

Proven Steps to Keep Top Talent Interested

This downloadable checklist gives recruiters actionable steps to maintain candidate engagement from the first contact to final offer. Each section is designed to be practical, easy to follow, and aligned with the strategies discussed in the blog post.

1. Preparation and Personalization

- **Research the Candidate:** Review LinkedIn profiles, portfolios, and relevant background information.
- **Customize Outreach:** Tailor initial messages to highlight how the role aligns with the candidate's career goals and skills.
- **Define Key Talking Points:** Prepare specific points on company culture, team values, and career growth opportunities.

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2. Communication Cadence

- **Initial Touchpoints:** Contact candidates within 24 hours of expressing interest to maintain engagement.
- **Set Expectations:** Explain the hiring process timeline and what they can expect at each stage.
- **Regular Updates:** Check-in after each stage—application, interview, etc.—to keep candidates informed.
- **Personalized Follow-Ups:** Send personalized follow-ups addressing any specific questions or concerns.

3. Streamlining the Interview Process

- **Automate Scheduling:** Use scheduling tools to reduce delays and provide candidates with options.
- **Consolidate Interviews:** Group interviews where possible to shorten the process while respecting candidates' time.
- **Leverage Technology:** Offer options like video interviews to save time and provide flexibility.



4. Continuous Value Selling

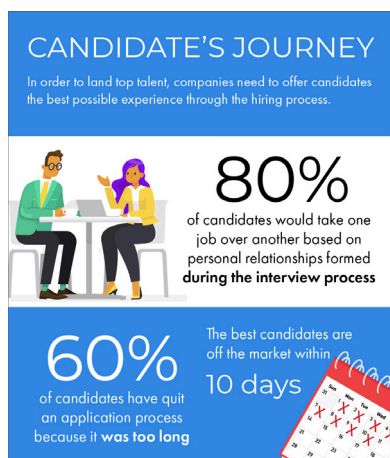
- **Reinforce Company Culture:** Share content on company values, team stories, and workplace benefits.
- **Discuss Career Progression:** Outline potential career growth paths during interviews and touchpoints.
- **Highlight Unique Role Aspects:** Emphasize specific benefits of the role compared to competitors' offers.



5. Career Development and Onboarding Insights

- **Share Long-Term Vision:** Outline the candidate's 1-2 year growth plan and professional development opportunities.
- **Set Up Intro Meetings:** If possible, schedule informal meetings with potential team members or managers.
- **Post-Offer Engagement:** Keep communication going even after extending an offer to ease transition anxiety.

RECRUIT SMARTER:



THE CANDIDATE JOURNEY

In order to land top talent, companies need to offer candidates the best possible experience through the hiring process.

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