

# **How to **WIN**** **Executive Video Interviews** — in the **Hidden Job Market**



*"The book brilliantly fills a gap in the market."*  
Hermann Scherer, Germany's No. 1 Speaker Trainer

**Rainer Maria Morita**  
International Bestseller Author

## **Chapter 3 Cheat Sheet**

### **CHEAT SHEET ON TECHNICAL CHOICES**

This is a list of actions to elevate your technical choices for optimal video interview performance:

1. Prepare several “No Audio Sheets”
2. Do a trial run of your video application software, hardware, and the entire system
3. After your trial, do not make further changes to your setup
4. Position and properly fix an external web camera
5. Adjust the lighting to the best of your ability
6. Ensure you have a strong internet connection
7. Optimize your virtual background in case you do not want to use your real background
8. Update your username, screen name, and profile photo
9. Double check your password and leave it readily available for the interview

## **Chapter 4 Cheat Sheet**

### **CHEAT SHEET ON VIDEO INTERVIEW SETTING**

This is a list of actions to improve your video interview setting for optimal video interview performance:

1. Carefully consider the messaging you are sending with your background—be it real or virtual
2. Check to ensure your lighting conditions are optimal and add/adjust light sources as needed
3. Think through the positioning of the sun and how it will affect your lighting
4. Determine how you will replicate or alter your video interview set up while away from your desk
5. Have you heard people complimenting you on your background? If so, why? If not, why not?
6. What did other people tell you about your background, be it real, virtual, or blurred?
7. Now that you have selected the right video technology and system, have you created an appropriate video interview setting reflecting your image and style?
8. Have you created optimal lighting conditions?

9. Can you assure optimal lighting conditions regardless of natural lighting limitations?
10. Can you easily replicate your chosen video interview setting on a business trip?
11. Did you add a telephone number to revert to in case of technical issues with video?

## **Chapter 5 Cheat Sheet**

### **CHEAT SHEET ON INTERVIEW PERFORMANCE**

This is a list of actions to optimize your interview performance in video interviews:

1. Do you understand that interview decisions are based on the interviewer's perception?
2. Are you aware that interviewers often have a bias which is shaping their questions and interview decisions?
3. Did you get feedback from others on your body posture?
4. Did you record yourself?
5. Are you looking into the camera to maintain eye contact?
6. How is your voice coming across in a video call?
7. Are your interview stories less than 2 minutes?

## **Chapter 6 Cheat Sheet**

### **CHEAT SHEET ON AUTHENTICITY**

This is a list of actions to improve your authenticity for optimal video interview performance:

1. Do you have a professional vision for yourself?
2. Is your video setting authentic?
3. Do you look authentic?
4. Do you know your career or life purpose? Can you explain your purpose and how it relates to the hidden job opportunity that you are aiming for?
5. Are you yourself?
6. What are your main messages for the interview? Are they in line with your identity and authentic self?

## **Chapter 7 Cheat Sheet**

### **CHEAT SHEET ON PASSION**

This is a list of actions to improve your passion for optimal video interview performance:

1. How do you convey your passion about the company you are interviewing with?
2. Do you have compelling questions that indicate you are passionate about the job opportunity and the topics you are talking about?
3. Are you authentic in video interviews?
4. Do you have a way to say how passionate you are about the company, its brands, and/or its leaders?
5. Are you speaking with passion? Does your voice sound passionate?