

"MISTAKES EMPLOYERS MAKE THAT COST THEM GOOD CANDIDATES. "



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The challenge has never been greater for companies to attract bright and talented employees. Today's candidates know they can choose their employer. Why, then, do so many employers continue to make the same blunders that turn candidates off? Here are the most common ones, as reported by the candidates themselves:

Not acknowledging the candidate's resume by mail or by email. When someone has the interest or enthusiasm to apply to your company, you owe them a reply as a basic courtesy. To receive no response makes candidates feel as if their paperwork or data have fallen into the "black hole." It does not give a positive first impression of your company.

Not having phone calls or emails returned. Hiring managers are very busy, but they must find a way to respond, even if they need to delegate this task to a subordinate. Those candidates who do take the pro-active step to follow up should be responded to in some form. They are generally the ones who will also exhibit initiative and follow through in their professional work.

Not preparing an interviewing agenda for the candidate. Companies who do the process well will take the time to develop an agenda to share ahead of time, so that the candidate will have a sense of the players they are meeting and their roles relative to the position they are applying for. This will make for a much more productive interview process.

Not having the hiring manager available on interview day. The hiring manager is the necessary source to directly communicate / discuss expectations of the position. As well, the compatibility or "chemistry" with the hiring manager will have impact on the candidate's decision. If necessary, re-schedule the interview around the hiring manager's availability, then make every possible effort to protect his/her availability on interview day.

Allowing interruptions to occur during the interview. Answering the phone, and letting staff come into the room and interrupt the interview gives three messages to the candidate: 1) "My work is more important and YOU are the interruption." 2) "I do not value your time or the importance of this process enough to truly listen to what you have to say." 3) "I am not a good priority manager, and will probably be difficult to work with."

Taking weeks (or sometimes months) to follow-up with the candidate after their interview. Even though it is easy to get distracted with the fires du jour, companies and hiring managers need to remember that the best candidates will be off the market sooner rather than later. Gone are the days that candidates will wait around for when the company decides to be ready. If an organization doesn't show interest, or at least stay in communication with their top candidates, they deserve to lose them.

Trying to low-ball an unemployed candidate with a below-market salary. This is insulting to a quality candidate. Regardless of employment status, the candidate of choice should be offered a competitive salary that is the current market value for the position and for the contributions that the person is expected to bring to the organization.

Not planning an orientation and training process to get the new person integrated into their new role and the organization. It is essential to help a new person – at any level in the organization - to understand their role, objectives, resources and expectations in order to assimilate quickly and feel like they are a part of the team. People who feel "thrown to the wolves" may feel unsupported, reconsider their decision, and resign within the first 60 days.