

The Crawford ADVANTAGE

April 2020

The Art of Interviewing

Mario Delorme | fire and explosion investigator, Origin and Cause Inc.

An interview, at its core, is a search for answers. What happened? How did it happen? Where? When? Who was involved? The answers to these questions can help reveal important details related to an accident or criminal act, but the amount of information you get, and quality of that information, can vary greatly based on the skill of the interviewer.

Successful interviewing has come a long way from the basic question and answer format. In fact, the methodology and thought process used in an interview has changed dramatically with the development of the cognitive interview. A cognitive interview reliably enhances the process of memory retrieval, and has been found to elicit memories, providing interviewers with more information – in greater detail – from eyewitnesses.

There are several techniques used in cognitive interviewing, but its main purpose is to create mental activity in a “pure version” format



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In This Issue

Welcome to The Crawford ADVANTAGE, a newsletter exclusively for job seekers and clients in the Crawford community. In this issue we feature:

- Learning Opportunities, page 3
- Referral Program, page 4
- Job Opportunities, page 5
- COVID-19 Update, page 6
- Blood donations, page 6





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in order to obtain as much information as possible. When done properly, it avoids leading questions that can seriously jeopardize the validity of a statement, and increases the number of correct details gathered from a witness.

Building Rapport

When performing a cognitive interview, it's important to first develop rapport with the witness. Situations that require an interview are often the result of a traumatic, or even tragic event in someone's life. The witness may have lost property, sustained injuries or even lost a loved one. Developing rapport can help relieve anxiety, which may otherwise distract them. Rapport can be based on a shared hobby, talking about children, pets, and so on. Really, it's a matter of making them feel comfortable, opening the doors for communication, and treating them as a person who has undergone a traumatic experience, rather than evidence in an investigation.

Mind Body Language

It is incredibly important to show the person that you're interested and engaged by making eye contact and providing feedback, either with a smile or a follow-up question. Your body language can give them an idea of how comfortable – or confident – you are with the situation. This can be key to building mutual confidence leading up to the interview.

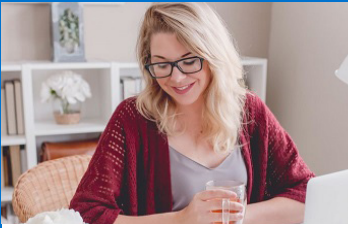
The other person's body language is equally important. A sudden change in demeanour may indicate that they've become upset. Crossing their arms over their chest, clenching their fists, a change in their skin complexion or in the tone of their voice may be signs that your interview has taken a turn. Emotions are also strongly expressed in people's eyes, and you may be able to judge whether these emotions are appropriate to the event that just occurred. However, it's important to understand that all people react differently to a situation, and that the reaction you're seeing may be normal for them.

Cognitive Interview

Once you've built rapport, it's time to take a statement using a basic cognitive interview technique involving context reinstatement. Have the interviewee form a mental picture of the environment where the event took place. Next, have them revisit their own mental state at that time. Finally, ask them to describe the event in detail.

If the incident was very traumatic, you may want the interviewee to begin sometime before the event. If you are attending a fire scene that started at 11 a.m., have them start from the time they woke up, when they were in a calmer state of mind. Additionally, earlier details they remember can be as important as anything observed during the actual fire. For example, if they used any appliances that morning. A coffee maker, stove, or curling iron are all potential ignition sources.

Learning Opportunities



20 Tips for working from home



How to beat anxiety and get more job offers



This is what your resume should look like in 2020



7 mental hacks to be more confident in yourself

Allow the witness to control the flow of information and the pace of the interview. Encourage them to report everything they can remember, no matter how insignificant it may seem, regardless of when it took place chronologically, and even if it contradicts an earlier statement. Witnesses often withhold information – not because they’re trying to hide something, but because they don’t know what’s relevant to an investigation.

Refrain from interrupting the witness. The open-ended narration will result in a more complete recollection and give you time to develop follow-up questions.

Follow-up Questions

Don’t waste all of your hard work by asking leading questions. These can create fabricated memories and may also reveal too much of what you already know. For example, if you ask, “were you cut off by the man in the red Ford Mustang?” You could also lay a blueprint for lying by providing a potential answer: “Were you at a friend’s house when this happened?”

When it comes to asking questions, after having gone through the context reinstatement, there are a couple of big “no-no’s” that you should be careful to avoid. First, keep the questions to what has not been answered in the statement. Asking questions about information that has already been provided will only frustrate the witness and make them think you weren’t listening. Second, be prepared, and have clear, open-ended questions that require the witness to elaborate. Once the interview is finished, thank the witness for their help and encourage them to contact you if they remember anything else.

Conducting a witness interview and extracting information is by no means an easy task. Every interview is different, depending on the witness and the circumstances, so it’s vitally important to come prepared to take a statement, and have a consistent methodology to ensure the accurate reporting of facts and a maximum extraction of data in that first sitting.

Building rapport, focusing on body language, using the context reinstatement method, and going at the pace of the witness are fundamental methods used by the pros that you can count on when speaking with insureds or claimants in any scenario. This methodology is designed to enable the interviewee, while empowering the interviewer by providing the widest range of information documented for their investigation.

To download the article go to [Origin and Cause](#).



Introducing the Crawford Workforce ADVANTAGE REFERRAL PROGRAM

Crawford Workforce ADVANTAGE is successful because of our pool of qualified insurance professionals from across Canada. Many of the best professionals are referred to us. In recognition of the time you take to refer new candidates, we want to thank-you with a \$250 CAD Visa gift card.

To refer a candidate and get rewarded, follow these three simple steps:

You refer



Email us your friend's resume

They work



They complete a 3-month contract with Crawford Workforce ADVANTAGE

You Earn



You receive a \$250 CAD Visa gift card

Please note that:

- Gift cards will be issued on a quarterly basis
- All candidates will be evaluated for employment consistent with company policies and procedures
- All information regarding the hiring decision will remain strictly confidential
- The person who makes the referral must agree to have his/her name used when Workforce ADVANTAGE contacts the referred person.
- If the referred candidate is already in the Crawford Workforce ADVANTAGE database the referrer is not eligible for the gift card.

See our short [video overview](#) or, for full program details, email WorkforceAdvantage@crowco.ca

Job Opportunities

Crawford Workforce
ADVANTAGE is growing!

We are recruiting for all
levels of experience and
all lines of business.

Accident & Health Adjudicator
(Mississauga or Hamilton,
Ontario)

CAT Adjuster (international)

Commercial Property Adjuster
(across Canada)

Automobile Physical Damage
Adjuster (across Canada)

Accident Benefits Adjuster
(Toronto area)

General Liability Adjuster
(Toronto area)

Workers' Compensation
Consultant (Mississauga or
London, Ontario)

Bilingual adjuster (Quebec
and across Canada)

Apply at WorkforceAdvantage@crawco.ca

TESTIMONIAL : **Linda Roberts**



Most of the claims I was handling in my first week were related to the hail claims from the storm of January 20. As another Canadian adjuster has arrived he has taken over those and I am now handling "Business As Usual" claims.

In Canberra the insureds are absolutely wonderful, friendly people, most of whom tell me they know they are lucky because their damages are so minor compared to some who have lost everything they own from the bush fires. The territory for this office is massive so I could be travelling 3+ hours one way to see the claim but the drive is relaxing (considering they drive on the opposite side of the road here) and the scenery so far has been stunning.

I am heading to Bega and Moruya on the coast this weekend and again next week and will have an opportunity to see the damage caused by the bush fires. While I am not adjusting any fire claims, it's an opportunity to support the local communities by staying overnight and spending my day off shopping in their stores and enjoying their restaurants. The Australians are amazing, resilient and very welcoming people! I'm so glad that I came.



Coronavirus Update

We are continuing to monitor the COVID-19 situation and the impact it may have on our workforce. First and foremost, our goal is to protect the health and safety of our employees and customers as our mission is to Restore and enhance lives, businesses and communities.

Crawford Workforce ADVANTAGE staff are in a unique situation because they are an employee of Crawford & Company but they may work at a client location. We are asking staff to abide by whatever corporate measures the client puts in place and to also respect Crawford guidelines.

If you have questions regarding the COVID-19 pandemic and what it means for you, please feel free to email WorkforceAdvantage@crawco.ca.

My blood donation experience : Paul Hancock

Paul Hancock | vice-president GTS, Crawford & Company (Canada) Inc.

In 2019 along came Devon – a consistent and motivated blood donor, who tried to convince me that donating was not that difficult and he promised it would not hurt. He was persistent, able to find a gap in my calendar, he blocked out time to go and we went together the first time on August 12, 2019.

The location was a five minute walk from our Crawford office at 55 University Avenue in Toronto. There was no wait and just a few forms to complete. Next Canadian blood services gives you a snack and water along with a sticker that said you were a first timer and to be gentle. It did not hurt, the nurses were great and it took about 30 to 40 minutes.

I now have a blood donor card and Devon continues to plan my visits and I have donated three times. I am not a regular, and I will not get to Devon's level, but I am working on some consistency.

You might not know:

- I don't like needles (I had allergy shots every week as a kid)
- I had never given blood before 2019

The best part is that I can help someone in need of blood – and there are many in need. Cancer patients, transplant recipients, accident victims. For these people a timely transfusion of blood can be the lifesaving difference.

Half of all Canadians will either need blood or know someone who needs it. The need is constant. It's something you can do today to ensure someone else is waking up healthy tomorrow.

Devon has already booked our next visit in my calendar for April 29th at 10:30 am – if you want to join us, email Devon.Derry@crawco.ca. You can also contribute to Crawford's donations by simply telling Canadian Blood Services that you are donating on behalf of Crawford.

Look up the closest donation site at
[Canadian Blood Services.](#)