Video Cover Letter FAQs

BCG BOSTON CONSULTING GROUP

The basics

What is a video cover letter?

A video cover letter helps you add a personal touch to your BCG application, which allows us to learn more about you. BCG will display a few questions on the screen, to which you will respond one at a time via video. The questions are created by BCG and all applicants will answer the same questions.

Learn more about video cover letters and the Spark Hire video platform here.

How will my submission be used?

The video cover letter is just one of several elements of our overall candidate evaluation process, and your submission will be considered alongside the other components of your application. BCG will <u>not</u> make any interview or hiring decisions based solely on your video cover letter.

What IT requirements must I meet to complete the video cover letter?

A webcam is required to complete the video cover letter. We recommend using a laptop or desktop computer for the interview, to ensure the best video quality. If you do not have access to a computer or webcam, iOS (iPhone, iPad) and Android devices are compatible. A strong Wi-Fi connection will help ensure that you do not run into technical difficulties.

Completing the video cover letter

When and how will I complete the video cover letter?

For applications submitted for our campus deadlines, you will be asked to complete a Spark hire video cover letter. An email invitation to the video cover letter will be sent on a rolling basis leading up to the deadline. A final email will be sent the day after the deadline. You will have until the posted deadline to complete your video cover letter.

You will receive a link via email. Once you click that link, the Spark Hire video platform will open in your web browser. First, you will be asked to grant Spark Hire permission to access your webcam and microphone. Then you'll be invited to watch a welcome video and in-depth tutorial, and to complete a practice video question. When you indicate you're ready to start your BCG video cover letter, the first question will appear on the screen.

The video cover letter will <u>not</u> be in the case interview format. Instead, we'll ask you a few questions about experiences you've had and goals you're pursuing to help us get to know you better.

The video cover letter process, including set-up and tutorials, should take no more than 45 minutes. You will have the option to pause the video after each question and come back to it later. You will need to complete all the questions by the **designated due date (provided with the video cover letter prompt)** to complete your application. If you are in the middle of completing your video cover letter, and the deadline hits, your video will be deemed incomplete. You must submit your completed video BEFORE the deadline hits.

We strongly recommend starting the video cover letter at least 5 hours before the deadline, in case you run into technical difficulties and need IT support.

Tips and support

What are some tips for my video cover letter?
- Select a quiet and tidy location with a strong Wi-Fi connection – technical difficulties may result from a weak Wi-Fi connection
- Remove all distractions—don't let pets or roommates interrupt
- Speak loudly and clearly, test your microphone to ensure it picks up your voice
- Remember this is a professional video cover letter. Wear business appropriate attire, make eye contact with the camera, and ensure there are no items in the background that might cause glare (like windows or mirrors) or other distractions
- And of course, be yourself! We want to get to know YOU

How do I request an accommodation for the video cover letter?
If you require special assistance in order to complete the video cover letter, please reach out to ADC recruiting at adcrecruiting@bcg.com and we will help accommodate your needs.

What happens if I have a technical issue while conducting the video cover letter?
Technical support is available 24/7 while you are completing the video cover letter through a request form available in the Spark Hire platform.

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