Ghosting:
Why candidates do it and why you shouldn't!

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Ghosting:

No-showing or standing up a previously agreed upon engagement or ending communication with no notice, never to be heard from again

Over the next 30 minutes:

- Post Covid and Digital Cultural Changes
- What happens and what to do
- Employer perspective
- Candidate perspective
- Tactics and Strategies
- Solutions
- Takeaways

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Digital and Cultural Changes & Post Covid Market Realities

Digital and Cultural Changes

- **Low tolerance for displeasure but high sense of acquisitiveness**
- "Easy come, easy go" problem
- **The HR tech and staffing services market made it easier than ever to explore and apply for jobs** (easy apply, reducing friction etc.)

Digital and Cultural Changes

- **People just DON'T LIKE awkward moments**

  - **53 billion fewer caller minutes recorded in the last 3 years**

    - There is a relationship between the candidate and the company and how you are treated in that relationship does matter IF you want to maintain the relationship

Unfollow

What Happens and What can we do

- Both sides Ghost and both sides blame each other

Employer Perspective

8.7 MILLION applications every day through digital platforms.

Candidate Perspective

Easy Apply + AI-Powered + Mercy-Applications

Tactics and Strategy

Tactics: the HOW/WHAT

Strategy: the WHY

Solutions   Employer Controlled

- ✓ Honest self reflection
- ✓ Be deliberate
- ✓ Think about the introduction of friction in the process
- ✓ Build habits with your team
- ✓ Consider an audit

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Solutions Candidates

- ✓ Start with authenticity
- ✓ Set expectations early
- ✓ Create backstops for your candidates
- ✓ Look at GPTs and experiment

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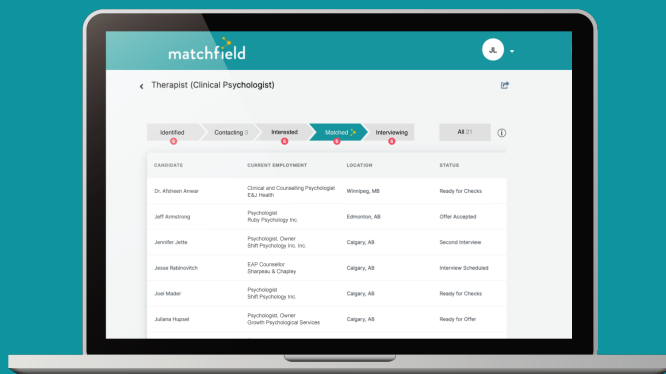
This is Matchfield's sweet spot

Matchfield specializes in connecting top technical talent with opportunities at lead Consulting Engineering firms across North America. Our preference-driven matching system and talent advisors combine to deliver an efficient and transparent experience that helps drive hiring success.

140+ Firms
partnered with in the last 4 years

Partnership Focus
We are always happy to give advice and foster mutual growth and offer **free Consulting.**

Future Driven
Product and development team that embraces latest in tech and social trends to form solutions.

Takeaways

! It's never too late to head off the underlying causes of ghosting, nor to introduce solutions that can help

Training - connect your team to your brand, and connect their conduct to your brand's reputation.

Process Evaluation - there are often accessible procedural solutions that can ease some of the constraints that are some of the root causes of ghosting

Technical Solutions - there are growing opportunities to leverage emerging technology to handle tasks that are either too uncomfortable, or too resource-intensive to invest human time and energy into.

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