



PLANNING TO ADD TO YOUR TEAM?

# Tips to Avoid a Bad Hire

Bad hires are expensive. They cost a lot to replace, and your business loses time, knowledge and productivity from turnover.

AVOID BAD HIRES WITH THESE TIPS:



## Build a Strong Brand

Businesses that invest in employer branding are **3X** more likely to make a quality hire.<sup>1</sup>

Share consistent messaging on all company materials, including job postings and social media.

## Focus on Benefits

Job postings centered on what employers can offer to candidates, such as flexible working arrangements, generated nearly **3X** as many high-quality applicants than postings focused on required skills.<sup>2</sup>



## Conduct Quality Interviews

**69%** of companies say interviews have the largest impact on the quality of a hire.<sup>3</sup>

Streamline the process and closely involve team members from the department where candidates are applying.

