CONCEPT OF COLLABORATION

Guidelines on how to collaborate with your hiring manager to create the most effective video interviewing questions
INTRODUCTION

This guide will provide a basic approach that a recruiter may use to develop the most effective questions with a hiring manager. However, as it can benefit hiring managers, it could just as easily benefit talent acquisition specialists and recruiters. The most important takeaway is concept of collaboration:

- Stakeholders in the hiring process should work together in an ongoing, iterative process to create and maintain the set of recorded video interview questions for a position.

We will walk through a simple example scenario between you – the recruiter – and an IT Hiring Manager who is looking for a new member to join their team.
SCREENING TOOLS

When you are creating recorded interview questions, your goal should be to cast the widest net possible of candidate leads. Recorded interview tools, like the ones provided by InterviewStream, make it easy to send out as many invitations as you like to candidates for screening.

Let’s say you have received 200 resumes for an open position. You are probably comfortable with performing any number of Boolean searches to obtain a shorter list of the most qualified candidates, and this approach might reduce the number of qualified applicants by half.

You are now tasked with manually walking through 100 resumes to look for more specific descriptions of experience that match the open position, as well as find any red flags that will allow you to further purge resumes from your callback set.

After spending two to three hours vetting these 100 or so resumes, you now have between 20 and 30 qualified applicants that you can contact to schedule phone screening appointments. Chances are, your process of vetting these 100 resumes is based on a conversation or an exchange of e-mails you had with the hiring manager to derive a better picture of what a qualified candidate looks like.

What if you could use that period of exchange with the hiring manager to derive a set of tightly focused questions that provide a more effective way of screening more or all 100 candidates? You will find that you can obtain even more qualified candidates from the group that was purged by the Boolean search.
BUILD FOCUSED SCREENING QUESTIONS

Are you thinking:

"I already have a set of screening questions that I’ve developed with my hiring manager. I use these on all phone screens."

This is an excellent place to start.

Review the current phone screening questions with the hiring manager

First, if it’s been a while since you developed these questions, it will benefit you to send them to the hiring manager for review. Ask for frank feedback: have the candidates you’ve sent your hiring manager actually proved to be worthwhile in-person interview subjects?

Or, perhaps you might get a surprise: your hiring manager has been dutifully setting aside blocks of time on their calendar to interview the candidates you submit to them, only to discover that well over half of them were clearly not a good fit for the position within five minutes of the in-person interview.

Second, we recommend that you attend some of the in-person interviews your hiring manager conducts. If you are a remote recruiter, you can use any number of video conference technologies to observe the in-person interview, or ask the hiring manager to record the meeting for you to observe the hiring manager’s interviewing style and line of questioning.

Chances are, if they are seasoned hiring managers, they will initially be vetting the candidate to see if he or she is a good fit for the department or team culture. You most likely provide some of this as well on a phone screen to ensure that a candidate will be a good fit with your organization’s culture, as well as confirm that he or she actually WANTS to work at your organization. The process of determining cultural fit obviously works both ways, and you are most likely aware that the culture of your Finance Department is markedly different than the culture of your Marketing or IT Department.
REVISE CURRENT PHONE SCREENING PROCESS

Our goal as observers of the hiring manager in his or her native element is to attempt to define and develop some of those subtleties of departmental culture that can help us develop more effective interviewing questions.

For example, let’s say that for the past year you’ve been using specific questions on your phone screens:

• How do you keep current on this industry?
• How do you troubleshoot IT issues?
• Tell me about the most recent project you worked on.
• What were your responsibilities?

But, immediately upon launching the initial in-person interview, the IT Hiring Manager launches into this line of questioning:

“I see that you’ve had some BYOD experience. We are looking for someone to provide detailed security requirements for each type of personal device that is used in the workplace and connected to the corporate network. Do you think this is a project you can handle?”

“We recently acquired a smaller company in a merger. They are located in the UK. They are using Microsoft Dynamics CRM and we use Salesforce. They are using Juniper and we use Cisco. We aren’t opposed to changing our organizational CRM or network provider, as they are a smart team and have made some good arguments for us to update our system applications and tools. Would you be able to facilitate these discussions and help us build a road map for the IT aspect of our company merger?”

Of course, these more conversational lines of questioning will need to be streamlined for quick, video interview questions that can reach the broadest possible audiences.
CALL OUT TIP:
It’s important to screen all of the candidates for a position with the same set of pre-recorded questions. This not only helps you build a group of responders that can be compared uniformly, but also avoids any potential legal issues that may arise if a candidate requests a record of his or her video interview.

After discussing the in-person interview with your hiring manager, you realize that the topics of BYOD (Bring Your Own Device) and the reconciling of various systems and applications (merging of information silos) that come with company mergers are ongoing issues with your IT hiring manager, and that she expects everyone who joins her team to be informed of them for at least the next year.

So, for your recorded video screening questions, you decide to revise your initial phone screening questions to the following:

• What security requirements would you make to various departments that want BYOD, are connected to the corporate network, and address the unique BYOD needs of different departments?

• What experience do you have with merging company apps and systems, either from a company merger or inter-departmental information silos?
HIRING MANAGERS RECORD QUESTIONS THEMSELVES

Finally, we recommend asking your hiring managers to record the video interview questions themselves. This may prove to be a harder sell, but it is well worth it. Why not put the candidate directly in front of their prospective supervisor in the initial screening?

You are likely all-too-familiar with candidates who resonate well with you over the phone, but are put off by the hiring manager and team they would actually be joining. You are saving yourself hours of time having to call additional candidates when the ones you’ve screened let you know that the job is “just not for them” after they exit the initial in-person interview.

With InterviewStream’s POC (Proof of Concept) kit, you can help provide your hiring manager with a “portable studio” backdrop, lighting and webcam that will enable them to deliver a high quality, professional series of interview questions. There is nothing more powerful than giving all 100 candidates you returned in your Boolean search the chance to be screened directly by the hiring manager in a series of recorded video interview questions.
OPEN COMMUNICATION

We would like to note that this is a very simplified scenario. The process of true collaboration with hiring managers is an iterative and ongoing one. After creating the questions in the above example, it would certainly pay to review the video interview responses your 100 or so candidates submit with the hiring manager, and get their feedback on whether they have effectively provided a stellar short list of candidates you will call back for the in-person interview. Also, this process is by no means a replacement of the traditional legwork done by a recruiter, but rather meant to complement the traditional methods of sourcing, giving you, the recruiter, a chance to become an "Uber Recruiter." Imagine sourcing and screening dozens, if not hundreds of candidates who can be deemed highly qualified for the final round of in-person interviews.

Still not convinced that using a pre-recorded interview solution like InterviewStream can make a difference in your hiring process?

Call us or visit interviewstream.com/demo to schedule a demo today.

- Our demos are fun and fast – we don’t want to waste your time, so we promise not to go over 20 minutes
- We customize each and every one of our demos – all of the information will be relevant to you and your organization
- We don’t think video will ever replace the face-to-face aspect of the hiring process, we’re just helping qualify candidates faster
- We’re helping you become an excellent Recruiter!
WHY NOT USE SKYPE?

Skype is great for quick, informal video conversations and one-off meetings with fellow employees in other regions.

However, if you are as serious as we are about providing the most professional, high quality candidate experience, you will want to consider a tool like InterviewStream that is built specifically to provide the best possible experience for that purpose.

A Testimonial from Jim Lyons, JD, CPC
President, LH International Investigative Executive Search

**Issue:** If you don’t know it, both versions of Skype (the paid and unpaid) do not offer either party to the discussion privacy. You can be recorded!

**My Experience:** I conducted what I had thought was a private conversation between myself and an interested candidate. It was clear during the course of the interview the candidate was not qualified for the role. The candidate indicated that she may know of several interested professionals and would pass my name along. What she did was record and pass the entire interview to over 70 employees of her firm.

**Result:** Legal action, legal fees and considerable embarrassment.

**Note:** The InterviewStream Solution eliminates this risk by disabling recording capabilities. Operationally, the process and template based questions have received strong outside legal opinions from the employment law community and have been approved by the EEOC. Lastly, from a marketing prospective InterviewStream allows a hiring manager to deliver a great commercial about their company and the role.

As an executive search professional (with a legal background) for over 20 years, I strongly recommend all executive search professionals and inside corporate recruiters look closely at InterviewStream for its value as both a compliance/risk avoidance and marketing solution.
MARKETING ADVANTAGES OF INTERVIEWSTREAM

“About Us” branding feature.

Take this opportunity to give your clients a virtual tour around the office or city of the job in which they are interested. Use the Day in the Life feature to upload or create a video to show candidates the culture of your office so there aren’t any surprises when they become employees. This feature was adopted after more than half the employees in a new survey said they’re already disenchanted with the jobs they took in 2012, largely as a result of feeling misled during the hiring process. Employers also claim one in eight new hires isn't the right fit.

Why? Companies aren’t giving candidates a clear and balanced picture of the job. In response, video provider InterviewStream released “About Us,” a new feature to their branded video interview portal that gives candidates a window into the responsibilities of the job and the culture of their prospective employer.

Look and feel customizing. Employers can customize the design of their dashboard and candidate portal with a logo, custom background image and specific colors.

Pre-Recorded Interviews

• Recruiters can record questions themselves or choose from InterviewStream’s database of over 4,500 pre-recorded questions

• Candidates can complete prerecorded interviews at their leisure
Live Interviews

• Up to four people can participate in a single live video interview
• Users can chat, take notes and upload documents during an interview
• With Skype, four people can participate in a video interview at once, but in order to do this you need to upgrade to a paid subscription.

Comment & Share Features

• Rate and critique a pre-recorded or live interview as you are viewing it
• After viewing interviews, you can forward the recorded video with your comments attached via e-mail
• Allows for the inclusion of as many people as possible in the recruiting process