

Four Keys To Positive Hiring Practices

Tribe's recent research with job applicants suggests that large corporate employers have lapsed into hiring practices that treat candidates impersonally and with a general lack of respect. While in the current job market that may not impact a company's ability to fill open positions, it is tarnishing the brand reputation through word of mouth and social media.

This lack of corporate manners creates a tremendous opportunity for companies with positive hiring practices to stand head and shoulders above the competition. By implementing the four best practices below, your company could turn applicants – even rejected applicants – into word of mouth recruiters for top talent in the future.

Consider this: In the Tribe study, 87 percent of respondents said that in situations where they were not hired, but had a positive experience such as very personal or courteous treatment, they would be likely to encourage others to apply to that company in the future.

On the other hand, we also heard comments like this: "If an employer treats me rudely during the hiring process, I will go out of my way and make extreme efforts to discourage anyone from either applying or doing business with them."

1 Educate your people on the importance of good hiring practices

In the interest of efficiency, it's easy for your people to slip into less than courteous behavior and skip the opportunity to respond personally to candidates. You may need to educate employees on important benefits of positive hiring practices.

2 Acknowledge receiving resumes and applications

Many jobseekers say it feels like their application or resume is dropped into a black hole. If possible, respond to every submission with a personal email. Short is fine – one sentence will do. Assign it to an assistant or lower-level employee, if you like. If you must automate this step, at least make the automated message a friendly and respectful one.

3 During the interview, treat each candidate like an honored guest

Even when the interviewer sees immediately that the candidate would not be a good fit for the job – maybe especially when they're not a good fit – it's important to treat that person with courtesy and respect. Be appreciative of their time, and don't keep them waiting. Offer a beverage. Introduce them to others. Be nice.

4 If they didn't get the job, tell them so

Once you've made a hiring decision, reach out to the other candidates under consideration and let them know you've hired someone else. Many people dread this particular phone call or email, understandably not wanting to deliver bad news. But jobseekers say they don't want to be left hanging. They would much rather know whether they got the job or not – even if the answer is that they did not.

Creating a cultural shift in hiring practices is not complicated, but it does require a well-planned internal communications program. Such a program might include emails or blogs from management, articles in your internal publications, online videos modeling positive and negative hiring behaviors, downloadable tip sheets to provide quick reference for the hiring process and its milestones. Of course, Tribe would be happy to help you develop such a program.



Best Practices

TRIBE

Tribe is an employee engagement company working with national and global brands. We develop strategies, messaging, programs and communications to build internal culture.

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