



TALENT ATTRACTION VIDEO INTERVIEW QUESTIONS

Find and replace “X” with your company’s name. These questions can and should be tailored to your specific values, technology, and industry so that you’re providing the most insight and value to the potential candidate as possible.

There should be some overlap in these questions. Asking different questions that lead to similar answers will force the interviewee to think through the question in a new way, often leading to better responses the second time around.

Talent Attraction Questions:

- Why did you join X and why have you stayed?
- What is something people may not know about working at X?
- Let's pretend I'm your friend who is interested in working at X. Why would you recommend working here?
- How has X helped you grow and develop your career?
- What is your favorite aspect of X's culture?
- Talk about the impact that X's product or service has on its customers.
- How is X different from other companies you've worked for in the past?
- How does X empower you to bring your whole self to work?
- What kind of people excel here at X?
- What is the most rewarding part of your job?

BONUS – Engineering Teams:

- Talk about the technical work that X is doing and why people should care about it.
- What technical challenges are you excited about solving when you come to work?
- What impact is the engineering team having on X right now?
- What is the engineering culture like at X?
- How is working at X helping you become a better engineer?