

## Get Engaged Before You Get Divorced



As an executive recruiter I see this scenario played out in the real world all the time.

Job applicants, in their quest for their next career position, are often divorced at first sight before they even get engaged! Yet engagement – staff engagement, customer engagement etc. - are the buzz words of the decade and companies spend millions on traditional and digital marketing trying

to engage with potential customers. So why don't companies engage with applicants?

The biggest complaint that I hear from candidates about employers and recruiters alike is – “I never heard back from the company/recruiter”. Worse still, I've heard stories where candidates have been invited to interview & never heard back from the employer or recruiter post interview.

A quick glance at any job board and you will see numerous ads with this ending –

*“We appreciate your interest in working for xxx and wish to advise you that only those candidates required for an interview will be contacted”.*

A recent study by CareerBuilder concluded that when it comes to keeping job seekers interested in a company, as both a candidate and a customer, a company's application process can be its own worst enemy. According to the study:

- Nearly 1 in 4 workers (23%) who have a bad experience applying for a job with a company are likely to post about it online.
- 38% are likely to stop purchasing from a company with which they have had a bad application experience
- 33% are less likely to purchase from a company that didn't respond to their job application.

A recruitment ad can be provoking, exciting and innovative, yet if candidates aren't happy with the way they are treated, they'll spread that negative experience on Facebook, Twitter and Glassdoor.

I know firsthand what it is like to be swamped with resumes – nothing quite like opening your inbox first thing in the morning and 200 plus new emails land before you've even had your first cup of coffee. It can be overwhelming. However, technology does make it easy to respond to and engage with hundreds of candidates quickly and cheaply.

I can't tell you how many emails I receive from candidates thanking me for rejecting them! I have gained a lot of new clients over the years who were originally candidates that I rejected.

Applicants also grow in experience and maturity over time and they may be the right person for another job with your company in the future – your talent pipeline if they are engaged.

So next time you're tempted to put that sentence on the end of your job advertisement or not reply to a candidate's application, ask yourself should I get engaged before I get divorced?

