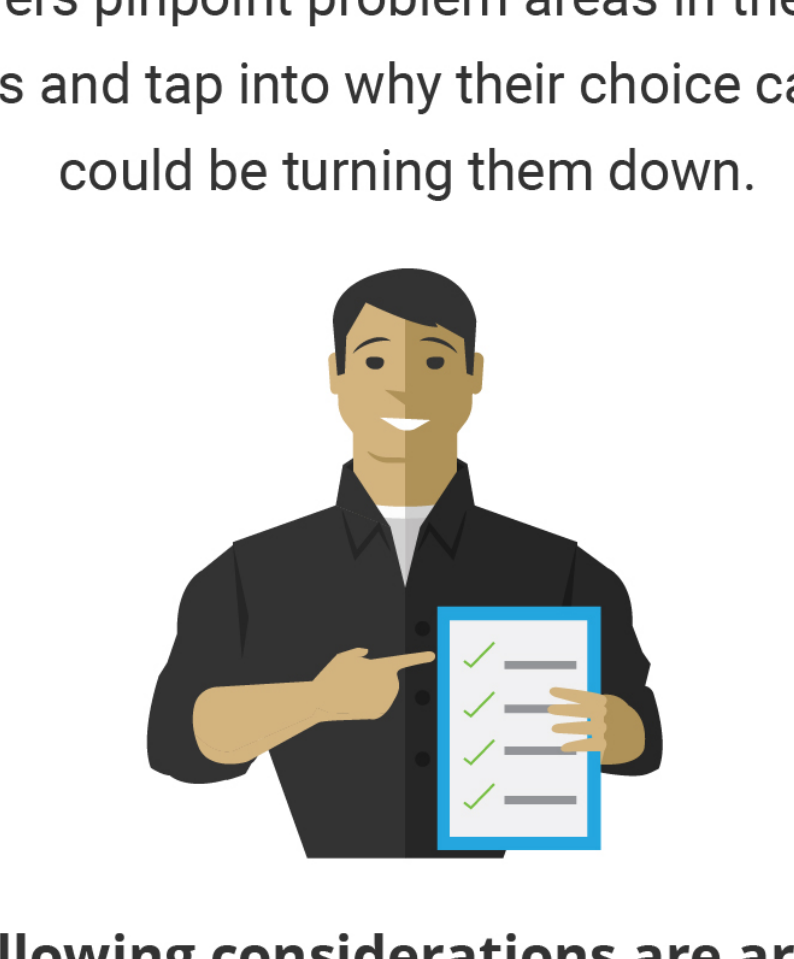


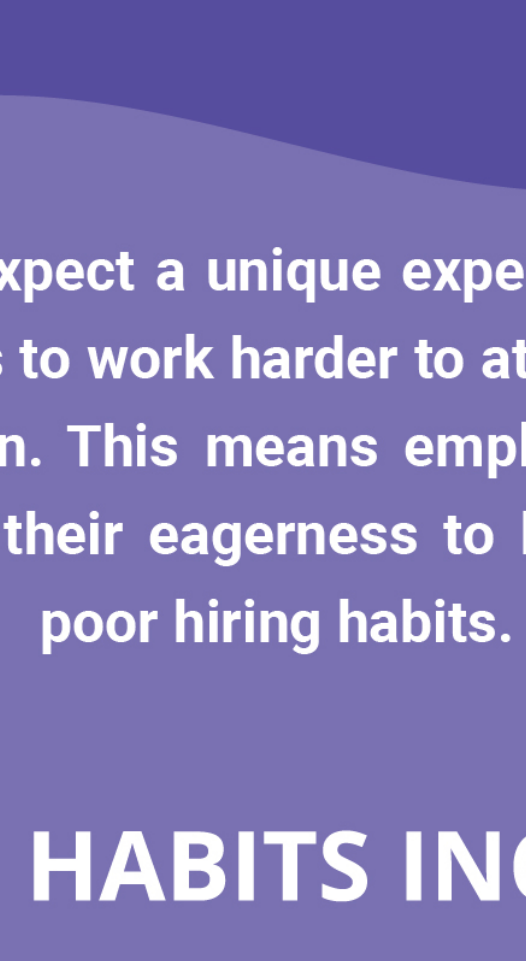
# THE REAL REASONS CANDIDATES ARE REJECTING YOUR JOB OFFER

**IT'S A TIGHT LABOUR MARKET,** and both Canadian and U.S. organizations are grappling with the challenges presented by a candidate controlled workforce.



Employers can't afford to remain stagnant in their hiring strategies if they want to remain competitive.

A solid talent acquisition strategy will help employers pinpoint problem areas in their hiring programs and tap into why their choice candidates could be turning them down.



**The following considerations are areas we recommend employers evaluate in order to keep candidates from rejecting offers:**

## CANDIDATE EXPERIENCE

Candidates expect a unique experience, forcing organizations to work harder to attract and keep their attention. This means employers need to demonstrate their eagerness to hire and avoid poor hiring habits.

### THESE HABITS INCLUDE:



Communication lacks a personal touch and isn't tailored to candidate's unique needs.



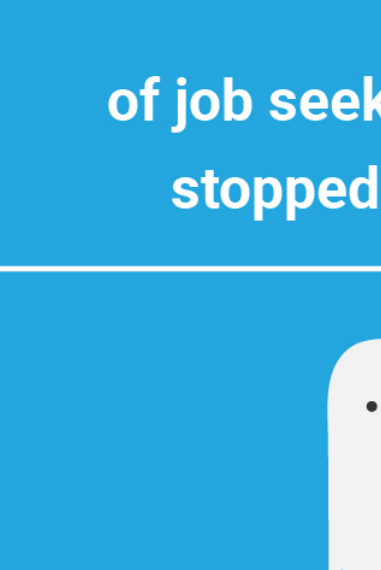
The hiring process was too long and/or required too many interviews.



Job description didn't accurately portray the role once candidate reached interview stage.



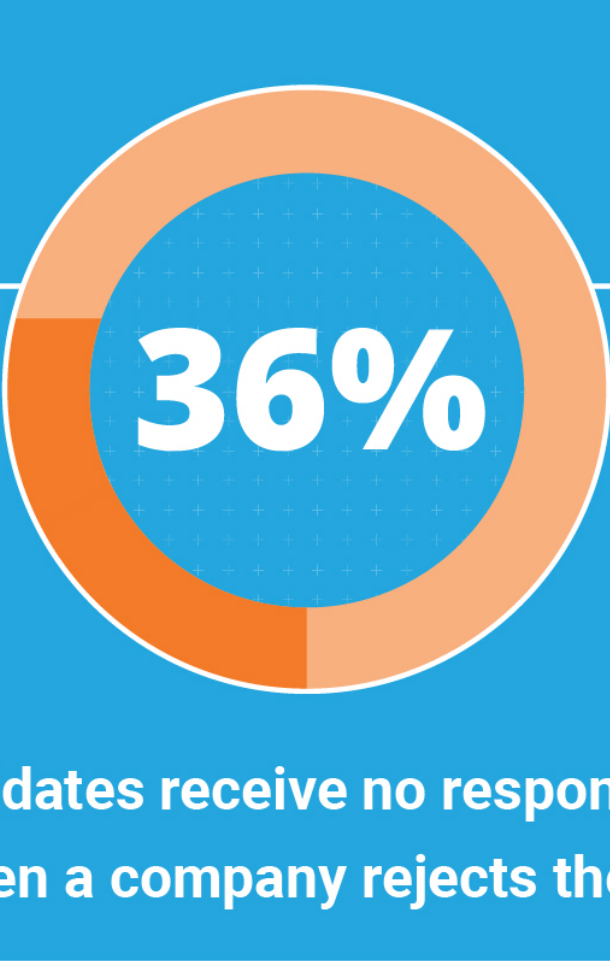
There's a lack of communication between your organization and your staffing partner.



Hiring manager didn't effectively "sell the role or the organization."

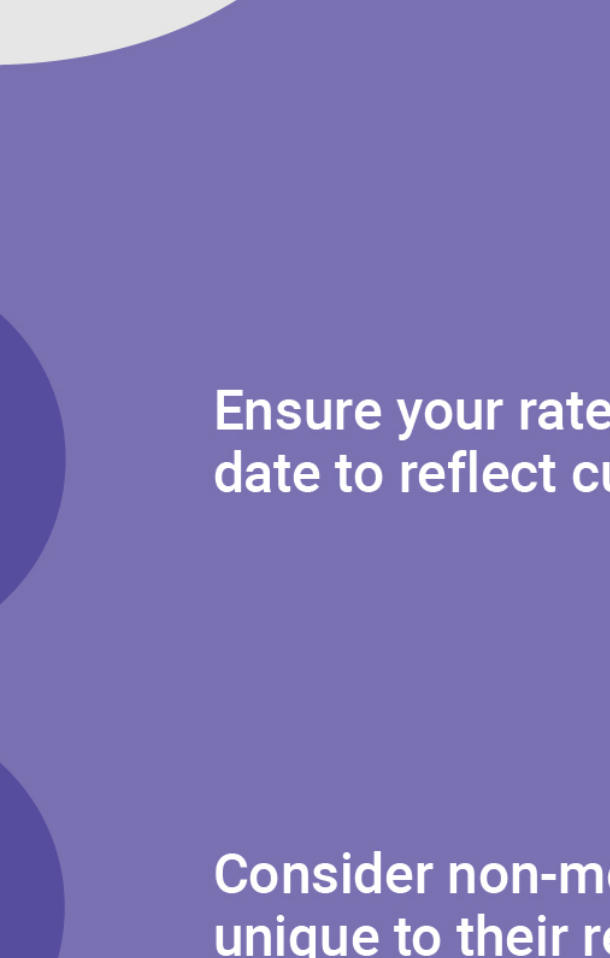
## NEGATIVE EMPLOYER BRANDING

Negative employer branding makes it all the more difficult for organizations to engage talented workers.



55% of job seekers abandon an application after reading a negative company review online.

## GHOSTING



23% of job seekers will ghost a company that stopped communicating with them.



More than one-third (35%) of job seekers find it very irresponsible for employers to go ghost.

### TO KEEP CANDIDATES ENGAGED, EMPLOYERS MUST:



Actively return emails and phone calls within 24 hours.



Communicate the next steps in the hiring process and what the expected timeline will be like.



Have transparent communication with the candidates—even if it is awkward or uncomfortable.



36% of candidates receive no response at all when a company rejects them.

## COMPETITIVE COMPENSATION

When it comes to making an offer, it's critical to get an understanding of what's important to your candidate by asking yourself,



Ensure your rate card is up to date to reflect current market.



Consider non-monetary drivers unique to their requirements.



Added incentives should be relevant to the candidate - what's attractive to a Gen X worker might not be to a Gen Z.

## DIVERSITY AND INCLUSION (D&I)



67% of job seekers say that a company's level of diversity affects their decision to work there.

### WHO ARE THESE DIVERSE WORKERS CANDIDATES WANT TO SEE?



GENDER



ETHNICITY



LGBT+



MILITARY VETERANS



AGE GAP



DISABILITIES



DIFFERENT THINKERS

## IDENTIFYING AND UNDERSTANDING

Finding gaps in your current recruitment program is critical to designing a talent acquisition strategy that will effectively source, screen and onboard contingent workers.



Your recruitment challenges are just as unique as you are, and a tailored approach to your needs will improve candidate engagement, time to hire and optimize costs.