



Conducting a virtual interview



Overview:

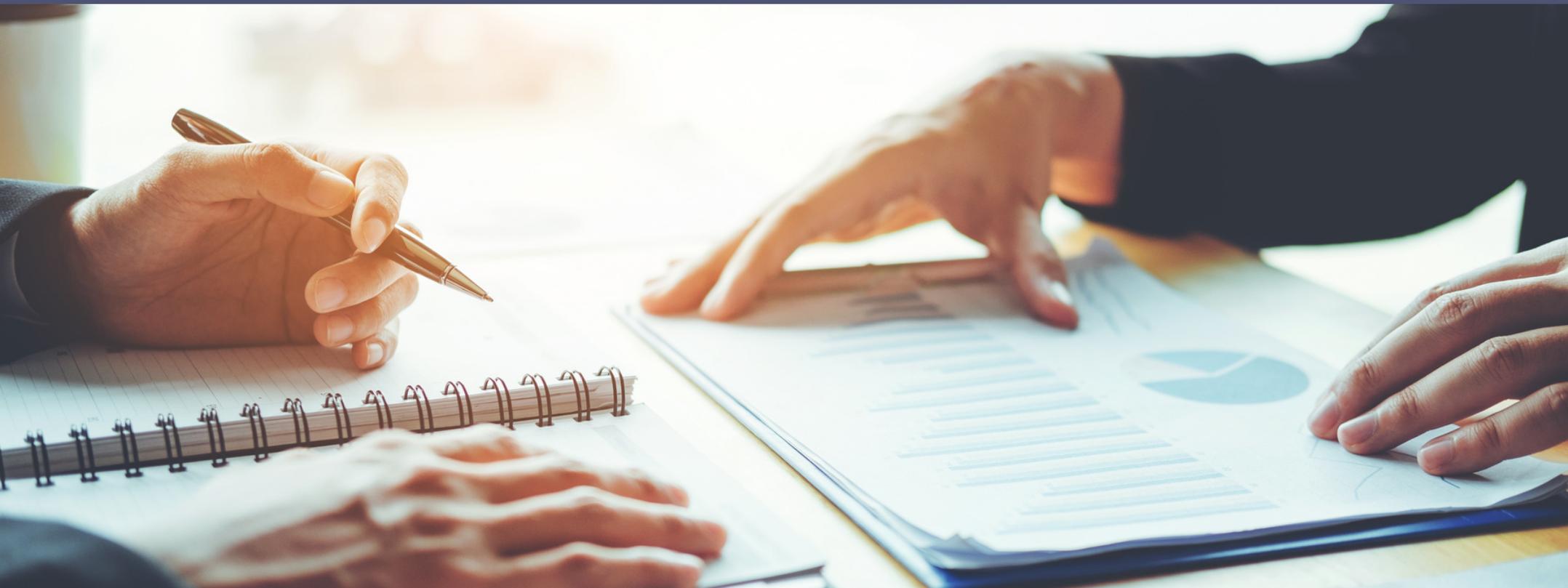
Conducting virtual interviews is becoming increasingly common, often making the hiring process much more convenient for all parties. Running a virtual hiring process does have its challenges. Creating a forum upon which to build an emotional connection with and for the candidate may be more difficult outside of a physical meeting. The swanky office or friendly team atmosphere won't be in play to help create that great first impression. The flow of conversation may be a little more awkward using video compared to meeting in an office, or over a coffee. Participants may struggle with the technology!

Not only does a hiring manager need to make sure they get all the information they need to drive the right decision, but it's critical to create a positive experience for the candidate too. So, it's vital you make sure your virtual experience facilitates this.

Here are our top tips to make sure you achieve this.

1. Help your candidates to prepare

- Begin the candidate's journey positively by sending them links to your company website or media channels to give them a sense for the company culture, goals, mission, value, strategy etc.
- Give them sufficient time to prepare – don't rush it just because it's convenient!
- Let them know what to expect in the process, what technology you'll use and who they'll meet



2. Make sure the interviewers are prepared

- Make sure all participants are familiar with the technology they'll use and have reliable connections
- Treat a video interview as professionally as you would an interview in the office (quiet place, appropriate background) you are all representing the company after all!



3. Plan the interview

- Plan the interview in advance, ensure interviewers know their role and what they need to cover.
- Prepare interview questions for each stage and apply this consistently
- Pool information with other interviewers/assessors through the process to avoid unnecessary duplication, this can make it a turn off for the candidate



4. Show off your company

- Make use of storytelling to give candidates a deeper insight into what it's like to work in the company
- Offer chances for the candidate to shadow, collaborate or engage with potential colleagues
- Share inspiring videos or media in advance to showcase your company culture, goals, values etc.
- Emphasise your employment value proposition (explain why it is a good company to work for)



5. Assess with consistency

- Create a clear and consistent framework to assess a candidates' suitability for the role
- Define the key technical and behavioural competencies you want to assess and establish a means to measure each candidate
- Collaborate with interviewers to pull together all the necessary information to make an informed and well consider judgement



6. Take a little extra time to establish the long-term fit

- Video interviewing may not bring out the best from everyone so easily, so build in a little more time to the process to get to know each other
- Bring your company values, mission and culture to life as far as possible
- Consider including a diverse range of participant from your company in the process so the candidate can get a broader feel of the type of people that work there, and you can get a wider range of perspectives to verify a strong organisational 'fit'



7. Communicate, communicate, communicate

- Poor communication is the most common factor to creating a poor candidate experience
- Take a pro-active approach to providing information, updates and feedback to candidates, before, during and after the process.
- Try to make yourself accessible to answer questions outside of the formal process framework and you'll build stronger levels of trust and engagement



8. Select the best technology to run a smooth process

- There are many video enabled tools available for free or low prices, so make sure you select what works best for you and your organisation
- The most commonly used are: Zoom, Microsoft Teams, BlueJeans, Google Hangouts, Cisco Webex Meetings
- There are many specialised recruitment video tools out there, so check out our guide, but here are just a few examples: HireVue, Oleeo, EquitasApp, JobVite, InterviewStream, VidCruiter, SparkHire





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