



The Context Group

For Clients Who Value Results... More Than Advice

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*"People count up the faults of those who keep them waiting."
French Proverb*

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Rejected Candidates: PR Boost or Time Bomb?

Do you ever wonder what rejected candidates say about your company after receiving the bad news? More importantly, have you considered the consequences of those impressions?

Given that interviews, much like first dates, operate under the assumption that everyone is putting their best foot forward, it only takes one negative interaction to taint a candidate's impression of your company. Each contact with a candidate is an opportunity to impress or annoy. As such, it's important to ensure you have a professional process from start to finish. Otherwise, you risk damaging your company's reputation.

Companies often focus all of their attention on the chosen applicant with little consideration for the way they treat unsuccessful candidates. For example, applicants frequently complain that they are kept in the dark about the hiring decision. As a result, the rejected candidate is disappointed on two fronts: 1) "I wasn't hired" and 2) "The company didn't respect me enough to notify me in timely manner." You can almost guarantee that those facts will be shared with a large number of family members and friends who will subsequently form a negative opinion of your company based on that information.

Some simple ways to prevent this negativity is to address the hiring process from the applicant's point of view, including:

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- Being polite and professional in all interactions (such as recruiters, receptionists, and interviewers)
- Streamline paperwork as much as possible
- Providing realistic timeframes for notification of the hiring decision
- Keeping your word regarding that notification (call them on time with the decision or regarding delays). Don't make them chase the results.

These steps can help you create a favorable impression and generate goodwill for your company. It's preferable to have rejected candidates who are interested and willing to pursue other job opportunities in your company rather than vocal detractors who share their negative experiences with anyone who will listen.

If you have questions about improving your end-to-end [selection process](#) or [interviewing skills](#), please contact [Kammy Haynes](#).