

———— PRACTICAL TIPS & IDEAS ————

VIDEO INTERVIEW BEST PRACTISES

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WHAT TO CONSIDER WHEN CONDUCTING A VIDEO INTERVIEW?

1

TELL ABOUT THE VIDEO INTERVIEW IN THE JOB AD

If it's possible, you might want to mention video interviews in the very beginning so candidates know what to expect.

"In the preselection phase we will invite the most promising candidates to a video interview. If you are invited to the video interview, you will receive an invitation to your email."

2

PLAN CAREFULLY

Video interview questions are a showcase to your company and its employees. Recording professional questions helps in creating a positive image of the company and the team you represent. Plan your interview questions well in advance. Don't try to be something you're not - be sincere and be yourself. This will also make the candidate feel comfortable when recording the answers.

Some customers have achieved great success by letting several team members record questions for the applicants. This paints a picture of the team for the applicant.

3

CONSIDER USING MULTIPLE INTERVIEWERS

Once you've finished recording the questions, it's time to write the invitation e-mail. Customize the default template based on your needs and state a deadline for responses (4 - 5 days is our recommendation) in the e-mail body text.

4

KEEP AN EYE ON INTERVIEW STATUS

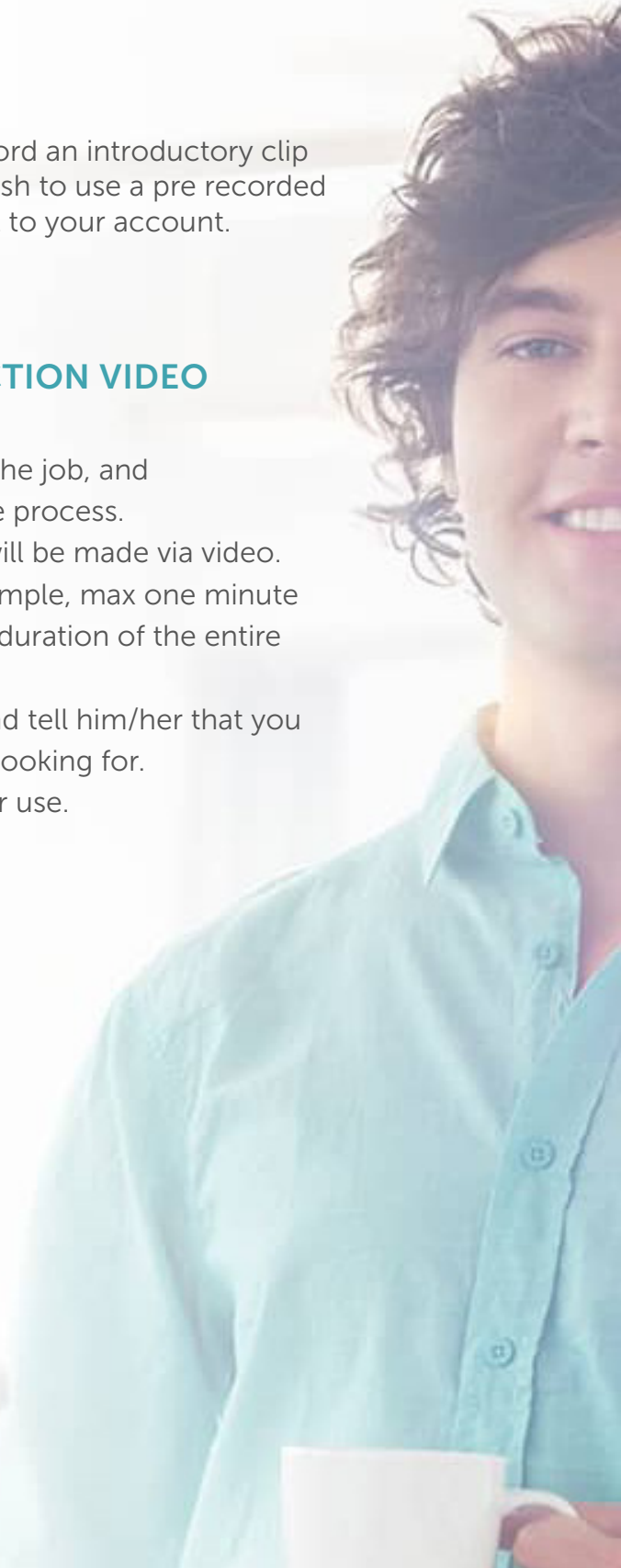
If you notice that a key applicant has not recorded any answers, you may want to send a reminder.

START A VIDEO INTERVIEW WITH AN INTRODUCTION VIDEO

Before the actual questions, it's possible to record an introductory clip or two that doesn't require an answer. If you wish to use a pre recorded company presentation video, you can upload it to your account.

REMEMBER THESE IN THE INTRODUCTION VIDEO

- Introduce the company and yourself.
- Thank the applicant for his/her interest for the job, and congratulate him for making it this far in the process.
- Describe that the first round of interviews will be made via video.
- Ask the applicants to answer briefly (for example, max one minute per question), and explain the approximate duration of the entire video interview (such as 10 minutes)
- You may want to wish the applicant luck, and tell him/her that you really hope that he/she's the person you're looking for.
- You can save the introduction video for later use.



EXAMPLE QUESTIONS

Below you can find the most common questions that are asked in the video interview. Feel free to modify them to fit your needs.

PROFESSIONAL EXPERTISE

- In this role, you will be performing a significant amount of _____ (fill in task). Describe your experience with that from your employment history.
- Why are you interested in this position, and what are your professional strengths?
- Given your previous employment history and personality, what makes you the ideal candidate for this job?
- What important knowledge and skills have you learned in your previous positions that you feel would help being successful in this position?
- In this role, _____ (fill in competence or experience) is vital. Describe an example from your history where you successfully applied these skills to achieve success.
- Describe your top 2 greatest success stories from your previous roles. Which skills or knowledge helped you to succeed?
- Tell us about your achievements in your previous position.
- How do you see this industry progressing? How would you keep up with it, and take the opportunities that arise?
- Given what you know about our company and the role, what would you see as the key things you would start developing over the next year?
- What does your current job entail? Describe a typical day to me.
- What kinds of decisions you make in your current job?
- How do you keep up with what's happening in your field.
- Would you say you were innovative? Give examples.
- What makes you a good _____?
- Why should we hire you?
- What kind of tasks you like most and why?

SELF IMAGE

- Tell us about yourself – what kind of a person are you?
- Describe your working style.
- What are your top 3 strengths?
- Given this position, do you feel you have things (knowledge or personal skills) to improve to be successful?
- What kind of duties give you energy and satisfaction?
- Tell us your success story in one minute.
- What makes you stand out from everybody else?
- What would make you stay focused and committed in this position?
- What are you most proud of in your career?
- What has your current job taught you?
- What interests you most about this job?
- Do you think speed or accuracy is the most important? Why?
- What are the most important things to you as an employee?
- Are you innovative? Tell an example of a situation where you or your team have been creative?

MOTIVATION AND EXPECTATIONS

- What motivates you the best when working?
- What's your greatest achievement? Tell us more about it.
- What are the reasons for your personal success?
- Describe a task that made you excited, and how did it show from you?
- Describe a task that was challenging for you. What have you done to make it through? What kind of results did you end up with?
- What kind of expectations do you have for this position?
- What kind of expectations do you have for us as an employer?
- Describe a time when a task has made you forget about everything else and just focus on the task. What was the task, and why?
- Name three key things you would bring to the table while working for our company?
- What would you do if we gave you a completely free hand?
- What have you done that shows initiative?

READINESS TO WORK IN TEAM ENVIRONMENT

- Describe yourself as a team member.
- Describe a challenging situation where you had to use your communication and interpersonal skills. How did you resolve the situation, and what did you learn?
- Name your key strengths when it comes to communicating with people.
- How would your colleagues from your previous roles describe you as an employee?
- If you have experience on teamwork, name the key things impacted to the atmosphere and performance of the team.
- How would your managers and colleagues describe you?
- Describe a well functioning working environment.
- Describe a good colleague / supervisor.
- What is the manager's job in your opinion? What kind of leadership do you need?
- What makes a good team member?
- What kinds of things annoys you at the workplace in general?
- Under what conditions you work best / produce your best result?

MANAGEMENT SKILLS

- Can you tell us how you get the best out of your team?
- What are the most challenging parts in leadership?
- What do you consider the essential qualities for a supervisor?
- Describe a time you had to manage conflict within your department/ team/group.
- What would the people whom you have supervised said about you?
- Describe your management style.

TIME AND STRESS MANAGEMENT

- Describe a situation where you had to work under pressure. How did you make it through?
- What makes you feel stressed out? Name a situation.
- How do you act in stressful situations, and how does it show in you?
- Describe your best practices for time management.
- How do you feel about multi-tasking?
- Would you describe yourself as a multitasker, or a person that's fully focused on one task at a time.
- Describe a situation where your work was criticized. How did you respond?

TROUBLE SHOOTING

- What's the biggest challenge you've faced?
- Have you ever failed to reach your target?
- Describe a difficult problem you have had to deal with. How did you handle it?
- In this role, _____ (fill in competence or experience) is vital. Describe an example, from your previous position, where you faced a challenging situation and applied your skills to tackle the issue.
- Describe a situation where you had to use your troubleshooting skills.
- Tell us about your approach to solving difficult or complex issues?

LANGUAGE SKILLS

- Describe a situation where you have used German/Arabic/Swedish/etc. Answer in the desired language.

IT SKILLS

- What kind of systems/softwares have you used in your previous roles? How did they benefit you?
- Describe your MS Office skills.

ADDITIONAL QUESTIONS

- What are your career plans?
- Where will you be in five years?
- What would you do if you won 5 million euros tomorrow?
- If you could change one thing in your career, what would it be?
- What is the most important thing in your life?
- Any constraints for this job? (When can you start? How much can you travel? Ball park salary level? Need for education, etc.)

CLOSING WORDS

Just like an introduction, you can optionally make a video thanking the person for his/her time to respond. Also, you could describe how things progress from here, including when to expect a response, and what are the next steps.

COMMON QUESTIONS ABOUT VIDEO INTERVIEWS

HOW MANY QUESTIONS SHOULD I ASK?

Three to five questions are enough for most of the roles. But it depends on situation. If you have a large number of applicants, 3-4 questions is an ideal number. If you're interviewing a smaller number of applicants, but want to get a better feel of their expertise, 4-6 questions might be a good choice.

Video interviews does not replace the face-to-face interviews which is why you don't have to ask everything between heaven and earth. Ask the most essential and informative questions that will define if the candidate will move on to the next recruitment stage.

HOW LONG SHOULD THE QUESTIONS BE?

Keep the questions short in order for the candidates to remember them and are able to answer within the time frame. The video introduction should be 1-2 minutes and the questions should be 15-30 seconds. Ask questions that relate to the open position. Remember to adjust the desired answer time for the asked question, you don't want to stress or confuse the candidate. The goal is to receive a clear answer within the time limit.

Instruct the candidates clearly about the length of the answers. We recommend no longer than 2 minute answers, in most cases 1 minute is enough as you still have time to include the main points and keep the answer interesting.

WHAT KIND OF QUESTIONS WILL GIVE DESIRABLE ANSWERS?

First, give a genuine impression of yourself and the company in the video questions. Be professional but remember that you don't have to look and present yourself like a movie star. Relaxed and approachable video sets an example for the candidates. If you expect candidates to record their video answers at home with their mobile phone, why wouldn't you do the same? Give clear instructions to the candidates in order for them to answer in the way that is expected from a desirable candidate.

Avoid asking questions where the answers will include platitudes such as "I'm hard-working and an extrovert". Try to think what are the most important values of your company and the most important qualities of the future employee. Try to include elements (visual and verbal) which portray your culture into the questions. Feel free to use your imagination.

HAPPY VIDEO INTERVIEWING!

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