



**Senate Finance Committee
Sub. H.B. 110 Interested Party Testimony
Josh Demidovich, CEO
June 3, 2021**

Chairman Dolan, Vice Chair Gavarone, Ranking Member Sykes, and members of the Senate Finance Committee, thank you for the opportunity to submit comments regarding Sub. H.B. 110. My name is Josh Demidovich and I serve as the CEO of Improving Interviews. Based in Westerville, Improving Interviews' mission is to focus on, and enhance, the most overlooked component of the employment process - the interview.

For too long, the interview process has been siloed; the interviewer may review a bit about the candidate beforehand and the candidate will do their own prep, often based on standardized methodologies that don't allow them to put their best foot forward. Improving Interviews' model tilts this standardized way of doing things on its head by preparing the candidate with information that intentionally puts them in a position to succeed. According to available data, at least 73% of candidates for interviews say their potential employer did nothing to prepare them for their interview. So while employers will interview someone based on their qualifications on paper, little is being done to ensure the candidate has the necessary preparation to do well in the interview and ultimately get selected for the job.

Our solution supplies the candidate with information, via an electronic packet, about the company or organization they are applying to, information about the person who will be conducting the interview and their role, and other helpful tips and preparatory information based on years of experience in the staffing industry.

Upon completion of the interview, the candidate will automatically receive a customizable survey intended to collect feedback data on the interview itself. For instance, a candidate may be asked if the interviewer asked questions related to the job they posted or if there were questions asked that weren't part of the job description, if they were asked about upskilling opportunities via TechCred, or other pertinent info. This data can be used by the company to improve their overall interview process, thereby hiring more efficiently.

Our technology has proven to be effective; we have seen up to a 65% increase in hiring from current industry statistics among those who have utilized our solution. Now, we want to assist the state in its re-employment efforts.

Our proposal is to implement a workforce pilot program, through the Department of Development, that would grant the Department the ability to identify an area of the state in most need of re-employment efforts. After selecting a vendor through the state's RFP process, private companies could participate in the pilot program and have the ability to utilize an interview prep solution, and in turn the state would have access to the interview feedback data to supply the rest of the Ohio business community with information about current candidate sentiment regarding the corporate interview process. On average, there are three to five interviews per hire. This means we are missing out on three to five times the data that could help improve the state's hiring ecosystem. This data is more valuable than ever, as employers struggle to fill open jobs.

While we agree that COVID-19 related unemployment benefits is one piece of that puzzle, it does not account for the whole picture. Many Ohioans who lost their jobs due to COVID-19 have not interviewed in years or decades and in many cases, weren't strong interviewers previously. As we all endeavor for more economic prosperity, we must ensure that these job-seekers are not left in the shadows.

Thank you and I would be happy to answer any questions you may have.