



Taking Advantage of the Video Interview

More organizations are using video technology in talent acquisition. Not just the “big guys” (Microsoft, Whirlpool, PepsiCo, etc.) but also smaller companies who are led by visionary and proactive entrepreneurs.

If you are one of those *talents* whom they’re seeking knowing how to effectively take advantage of this trend will give you the edge over your competition.

Let’s look at some helpful tips:

- Do your research on this process; there are plenty of resources on the internet to give you a good idea as to what it is and how it’s used.
- Check with your network; do you know anyone who’s been through it (on the candidate or employer side)? What was their experience; good or bad?
- Make sure that you have reliable access to a good broadband Internet connection and a high quality webcam.

Why video interviewing can reduce stress:

- 1) It’s not as rushed, since you the candidate do not have to “squeeze” this into your time limits and get back to work (lunch hour, after work, use vacation or sick time, etc.).
- 2) Since there’s no travel time involved the hassle of air or car travel is gone. Plus, there’s always some out of pocket expenses incurred even when the employer is picking up the tab.
- 3) There is actually a **faster fill time** because the time gaps that occur with travel have been eliminated, plus the hiring manager can be anywhere in the world (literally) and still conduct the interview.
- 4) Some companies have a *virtual tour* feature in their system. This enables the candidate to gain familiarity with the facility/facilities.

The smart professional will always look at their preparation for this process. Yes, preparation is one of the factors. This is not the time to improvise, wing it or “whatever”, as some folks say. Make sure you cover these areas:

__ Be mindful of your physical appearance; hair style, makeup and apparel. From the waist up is usually the camera view, but go full body just in case.

__ Practice, practice, practice in front of a mirror to observe your behaviors (blinking, lip licking, nose rubbing, etc.). These mannerisms will detract from your performance. Then practice with the camera especially for “eye contact”. Have a trusted friend be on the other side for Q&A and feedback.

__ Have your notes available discreetly where you can glance at them. Let the interviewer know that you will be taking notes to stay organized during the interview.

__ If possible obtain information from the interviewer(s) as to the process and procedure that they’ll be following. This can vary based on the potential employer’s use of the system and how proficient **they** are.

Use this list and check them off as you’ve completed the items. Preparation for this new and increasingly used format will enable you to control the situation better, be natural, ask the right questions during the interview and increase your success. It will also give you great insight as to the Corporate Culture and Management style of your potential employer. Remember, the ultimate goal is to achieve *satisfying employment*.

About the Author



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Kathy Bernheimer is the Owner of K.B. & Associates and a member of the Triumvirate Consulting Group. She continues to address employment issues affecting today’s workforce and the workforce of the future. Kathy is also the author of *“The Street Smart Approach to Job Search”* (Dorrance Publishing, 2004) and is the co-author *“Work Makes Me Sick (Prescribe Something Quick)!”* (2006). She had been a regular contributor to Technical Support magazine (Technical Enterprises). Currently she is nationally syndicated with three online media organizations, InfoSoft Group; parent company of Milwaukeejobs.com (www.milwaukeejobs.com) and Wisconsin Diversity.com (www.wisconsindiversity.com), Jobing.com (www.jobing.com) and JobDig (www.jobdig.com); online and hardcopy. Kathy continues to provide programs, seminars and workshops that are related to employment issues. She is currently affiliated with the University of Wisconsin-Milwaukee, Continuing Education Career Transition Center. She serves on the Advisory Board, is one of their career coaches and adjunct instructor.