



# Best Practices for a Video Interview.



## How to Prepare for a Video Interview

### Things to Remember:

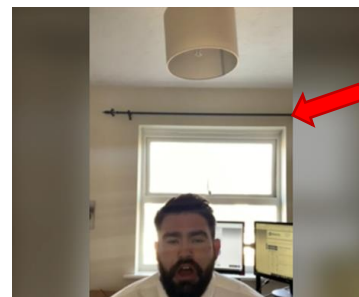
- 1. Dressing for a video Interview** - For your video interview, you should dress professionally—the same way you would for an in-person interview. Research the company culture before your interview, so you have a good idea of what's appropriate.
- 2. To look your best on camera** - avoid bright colors and patterns and opt for softer colors instead. If you are wearing a tie, wear a solid color rather than a patterned one. If you wear glasses, adjust the lighting in the room to reduce glare from the lenses. While it's likely that the interviewer will only see your upper half, it's still a good idea to wear professional pants or a skirt if you need to stand up for any reason.
- 3. Do your hair and makeup** - Whether working from home or remotely, be sure to check your appearance before each video meeting. Check/double-check your hair/makeup and clothing choices.



4. **Lighting is the key to great video** and will make you more precise on your video stream and allow “virtual backgrounds” to work better. Make sure there is MORE light in front of you than behind you. Bring in a desk lamp to light the side of your face. Open a window slightly to add more light to the other side of your face. You want to make sure to have more lighting on your face than on the background.



5. **Turn off things that go “ding”** - If you have instant messenger, Apple Messages, or other apps that “ding” open on your desktop, be sure to turn them off before your video calls. The “ding” notifications on your computer are broadcasted during a Zoom call. Just turn them off, or at least silence the notifications.
6. **Check your headroom** - In the T.V. world, the space above the top of your head to the top of the video frame is called “headroom.” Too much headroom can be distracting, so here is a simple way to set up: Once your video is on, put 2 to 3 finger-widths of space at the top of your head to the top of the frame. This improves your appearance and lines up your eyes to an appealing level (in design, we call it the rule of 3rds). Your eyes are on the top 3rd of the video screen.



**NO!**

7. **Check your background** - Be mindful of what is behind you – you do not want them to see something that influences their perception of you, try to find a white wall or use the blur feature on your video settings.



NO!

8. Try your best to find a private space where you will not be interrupted or have distractions going on behind you.
9. Lastly - Fill out the worksheet on the next page. This will help to refresh your memory about your past accomplishments before you get asked the questions. The more prepared you are the more eloquent you will sound!

## Interview Prep Worksheet Instructions

In the world of interviewing, there is one sad but inevitable truth – the person who is best for the job does not always get the job – the person who **questions the best for the job gets the job!**

The interview prep worksheet is designed to help you give the very best interview you can specifically. To do that, you must understand a bit of what you will experience during an interview because the number one reason why a candidate bombs an interview has nothing to do with their skills. It has to do with how they prepare. During an interview, you will begin to feel a certain amount of stress. When you become stressed, you will start to lose your ability to access your long-term memory (details about things that happened more than 1 and a half years ago). Right now, the most popular style of the interview being conducted is a “behavior-based” interview – give me examples of what you have done in the past, and it is a fairly good indicator of what you are going to do in the future. So, you are going to have an interviewer ask you for details about something on your resume from 3 years ago, and your brain quite simply will not let you access those memories, and the result is a long drawn out pause and a filler statement like – “Boy that’s a good question. Let me think about that a minute.” As you are thinking – the interviewer is equating each second that passes by with a lack of actual experience and ultimately a failed interview.

Start with the left-hand side of the document. First, go through your last 3 positions and write down every accomplishment you can remember from those 3 positions. Focus specifically on three areas – namely – where did you **MAKE** the company money? Where did you **SAVE** the company money? And finally, where did you **IMPROVE A PROCESS OR PROCEDURE**?

Once you have done that – focus on the right-hand side of the page. Look at each accomplishment and make some notes on what happened with that accomplishment. Specifically, address these issues –whose buy-in did you have to get for the achievement? What hurdles did you have to overcome? Were you on time and on budget? What were your actual results vs. expected results? What would you do differently next time?

Once you have written all this down, what you have successfully done is now moved all those details stored in your long-term memory and put them back in your short memory so users can give better examples faster now during your interview. The result will be you will provide a much better interview. If you are scheduled for a telephone interview, feel free to have this sheet lying in front of you to reference while you are talking on the phone.

**Interview Preparation Worksheet.**

**REVIEWING YOUR PROFESSIONAL ACHIEVEMENTS** – Start with your most recent Employer – focus on the issues related to this position.

**Company:** \_\_\_\_\_ **Position:** \_\_\_\_\_

List your Accomplishments/Achievements while working at this position here:

List the strategy, implantation, and development processes you used to bring about these results:


**Company:** \_\_\_\_\_ **Position:** \_\_\_\_\_

List your Accomplishments/Achievements while working at this position here:

List the strategy, implantation, and development processes you used to bring about these results:


**Company:** \_\_\_\_\_ **Position:** \_\_\_\_\_

List your Accomplishments/Achievements while working at this position here:

List the strategy, implantation, and development processes you used to bring about these results:


**ANSWERING EXPERIENCE QUESTIONS, THE RIGHT WAY**

- **FIRST RULE –Answers need to be between 1 – 3 minutes in length.** If it is too short, no one will believe you, and if you are too long, you will be considered insensitive and boring. This advice will only work if you have done something comparable. It will backfire if you try to fake it.
- **The SECOND RULE – Structure your answers using the S.T.A.R.C.H. principle.**  
**S** = situation – Explain the situation surrounding your example  
**T** = task – What task were you trying to accomplish  
**A** = action – What actions did you take to achieve the task  
**R** = results – What were the results of this action  
**C.H.** = change – What would you do differently this time because of you what you learned
- **\*\*Important** – When giving these answers, use both the words “I” and “we” in your examples. If you only use the word “I” during your response, you come across as arrogant and not a team player. If you overuse the word “we,” you appear as a follower who is incapable of functioning under their initiative.