

THE EXTRA POINT

BY JERRY ROBERTS



1466 Whole Lotta Job Ghosting Going On — Part 2

Employers have long been accused of doing what's known as "ghosting," defined as disappearing on job seekers. They called back and forth as normal earlier, and then there was no communication at all. Now, applicants have turned the tables on the employers, and they're ghosting the ghosters. If you're an employer and you don't want to be the victim of ghosting, we have some ideas about that. I'm Jerry Roberts and we'll talk it over, next on The Extra Point.

Yesterday, we started this topic of ghosting, that employers were accused of doing it first, and now the job applicants are returning the favor, which frustrates HR folks who need to fill open positions — a task that is getting more difficult by the day.

Not all employers vanish from view when it comes to communicating with prospective workers, but many admit it's a challenge to get back to dozens of applicants, just to tell them no decision has been made yet; or of a decision has been reached, that they didn't get the job.

Thus, applicants being ghosted is not any kind of exaggeration. It happens, and they get frustrated, too.

Applicants say they ghost employers because they've applied for multiple positions, and they're waiting and hoping to land a specific job. The number two reason was that they've been ghosted in the past, so for them it's now dishing out some payback.

After they picked the successful candidate, they move on and never get in touch with all those who weren't hired.

Ghosting of employers is on the upswing. If you're a business owner or toil in an HR department, I've got some ideas on how to avoid being ghosted. Before I get started, today's transcript, as well as yesterday's, is available at guamtraining.com. Go to the site and click on "XP" on the top menu bar.

1. Make the application process as fast and easy as you can. Explain how things will go, timelines, and when they can expect to know if they will be hired. This sets the tone and lets the applicant know they are dealing with a highly professional organization.

2. Be a model for great communication. If you tell an applicant that you'll call them with an answer on Tuesday morning, make sure you do. Even if you haven't made a final decision, call them when you say you will, and then let them know you need more time. This way, you kept your promise.

There are AI-based systems that can update applicants. I don't know what they cost, but I'm not a fan of this approach. Still, it's an option.

3. If they're coming to your place to sit for an interview, make them comfortable and offer a beverage of some kind. Coffee, tea, or a cold drink.

4. I'm sure I'll lose some people on this one. Anyone who gets interviewed should receive some kind of small gift for going through the experience.

It needn't be expensive. You might give them a bag of your good quality promotional items, if you have those. If you own a restaurant, why not offer a free lunch coupon?

A gas station could offer half off the next fill-up. A retailer might offer a small gift. A dentist could give a free root canal. Trust me, if you can get your head around the basic concept here, you'll figure out the details. The idea is that you're recognizing that you value the applicant's time, and you're showing your appreciation.

What are we really doing when we put these kinds of ideas into motion? We're sending a big message that we're different, and that we deserve to be high on the applicant's list for hiring consideration. (Con't.)

We make the application process easy. We communicate well. We are kind and generous when they visit us. We offer a modest gift in acknowledgement of their interest in us.

Does this sound like an organization I'm going to ghost?

I can't guarantee that nobody will ghost you if you follow this plan, but I certainly believe that you can reduce how often it does happen.

What I also think will happen is that people will talk up your company.

"Hey Jerry, did you get the job?"

"No, they chose somebody else...but what a company. They made everything incredibly easy, called me when they said they would, treated me so well at the interview, and man, a free root canal!"

That's the Extra Point. Be responsible and make something good happen today. For 93.3FM, the Ray Gibson Show, and First Hawaiian Bank, I'm Jerry Roberts.

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