

Interview techniques for the Zoom age

MARK FREEBAIRN

Business and Management Faculty



ICAEW KNOW-HOW BUSINESS AND MANAGEMENT FACULTY

CORONAVIRUS MEMBERSHIP LEARN CAREERS ACA STUDENTS RESOURCES COMMUNITIES INSIGHTS REGULATION

Business and management

This section brings together the most up-to-date thought leadership, technical resources and professional guidance for ICAEW members in business. It also includes the more specialist information provided by ICAEW's Business and Management Faculty.



Need to know

Business and Management Faculty
The faculty provides a mix of technical and soft skill resources to help members meet their CPD requirements and keep abreast of the changing world of business. Resources include our monthly magazine, special reports, quarterly briefings, as well as our popular webinar and events programme.

Coronavirus (COVID-19) hub
Coronavirus is not just a world health emergency; it is an economic one too. The economic impacts are plain to see and emergency provisions are being made worldwide in an attempt to support individuals, business and anyone who advises them. ICAEW is monitoring the situation closely and collating resources as conditions unfold.

Core Accounting and Tax Service (Bloomsbury)
From May to October 2020 members in business have free trial access to Bloomsbury Professional's comprehensive online library, comprising over 60 titles from leading commercial law, tax and accounting subject matter experts.

ICAEW KNOW-HOW BUSINESS AND MANAGEMENT FACULTY

Commercial insight



EXPANDING THE CFO'S HORIZONS

SPECIAL REPORT
SEPTEMBER 2020

ICAEW

Tourism in the UK - post covid



How UK tourism should respond to lockdown lifting.

[Read article](#)

Articles

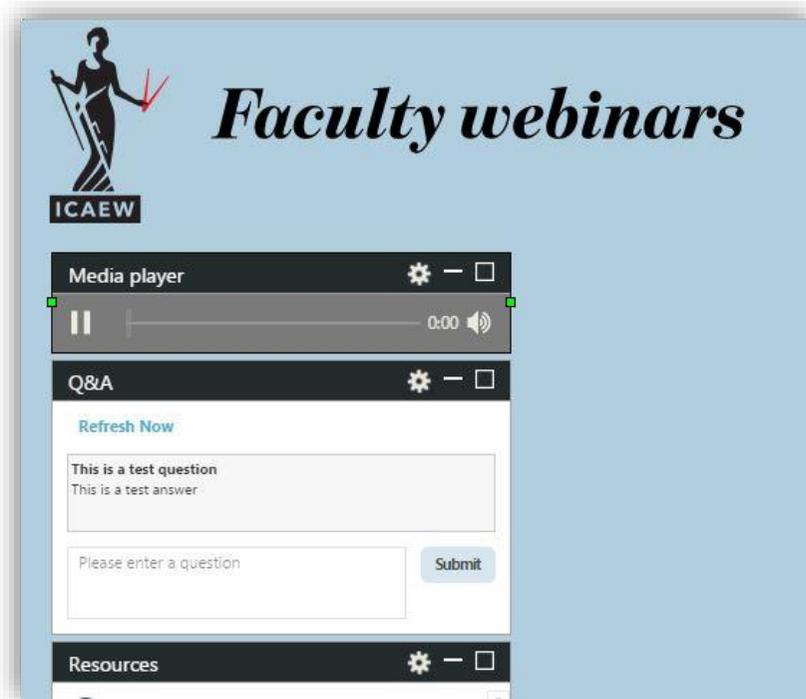
- > What is a post furlough world?
- > The future of agriculture
- > How to communicate better

Resources

- > PDF of July/August magazine
- > July/August technical update
- > View our past webinar recordings

[icaew.com/bam](https://www.icaew.com/bam)

Ask a question or download resources



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Today's presenter



Mark Freebairn

ICAEW Webinar

Tuesday 10th November 2020



ODGERS BERNDTSON

About Odgers

For over 50 years, Odgers Berndtson has helped some of the world's biggest and best organisations find the senior talent to drive their agendas.

We deliver executive search, assessment and development to businesses and organisations varying in size, structure and maturity. We do that across over 50 sectors, whether commercial, public or not-for-profit and draw on the experience of more than 250 Partners and their teams in 30 countries.

Odgers Berndtson's strength lies in the partnerships we develop. We form strong relationships with talented people, clients seeking to find them, and between our own teams who connect them together. It is because of our deep, non-transactional and lasting partnerships, that our clients can acquire, develop and retain their strongest leaders.





Mark Freebairn

Mark Freebairn is a Partner and Head of the Financial Management Practice of Odgers Berndtson, based in London. The Financial Management Practice appoints Finance Directors and CFOs across all sectors in a range of businesses, both public and private, and is a leader in its market niche.

Mark is also a member of the Board & CEO Practice and is involved with searches for non-executive directorships when the requirement is to appoint a candidate with senior finance experience.

Accountancy Age wrote about Mark: 'If you want a job as a top FD in the UK this may just be the man to deal with. Widely regarded as perhaps the most influential man in his sector, Freebairn knows everyone and their business. When it comes to contacts, there are few who can rival'.

Mark was a Non-Executive Director on the Board of Global Data Plc, giving him insight into the inner workings of a Plc Board, which is of immense value to his role recruiting FDs and NEDs.





Areas to discuss

1. Preparation
2. General Interview Advice
3. Things to think about interviewing in the new normal

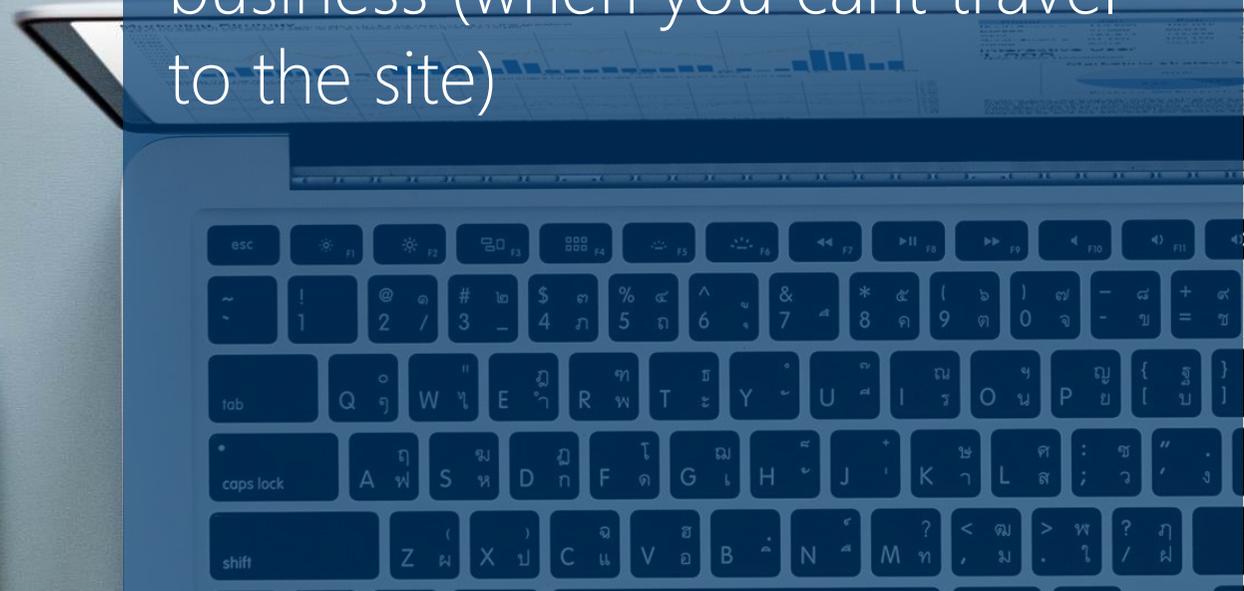
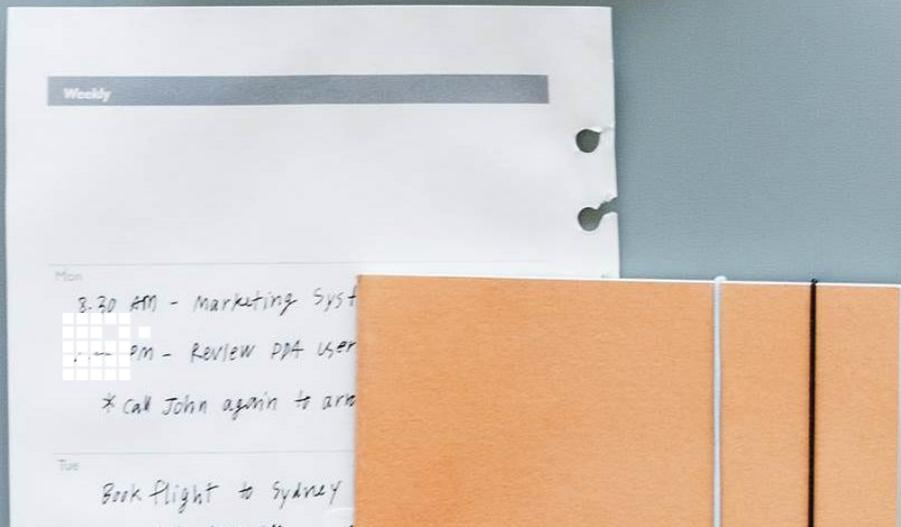
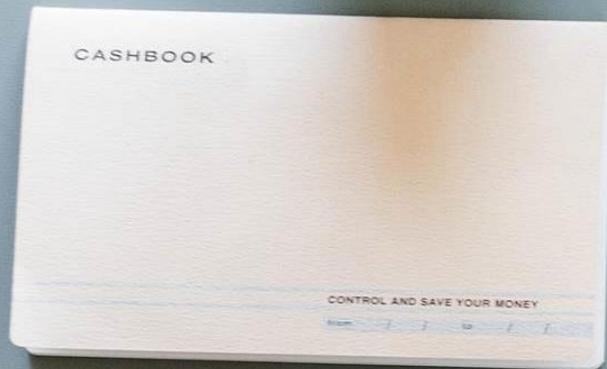


Preparation

1. CV

2. Experience assessment v role

3. Broader understanding of business (when you cant travel to the site)





General Interview Advice

1. Write CV in way you want to be interviewed
2. Don't let interview stop until you have demonstrated all experience relevant to role – lead if necessary
3. Three examples of each area

A photograph of four business professionals (two men and two women) sitting around a table in a meeting. They are dressed in business attire (shirts and ties). The image is partially obscured by a blue overlay on the right side, which contains text. The background is a bright, modern office setting.

Things to think about in the new normal

1. Dress code and backgrounds
2. How to develop virtual chemistry (reference points)
3. What to do if your partner/child/pet walks in
4. Virtual process verses when you meet in a process
5. Stay calm – its odd for them as it is for you (eye contact etc)



Thank you for attending

Contact the Business & Management Faculty

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Upcoming BAM webinars and events

icaew.com/bamevents

