

5 tips to providing feedback to the candidate you didn't hire

Original post from: www.avantleadership.com/blog



The hiring process is a two-way street; candidates are interviewing you just as much as you are interviewing them. Your reputation and the potential to recruit future talent can and will be impacted by the way you conduct the process so make sure you're not inadvertently closing a door you want to remain open. Additionally, social media provides a platform for rejected candidates to express their sentiments about your company.

This is part 3 of a three-part series focused on the "unsuccessful" candidate experience.



your people. your culture. your partner.

5 tips to providing feedback to the candidate you didn't hire

One way to put yourself a notch above your competition is to take the time to make sure the candidate who had a lot to offer but just wasn't right for the job will come back for other opportunities, or share their experience with their friends. Do not ignore emails and voicemails from unsuccessful candidates. If you're asked for feedback from a candidate but your company has a policy against it, let the candidate know about the policy and compliment him/her for asking.

Below are 5 tips to provide feedback to the candidate you didn't hire:

1. Clear Examples:

If you have a call to share feedback, provide clear examples. Candidates need feedback that is actionable. To provide these types of examples means you also need to be candid. One can be candid while also being professional. The greatest benefit to the rejected candidate is honest feedback that allows him/her to improve.

2. Connect the Dots:

Tie your feedback as closely to the job posting as possible. It helps you remain focused and them to receive feedback that directly relates to the position. Do not express opinions or anything that veers from a fact-based discussion – such as “the hiring manager just didn't connect with you.” Doing so will likely generate defensiveness and debate. Moreover, such comments are simply not actionable.

3. Set Boundaries:

If you are to have a call with a rejected candidate be sure to create boundaries around time and what type of information you can/cannot share.

4. Testing Insights:

If you had a skills test or presentation during the interview process provide feedback on how she/he did. Focus on what the person can improve. For example, if a writing sample for an editor role had grammatical errors share that feedback so the person can develop more rigor in the proofing process.

5. Seek Input:

Solicit input from all candidates (successful and unsuccessful) about the selection process. This allows you to help your function with continuous improvement based upon meaningful feedback. What is meaningful will become evident over time as you gather feedback. There are many technologies out there allow for a pulse survey – leverage them.

If you follow these basic steps you will find that most candidates agree with the feedback and are appreciative for your time. It's a great way to help others grow and enrich your brand reputation at the same time.

This is a 3-part series addressing how to gain the most out of an “unsuccessful candidate” experience for both candidates and hiring companies. The first blog provided tips for the unsuccessful candidate. Blog two touched on seeking feedback. This final blog provides rationale and guidance to the hiring company and its approach to providing feedback to an unsuccessful candidate. Visit <http://avantleadership.com> to access these blogs and more.