out, so too does your chance to answer your question. Practice will ensure you're able to respond in plenty of time without getting cut off.

### #4 Appearance

Even though the only live person present during the interview is you, because a decision-maker will be watching at some point, be sure to dress as you would for any other video interview.

Just like with a Zoom call, choose attire that is camera-friendly and be mindful of how you look on camera. This means avoiding clothing that is black or white, or tops with busy designs or patterns. You'll need ample lighting and a clutter-free background.

### #5 Practice Under Pressure

Before you hit record, rehearse your responses. Then, record them. Better yet? Have someone else watch them and weigh in. By practicing your speech in front of a camera, you'll get used to making eye contact with the camera and feel more at ease come interview time.

### #6 Do a Tech Check

As we've discovered during the rise of Zoom conference calls and masses on #WFH Wi-Fi, glitches can occur. That's why it's more important than ever to make sure your mic, camera and the platform work BEFORE you hit record! In addition, be sure to mute any notifications so all the listener hears is you.



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## You Got This – And It’s OK to Be Human

Even though it might not feel that way, human beings are involved in this process throughout, and the powers that be get that this format can be challenging and feel unnatural.

If you get off track or feel like you are rambling, it’s perfectly acceptable to admit you’re human and say, “Sorry, I think I’ve veered off course. What I meant to say was . . .” or “Sorry, I feel like I’m stumbling over my words! What I meant to say was . . .”

Remember – just like with other interview formats, one-way virtual interviews are another opportunity for you to showcase your knowledge and let your personality shine through.

With prep and practice, you’ll do great!