

Video Interview Preparation Guide.





In partnership with Women Industry Leaders [WIL].

In partnership with Women Industry Leaders (WIL), Laney Solutions is proud to offer career resources, guides and eBooks that support the hiring, visibility and advancement for women at every level of their career within the parking industry.

Learn more about Laney Solutions' and recruiting for the parking industry at [LaneySolutions.com](https://www.laneysolutions.com)



A Note From Laney Solutions.

By partnering with WIL, we plan to elevate the hiring, visibility and advancement of women in the parking industry - at every stage of their career.

As the leading expert in recruiting for the parking industry, I've made this a personal mission, and partnering with WIL is a natural step forward to continue educating parking organizations and hiring leaders on the value and equity women bring to the workplace and leadership roles.

Kind regards,



Kathleen Laney
President
Laney Solutions





How To Prepare For A Video Interview.

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.

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 in case you need to stand up for any reason.

Do Your Hair And Makeup.

Whether working from home or remotely, be sure to check your appearance before each video meeting. Double-check your hair/makeup and clothing choices.





Examples:



❌ **Bad Lighting**

❌ **Messy Hair**

❌ **Little Makeup**

❌ **Too Close**



✅ **Good Lighting**

✅ **Hair / Makeup Done**

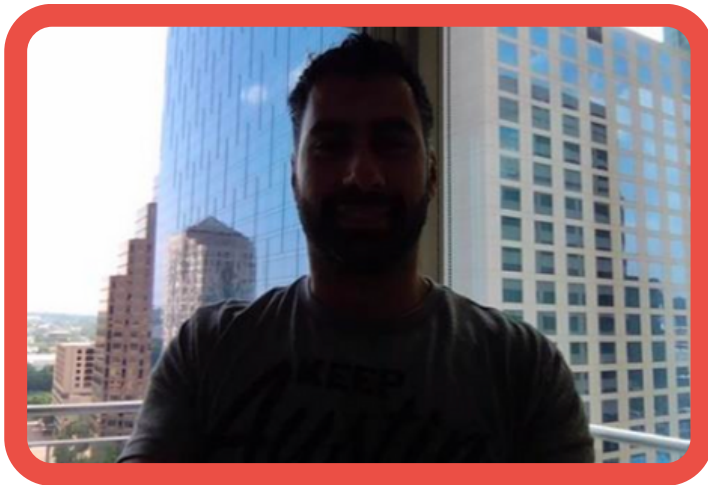
✅ **Professional Attire**

✅ **Good Distance**



Lighting.

Lighting is the key to great video and will make you clearer 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 just want to make sure to have more lighting on your face than on the background.





Noise, Headroom And Space.

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.

Headroom.

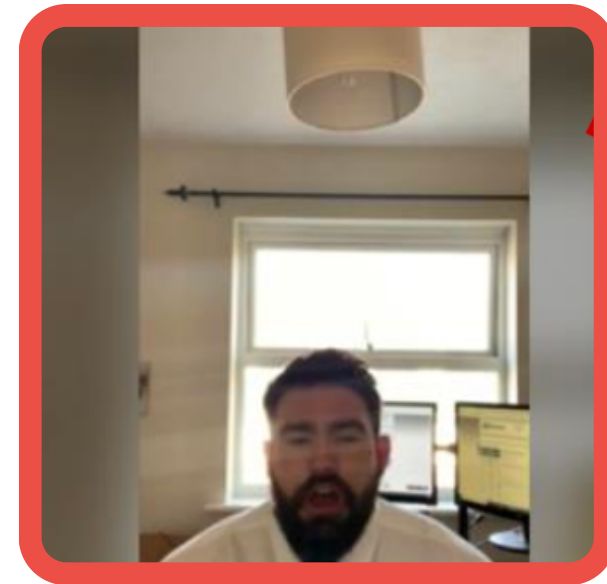
Check your headroom - In the TV world, the space above the top of your head to the top of the video frame is called “headroom.” Too much headroom can be distracting, so here’s a simple way to set up: Once your video is on, put 2 to 3 finger-widths of space at the top of your head to the top of the frame. 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.

Check Your Background.

Be mindful of what’s behind you – you don’t want them seeing something that influences their perception of you – hang a plain old sheet on the wall.



Children In Background



Too Much Headroom





Interview Preparation.

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 interviews the best for the job gets the job!

The interview prep worksheet is designed to specifically help you give the very best interview you can. In order to do that it's important you understand a little bit about 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 one of the first thing that happens is you will start to lose your ability to access your long-term memory (details about things that happen more than 18 months ago). Well right now the most popular style of interview being conducted is a "behavior based" interview – give me examples of what you've done in the past and it's a pretty good indicator of what you're 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 quiet simply won't 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 your thinking – the interviewer is equating that with a lack of real experience and ultimately a failed interview.

This worksheet is designed so that isn't what you're going to experience. Start with the left- hand side of the document. What you want to do first is 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've done that – focus on the right-hand side of the page. Look at each individual 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 accomplishment? 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've written all this down what you have successfully done is now moved all those details that were stored in your long-term memory and put them back in your short memory so use can give better examples faster now during your interview. The result will be you'll give a much better interview. IF you are scheduled for a telephone interview, feel free to have this sheet lying in front of you while you're talking on the phone.





Video Interview Prep Worksheet.

The beautiful thing about being on a video interview is that you can outline your discussion points and examples and keep these on hand off camera to keep you focused and give the right answers.

Reviewing Your Professional Achievements.

Start with your most recent Employer – focus on the issues that will relate to this position.

Company: _____ Position: _____

List your Accomplishments/Achievements List the strategy, implementation, & development while working at this position here: processes you used to bring about these results:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____





Video Interview Prep Worksheet.

Company: _____ Position: _____

List your Accomplishments/Achievements List the strategy, implementation, & development while working at this position here: processes you used to bring about these results:

_____	_____
_____	_____
_____	_____

Company: _____ Position: _____

List your Accomplishments/Achievements List the strategy, implementation, & development while working at this position here: processes you used to bring about these results:

_____	_____
_____	_____
_____	_____



Answering Experience Questions The Right Way.

Answers need to be between 1 – 3 minutes in length. If it's too short no one will believe you, and if you're too long, you'll be considered insensitive and boring. This advice will only work if you've done something comparable. It will backfire if you try to fake it.

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 accomplish the task

R = Results – What were the results of this action

CH = Change – What would you do differently this time because of what you learned

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 team player. If you overuse the word "we" you appear as a follower who is incapable of functioning under their own initiative.



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