

Arrogance and Apathy – the terrible twins of talent acquisition

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Do you have a problem in recruiting top candidates?

Let me ask that another way.

- Have you ever been to an interview and were kept waiting in a highly visible reception area?
- Have you ever felt that the person interviewing you was more interested in boasting than in trying to assess your qualifications for a position?
- Have you ever arrived at an interview to be told, “I’m sorry we weren’t expecting you”?

That’s right. If your closing rate on candidates leaves something to be decided, maybe it’s time to look in the mirror.

These examples, and many like them, are the recruiter’s worst nightmare. Having gone to all the trouble of identifying top candidates, attracting them to your organization and sorting out all the interview logistics, do you really want to throw it all away by treating the candidates with disrespect?

I have witnessed such behaviours both from hiring managers (many of whom have never been trained how to interview), but also from HR professionals (thankfully very few) who really should know better. I have seen these behaviours exhibited by both small and large companies, and even by companies who have made it to the “Top 100 Employers of Choice” list.

Even if your organization provides free lattes and fresh fruit to your employees, this attitude of arrogance can easily creep in. Some candidates are faced with the attitude, if you’re that good, why aren’t you already working here?

Another major turnoff for candidates is to be kept waiting for feedback after their interviews. In my experience, if you haven’t got back to a candidate within a maximum of two weeks from an interview, then the candidate will lose interest in the opportunity.

The impact of this poor behavior is to reverse the outcome you are working for. You should be doing all that you can to attract them – and you may think you are – but 9 times out of 10 you will end up turning off top candidates.

Reversing this type of behavior can be complex if your company’s culture is one of perceived superiority. It behooves all recruiters, whether they be internal or external, to communicate to the hiring managers the negative impact of such behaviors and to intervene effectively when this type of behavior is observed.

Remember, to hire the best, you have to be the best.