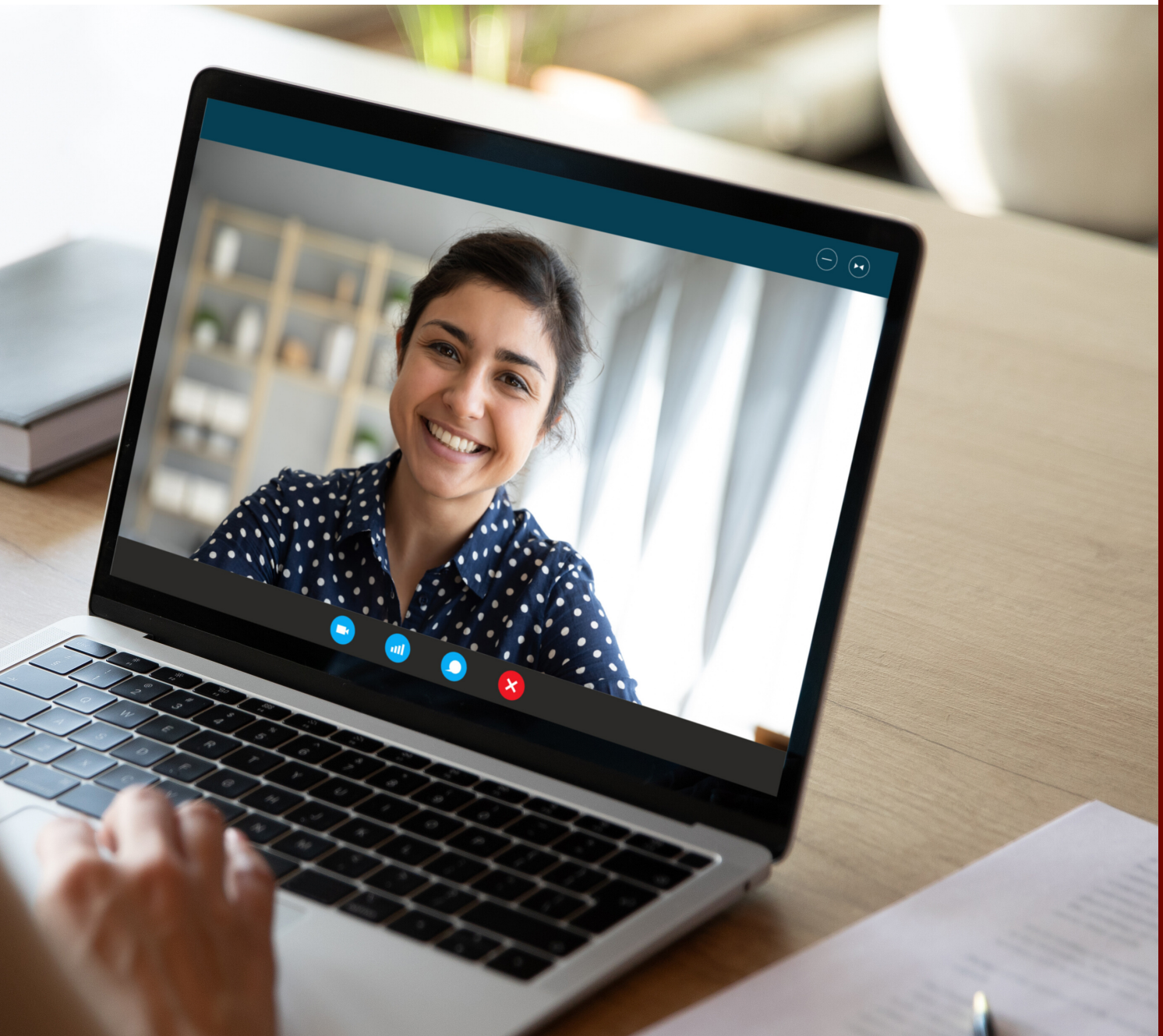
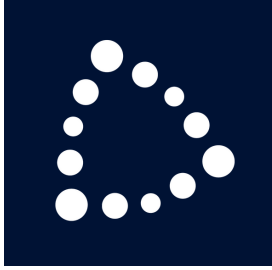




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Best Practices for a Virtual Interview Process





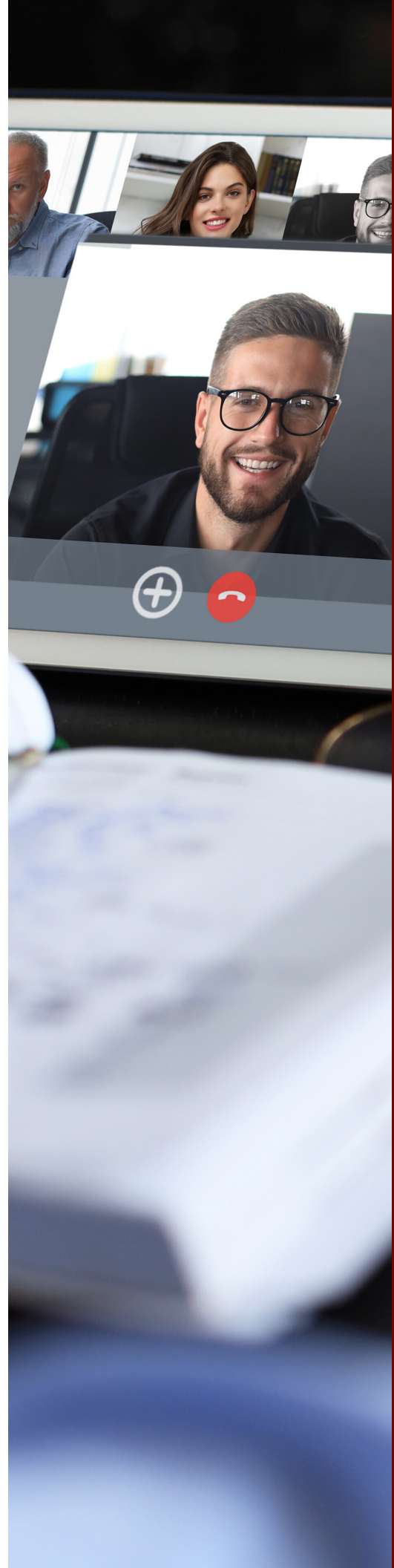
Get started

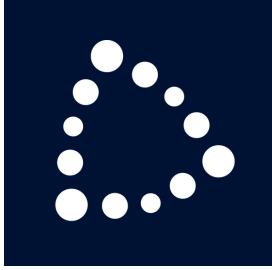
As the world increasingly turns to remote work options, virtual interview processes are quickly becoming more of the norm. While qualifying prospective candidates and effectively demonstrating your organization's culture in a virtual world is complicated, there are many ways to ensure that you are able to get comfortable with and overcome these challenges. The following best practices will get you started:

- 1. Establish your comfort level with a virtual process.** Ask yourself critical questions such as:
 - Are you and your team comfortable with making an offer without meeting a candidate in person?
 - If so, does this change your expectations for how candidates demonstrate that they are the right fit?

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- 2. Define your virtual process upfront.** Take a look at your current in-person interview process and make any necessary adjustments.
 - How many interviews will each candidate need to complete via phone versus video? Who are the right interviewers?
 - Consider additional qualifying techniques which can help you make the right decision:
 - case studies
 - personality profiling tools
 - 360-degree references
 - independent valuations via third parties such as ghSmart and Green Peak Partners

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- 3. Manage expectations from the start.** Once you've aligned on the process, communicate this early and often with candidates as well as your interviewing team. If you plan to extend an offer without meeting a candidate in person, it's critical to inform all stakeholders of that decision since some individuals may need more time to process that reality.





Set up for success

Select the right videoconferencing tool for your team. There are multiple options:



Key tips

Your environment matters: Pay attention to your lighting, background and camera positioning. While you want to keep the interview professional, video interviews present an opportunity to show off your personality and interests with family photos on the wall or a well-organized bookshelf, for example. This can help spark moments to connect with candidates on a personal level.

Be natural: For video interviews, don't forget to act naturally and do nearly everything that you would ordinarily do in an in-person interview. Let your personality shine by eliminating distractions; maintaining consistent eye contact and good posture; using hand gestures; dressing as you typically would for an interview; and always showing a friendly smile.

Don't overcomplicate it: While video interviews may be awkward at first, it will get easier with additional practice over time. And remember: Candidates might feel the same if they aren't used to video interviews either.





Establish a virtual culture

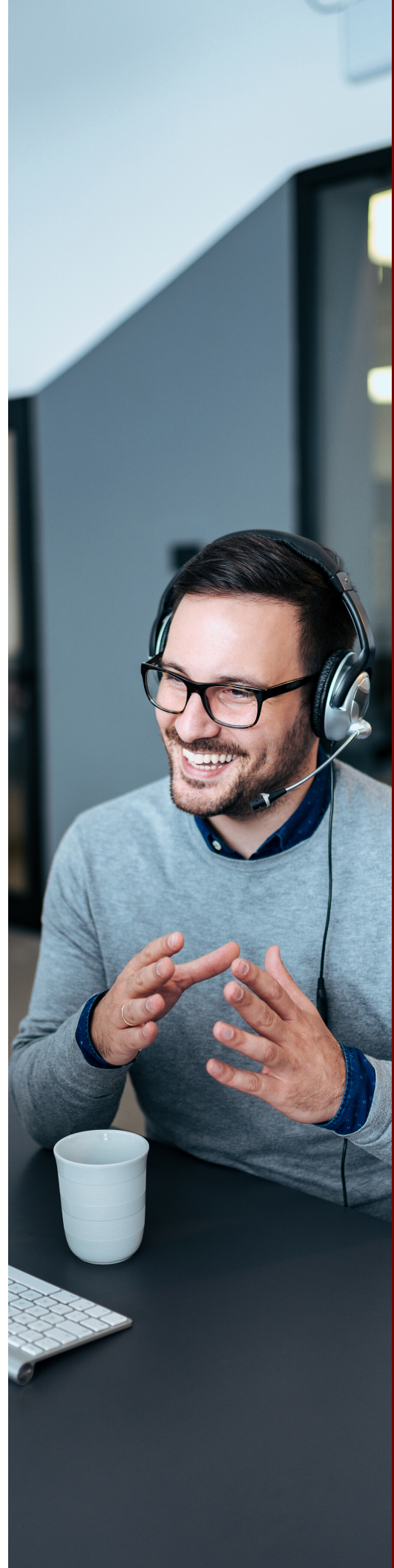
Foster water-cooler moments: If your team members are interviewing a candidate via video back to back, we recommend setting up one invitation for everyone. This will enable interviewers to overlap briefly with each other at the beginning and / or end of each interview, and their natural interactions will help the candidate see your strong culture in action.

Conduct informational interviews: Selling matters in any interview process. While you may not be able to take candidates out to lunch, you can still have a virtual lunch or coffee chat with members of the team.

Create content to highlight your workplace: To accept an offer “site” unseen, candidates will want to get as much of a feel for the office and team as possible. Here are some ideas:

- If you already have a virtual tour ready to roll, you can repurpose that whenever candidates are unable to visit on site. If not, you can have someone walk through the office, recording a simple video on their phone.
- Encourage team members to record themselves talking about their experience with the organization and upload the collective videos.

Build a personal relationship: People don’t go to work for organizations; people go to work for people. In a virtual interviewing process, it’s even more important that candidates get to know the real you. Candidates are more likely to accept an offer from someone they haven’t met in person if they have established a deeper relationship and open communication.





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