

A Guide to help your Team

# Optimize Virtual Hiring

**clarity**

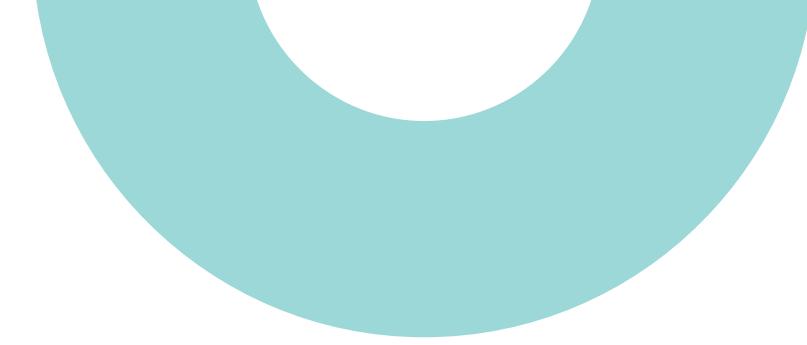


**clarity**

# Optimize Your Hiring Process

**Virtual Hiring is Here to Stay**

- 01    The New Normal
- 02    Key Planning Areas
- 03    Information Gathering
- 04    Logistics + Distribution
- 05    Additional Resources



## Words of Inspiration

"The future depends on what you do in the present."

— Mahatma Gandhi



# The Future is Virtual

## A Brief Introduction

We're deep into a global pandemic and many cannot safely return to their offices. As a result, many will now remain working remotely indefinitely. If you're working from home in talent acquisition, the show must go on! We must adapt to the new normal. For us, this means supporting Teams in their efforts to pivot their hiring processes to virtual experiences. This is a guide to help you optimize your hiring process so that it can be seamless and cohesive while virtual.



# 10%

Amount of workers that  
have returned to their  
offices in NYC in October 2020

# 15%

Amount of workers are  
expected to return to their offices  
by end of 2020 / early 2021

\*\*That's 85-90% of workers tuning in from home  
that previously reported to offices.\*\*

**Source:**

**CEO Partnership for NYC**  
**Survey Date: 10/29/20**



# Key Planning Areas

-1-

## Prepare your Interview Team

You can no longer depend on an office tour to provide candidates quick team intros and a taste of your environment. We'll walk you through information you'll have to collect and prepare to share virtually.

-2-

## Inform your Interview Candidates

Tech tools make video interviews easier than ever, but without careful planning and execution, schedules can get hairy and transitions can get messy. The right logistics and a clear information distribution plan can solve for any obstacles.

# Types of Information You Will Need to Gather:

## Tangible

When referring to tangible information, we're talking about facts that can easily be gathered and shared to communicate job details, process notes, and facts about your business and brand.

## Intangible

The intangibles are more about "vibes" and feelings that are more complex to communicate virtually - since you can't simply show them around. It's your job to find new ways to share this.



# Tangible Information Checklist pt 1

## Approved Budget

Securing approval for both the position and the proposed salary before recruitment begins can save you a lot of trouble after you've found the right candidates. Top candidates usually have multiple job offers, so make sure expectations are managed early on so you can build and deliver a competitive offer in a timely manner.

## Benefits/Policies

- Candidates look to these "total package" components as potential make-or-break situations more often than you think. Virtually, "office perks" don't matter, so secure what does:
- Work from home policies
  - Benefits / Insurance Offerings
  - 401K/Profit Sharing/Equity

## Covid/Safety Info

When will a return to office happen? Is it required, encouraged, or left up to the discretion of the employee? Make sure you've established a concrete plan around these issues including safety measures your company is taking. Candidates will be asking about them, so make sure you have a plan ready.

# Tangible Information Checklist pt 2

## Job Description

Not only does the candidate find it valuable in order to qualify themselves for the job, but key players interviewing from your own firm will find it helpful for reference as well. Make sure it is updated to reflect any recent changes to the position and where the role sits in your company.

## Bios/Background

Collect bios and background information for anyone candidates will meet and/or report into. Include an org chart if possible. This helps candidates know reporting structures, possibilities of mentorship, and also who rolls into their role in this structure. This guidance helps a lot.

## Company Content

Share your mission, values, recent press releases and/or marketing videos. Ideal candidates do their own research, but in order to create an optimal candidate experience, it's now on you to facilitate candidates' ability to imagine what it's like working at your company. Create the best virtual experience you can!



# Intangible Information

## Mission / Values

They may be written on a website, but HOW are they lived and integrated into life at your company? Think about how your company lives our their values - even in a virtual setting. Share examples... encourage interviewers to tell stories!

## Perks

Fancy snack bars, swanky offices, and travel opportunities are all on pause, so get creative! Have you considered substituting "office perks" with anything new during the pandemic? Additional "mental health" days or PTO to volunteer are a few easy ideas.

## Culture

You can no longer rely on physical experiences and spontaneous conversations in the halls to convey culture. Share examples of Team cohesion in virtual settings to paint a picture of your culture and how it has adapted to virtual work life.

## Virtual Vibe

Explain how communication works virtually. What tools does your Team rely on? Do you host social events to maintain good humor and connectivity? Are virtual events and professional development opportunities available? Be prepared to share what it's like.



# "Company Culture"

## How has yours evolved virtually?

At Clarity, Culture is a lens through which we see the world, and it's how our values come to life. It's a collective view that success is more about **adding value** than fitting in, and that **actions speak louder than words**. This still matters virtually.

When recruiting, we consider the term “culture fit” to be limiting. In our business, our passion lies in building better Teams through candidate placements that add value through the diverse perspectives and experiences they offer.

**What is culture to you?  
How do you define it, and how do you live it?**

We recommend you think about it, and find new ways to redefine it for our newly virtual world. We can't lean on physical experiences like we used to. Now is the time to be descriptive, use examples, and tell stories during your interview process to meaningfully convey your company culture.



## An Exercise: It's been a minute!

You are setting the tone as you shepherd candidates from Zoom to Zoom. If you're feeling disconnected from what it feels like to be in your office this might help.

Take out a pen and paper and jot down some thoughts or adjectives in response to the following prompts. Let these help you channel the core energy of your Team so it's top of mind even while meeting candidates virtually.

**There are no wrong answers!**

How were you welcomed to the Team on your first day?

How does your Team celebrate big wins together?

What was the last Team outing you went on?

Do kids or pets ever visit?

How does it feel to walk into your office?

What are All Hands Meetings like?

What do you miss most about your office and why?

# **Consider your Virtual Candidate Experience - It matters!**

"We can't stress this enough - Don't compromise on candidate interview experience just because it's virtual. Talent Acquisition leaders must put the onus on themselves to advocate for streamlined processes and take initiative to improve them. Remember, 100% virtual hiring is new for most companies, and it's not always easy.

Pay attention to those 'Ah Ha' moments while considering virtual experiences. If you have new ideas to add to your interview process, or new virtual "perks" you can see fitting into your culture, advocate for them. Present ideas to leadership in the name of adapting and improving.

In our experience, top talent typically has multiple job offers to choose from, so do the work to make your 'total package' shine from the moment you let people out of the Zoom waiting room. The time is now for HR Professionals to impact change and create new best practices for recruitment without sacrificing candidate experience."

**-Moira Dorst,  
CEO of Clarity**

**99**

# Digital Distribution Plan: Interview Candidates

**Ensure all candidates invited to an interview are  
prepped and ready**



## Collect

Collect your tangible info bits and save them in a Dropbox or Google-drive folder so they're easily accessible and you can share necessary pieces with your interview candidates.



## Prepare

Prep a logistics email or jump on a call to explain the interview process. This should include who candidates will meet with, when they will meet, and how they will meet virtually.



## Streamline

Set the tone for candidate experience by communicating that you'll be on standby during interviews. Make it clear to them you're available to help with any technical difficulties.



## Share

Follow up with an email to interview candidates outlining what you've described in order to be extra certain meetings are set to run smoothly.

# Digital Distribution Plan: Internal Interview Team

**Make sure your Team is in sync and knows what to expect**



**Collect**



**Streamline**



**Prepare**



**Share**

Before you even begin interviewing, establish an outline for your internal interview Team that details all of the interviewers, the order in which they'll meet candidates, the proposed length of each meeting, and the method each will use. If one interviewer prefers Microsoft Teams and the rest prefer Zoom, that will be helpful to know early in. Avail yourself to accommodate should technical difficulty arise for anyone.

Share these “Interview Logistics” with your Team, so if a candidate has questions about what’s coming next, each interviewer is prepared to reiterate the process, or direct them back to you, so you can facilitate connection to the next meeting.

# Make it Seamless

Ensuring your Interview Team has all the details they need not only helps the process run smoothly, it optimizes virtual candidate experience which is equally important when hiring.

## Define Digital Locations

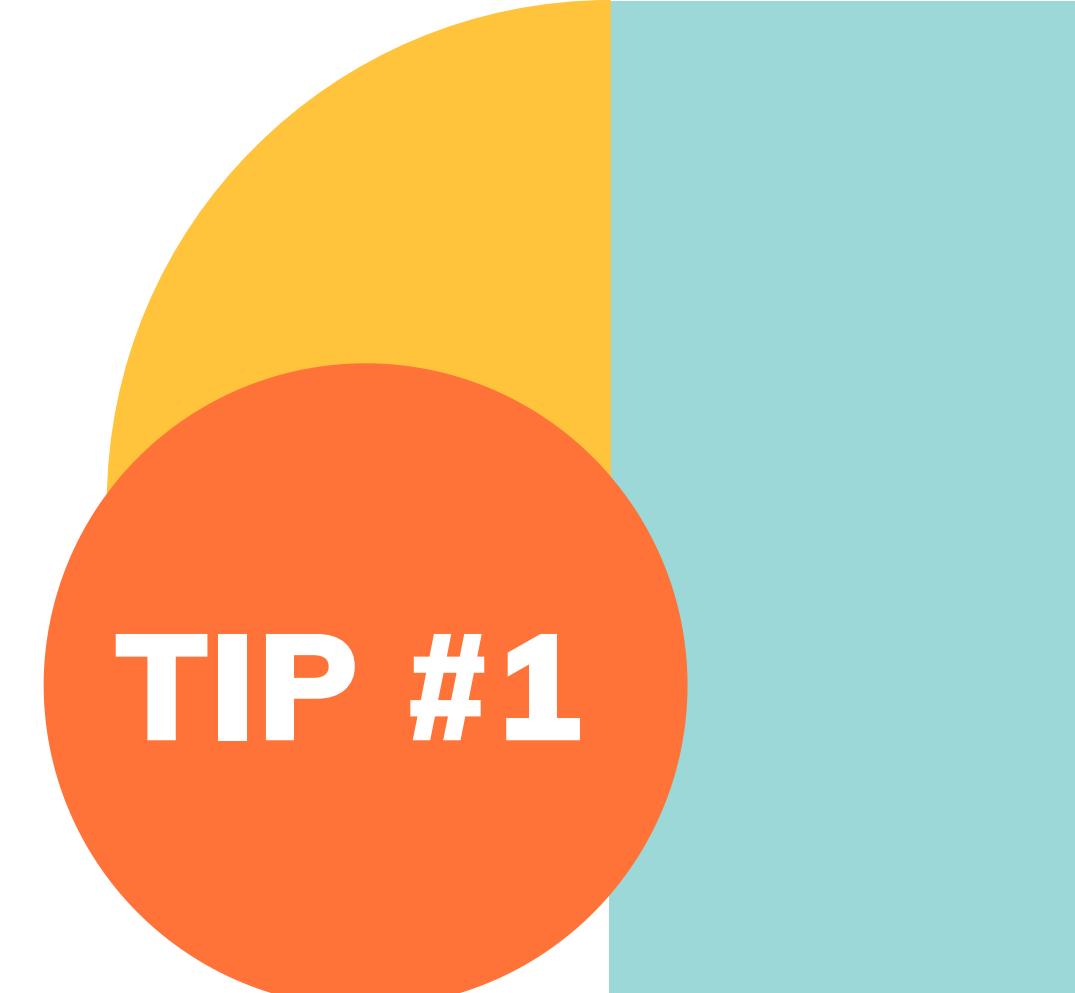
Will this be over Zoom? Google Hangouts? Facetime? A combo? Explicitly state this and include all links in your invitations so everyone has the details in their calendar. In your email that you'll send to all internal interviewers, remind them to check their microphones and technology, and to create a distraction-free interview space at home.

## Own the Flow

Consider yourself the sheppard of the process as you guide a candidate through their interviews and get them connected to meetings. Much like you'd make sure a room is clean before bringing interviewers in at your office, make sure you have access to all digital spaces and that all links work! Be there, virtually standing by, in case someone is running late so you can let the candidate know.

## Prep your spaces

Many of us now have "zoom zones" in our homes to ensure a clutter free background. If you don't have a space set for an interview, now is the time to create one, and make sure your Teammates do too. Let's also be honest... things happen! If something unusual happens on someone's backdrop, give grace and try to move on without allowing it to be too big of a distraction. It happens to the best of us!



**TIP #1**

## **How to gather feedback virtually**

"I'll pop by after the interviews to discuss" is a phrase of the past. Treat the feedback loop like an interview, and get it scheduled. Book time to debrief on interviewer calendars early on, even before interviews take place. No one likes herding cats - especially when you can't physically chase them down!



**TIP #2**

# Ask for help!

If your business is looking for a Team of professionals that values diversity and is passionate about easing the recruitment burden for you, let's become partners.

Never used an agency before?

Need help convincing Leadership to  
make the investment in agency support?

We can help you make the case.

Reach out:

[info@claritystaffing.com](mailto:info@claritystaffing.com)

**TIP #3**

Learn more about us:  
[www.clarityrecruiting.com](http://www.clarityrecruiting.com)

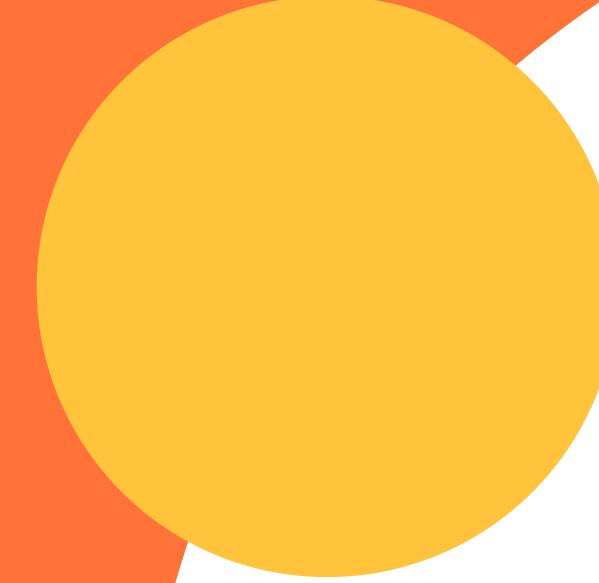


**clarity**

# Next Steps

**Here's where to begin to optimize your virtual recruiting process:**

- Collect your materials and share accordingly
- Build and distribute an interview + offer timeline
- Re-imagine and adapt your company culture
- Amplify and add to your candidate experience
- Get the help you need from Clarity!



The future of hiring is virtual,  
and we're here to help.

Clarity Recruiting  
8 West 38th Street  
New York, NY  
10018

[info@claritystaffing.com](mailto:info@claritystaffing.com)  
[www.clarityrecruiting.com](http://www.clarityrecruiting.com)

**Thank you**

PREPARED BY  
CLARITY COMMUNICATIONS TEAM