



SARAH FARE / THE HUMAN FACTOR

Don't lose a good catch in hiring process

Few things frustrate hiring managers more than finding the "perfect" candidate, only to have the prospective employee decline a second interview or even a job offer.

Based on feedback, we have formulated the top five reasons candidates walk away from the interview process:

1. Stereotypical job descriptions: Whether we like it or not, the interview process is a selling opportunity. Candidates are bored by basic job descriptions that outline duties and responsibilities instead of projects, measurements or goals. What is the vision for growth? How will the candidate help your organization achieve its goals or overcome current challenges?

2. Inconsistent messages: One of the most concerning experiences we hear about from candidates is being confused by

inconsistent messages from multiple hiring managers within the same company.

To ensure you and your team are "speaking the same language," have pre-interview meetings to discuss how standard questions will be answered and to ensure everyone will describe the position similarly.

3. Unclear expectations: There is nothing more frustrating for a candidate than wondering when they will hear from

you and what the next step is in the hiring process. Once you initiate communication with prospective employees, they are enthusiastically focusing energy to win a position with your company.

By setting up front expecta-

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tions about the interviewing process, decision-makers, estimated time frame and number of applicants under consideration, you will avoid overzealous candidate calls and ensure clear expectations.

4. Lengthy hiring process: Every organization structures their hiring process to meet their specific goals. The longer the interview process, the more likely applicants will be

comparing your position with others. As the hiring process becomes elongated, a candidate's enthusiasm can wane.

If possible, consolidate interviewing steps through group interviews or ask applicants to complete a sample task or

project in between steps.

Responding in a timely fashion to e-mails and calls from candidates sends a clear message about how your culture operates.

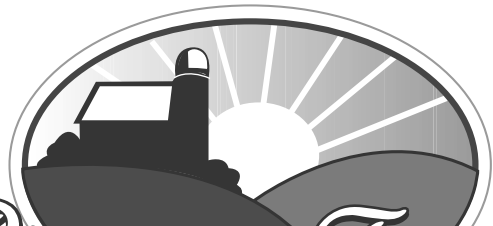
5. Lowball offers: The age-old art of negotiating has changed. Individuals no longer want to haggle during salary negotiations.

The fear that they could have gotten more and the negative impression of the first number discussed can create insecurity about their decision to work for you.

Instead of creating lowball offers, extend offers that appropriately motivate individuals to enthusiastically join your organization.

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