

Nail Your Application Video: Step-by-Step Tips

Edited transcript from Luke Szkudlarek, Founding Partner at what.

Hi everyone, Luke Szkudlarek here. I'm the founding partner at what.

In this short video, I'd like to help you create a stronger application video to support your job application.

Why do we ask for a video?

At what, we operate as a lean organisation. That means we streamline internal processes, including recruitment, so we can move more quickly through screening and interviews. By submitting a short video, you're helping us, and yourself, move through the process more efficiently.

What are we looking for in your video?

1. **Communication skills**

We want to see how clearly you express your thoughts. Can you present ideas in a structured way? Can you explain complex topics in simple terms?

2. **Your personality**

We'd like to get a sense of your energy, confidence, and perhaps your sense of humour. It helps us assess how you might fit within our culture.

3. **Your creativity**

For some roles, creativity is especially important. We're interested in seeing how you approach a creative task like this and how you use modern tools to produce a short, engaging video.

Quick tips to create your 3-minute video:

1. **Plan, but don't script**

Like I've done here, jot down the key points you want to cover, but don't memorise your lines. It's faster, feels more natural, and gives us a better sense of who you really are.

2. **Structure your video**

Here's a simple outline you can follow:

- **Intro (30 seconds):** Say your name, the role you're applying for, and give us a short hook to keep us engaged.

- **Experience (1–1.5 minutes):** Highlight two or three achievements or skills that are relevant to the role.
 - **Cultural fit (45 seconds):** Tell us why you're a strong match for what. Why do you want to work with us? What about us appeals to you?
3. **Stick to the time limit**
We ask for a three-minute video. Keeping within that shows you've read the instructions and can follow guidelines—something we really value in our work.
 4. **Let your personality come through**
Smile, look at the camera, be enthusiastic. We want to get a genuine impression of who you are.
 5. **Don't worry about fancy equipment**
We're not expecting high-end production: just make sure we can see and hear you clearly. Especially if you're applying for a remote role, this gives us a feel for your working setup.
 6. **Practise a couple of times**
I recorded this a few times before settling on a version I was happy with. Don't aim for perfection, just aim for clarity and authenticity.
 7. **End with impact**
Finish your video with a short, memorable remark or takeaway. If there's one thing I'd like you to remember, it's this: be authentic. We want to get a feel for who you are before we even meet.

Thanks for taking the time to watch this video and prepare your application. Following these tips really helps us and helps you move forward in the process more smoothly.

I look forward to seeing your video and hopefully speaking with you soon.