



# What Your Hiring Style Is Telling Candidates

How to influence their perception of you and your company.

# How to make sure your hiring style is sending the right message about your company

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# Mastering the art of influence can be the difference between winning top talent and losing them to competitors

Luckily, there are proven ways to develop a personal style that resonates well with job seekers.

Whether you're crafting a job description or wrapping up an interview, in the following pages, you'll learn angles of approach designed to win candidates over.



# Tip 1



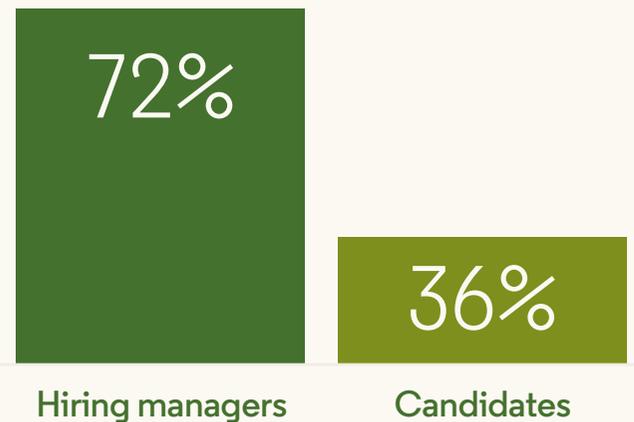
## Craft job descriptions that hook candidates

As a member of the hiring team, it's your responsibility to build a tight, engaging job description that piques interest, outlines the nuts and bolts of the role, and naturally articulates your company's mission and values.

It's your first shot at shaping how you're perceived. So when you write, write with intention.

### The job description disconnect

Curiously, 72% of hiring managers say their job descriptions are clear, but only 36% of candidates agree.<sup>1</sup>



## Tip 1

### Craft job descriptions that hook candidates

Writing job descriptions is an art, but what's proven to work is all science. Here are a few tips that can help shape a candidate's perception.

## Clearly define the role

List performance goals, identify key tasks, and specify what constitutes success. If you leave candidates wondering if they've come to the right place, they'll move on.

## Communicate your culture

Pepper in cultural attributes without being self-serving. More buttoned up than playful? Maybe remove "rock star" from your vocabulary. Show who you are, rather than just telling candidates what they'll be doing.

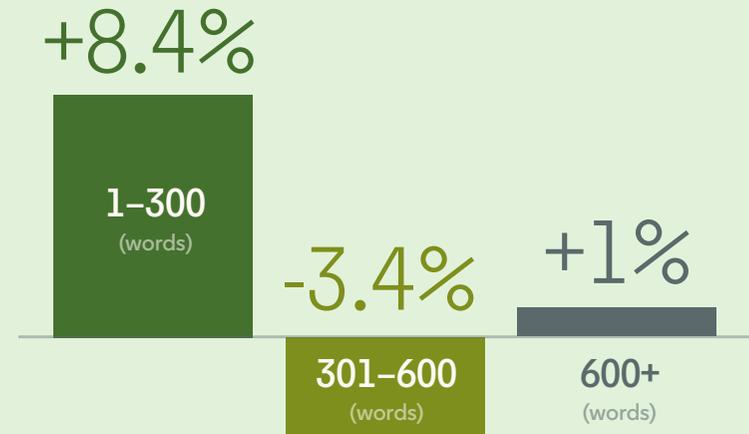
## Keep it concise

Less is more, and because over 50% of job views on LinkedIn are on mobile devices, shorter descriptions are literally a better fit for modern candidates.<sup>2</sup>



### Shoot for shorter

Job-post word count relative to average apply rates per view:<sup>3</sup>



### Show your style with LinkedIn

Posting a job description on LinkedIn can ensure the right people see it. [Try it now](#)

## Tip 2



# Employ tactics that excite and engage

The top 10% of candidates are off the market within 10 days, and the average time to hire for most companies is around one month.<sup>2</sup> In other words, time is of the essence and engagement is everything.

How you interact with candidates, from first contact through final interview, is more than an opportunity to make their experience happier – it hints at how your company operates.



59% of professionals want to hear from recruiters whenever there's an update on the open role<sup>4</sup>

## Tip 2

### Employ tactics that excite and engage

Keeping candidates engaged can be tricky, whether they're deep into their job searches or just starting out. Here are a few tips to get you started.

## Streamline applications

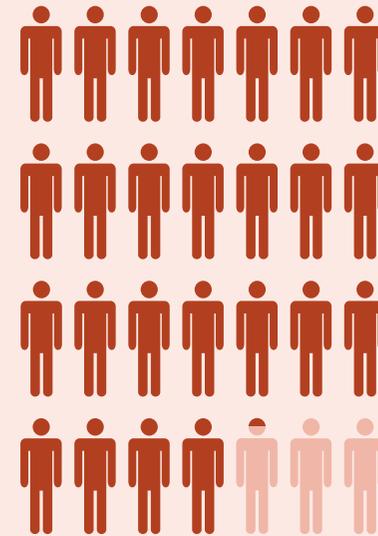
Research shows that conversion rates increase by 365% when a job application takes five minutes or less to complete.<sup>5</sup> So consider removing nice-to-have questions that aren't required on first contact.

## Let them showcase their skills

Tap into talent already passionate about your company by building challenges tailored to job requirements. Uber, for example, issued in-app "hacker challenges" to coders. Those who passed were encouraged to apply for a role. Consider issuing your own challenges within apps or via social media channels.<sup>5</sup>

## Respect their time

Among candidates with one-star experiences, 19% felt their time was not being respected from pre-application through onboarding.<sup>6</sup> So be on time for calls, give a week or so before nudging again, and politely let them know that if they need a few days to respond, you understand.



# 90%

of professionals are waiting for the right job to find them<sup>2</sup>



**Show your style with LinkedIn**

Put your company culture and open roles in the spotlight with [LinkedIn Career Pages](#)

## Tip 3



# Make applying more straightforward

Starting an application is one thing. But seeing it through to completion is another story.

What causes a job seeker to bail? Sometimes it's the realization that they aren't as qualified as they'd thought. But more likely, they find the application process too tedious, redundant, and time-consuming.

Don't let a boring, lengthy process cause you to miss out on a great hire. Simplifying steps and injecting a little levity go a long way in shaping perceptions of your business – and keeping candidates interested.

Conversion rates increase by **+365%** when a job application takes five minutes or less to complete<sup>5</sup>

## Tip 3

### Make applying more straightforward

Attract more candidates, and ensure they complete your application process, by meeting them halfway.

## Establish expectations

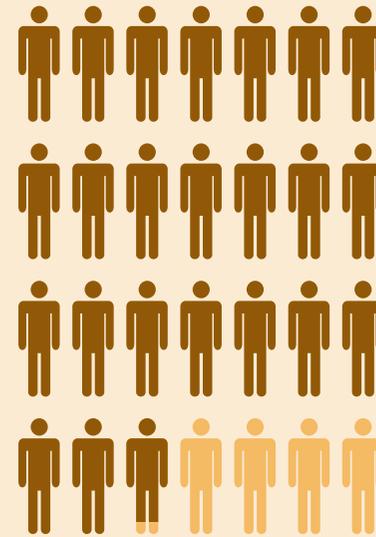
Outlining the steps of your interview process on your Career Page gives candidates comfort and allows them to better prepare. While not every candidate is destined for a future with you, it's a subtle acknowledgement that your company wants them to succeed.<sup>8</sup>

## Mobilize

Of the 1 billion job searches performed each month, 60% are done on mobile.<sup>6</sup> Make your application process mobile friendly, so candidates with resumes pre-saved online – like on their LinkedIn profiles – can take advantage of one-click application processes.

## Give status updates

Job seekers want (and expect) to know how far along they are in the overall hiring process. If candidates apply and don't hear back, or if you ignore their messages altogether, chances are they'll give up and look elsewhere. Block off a set time to keep candidates in the loop.<sup>6</sup>



# 85%

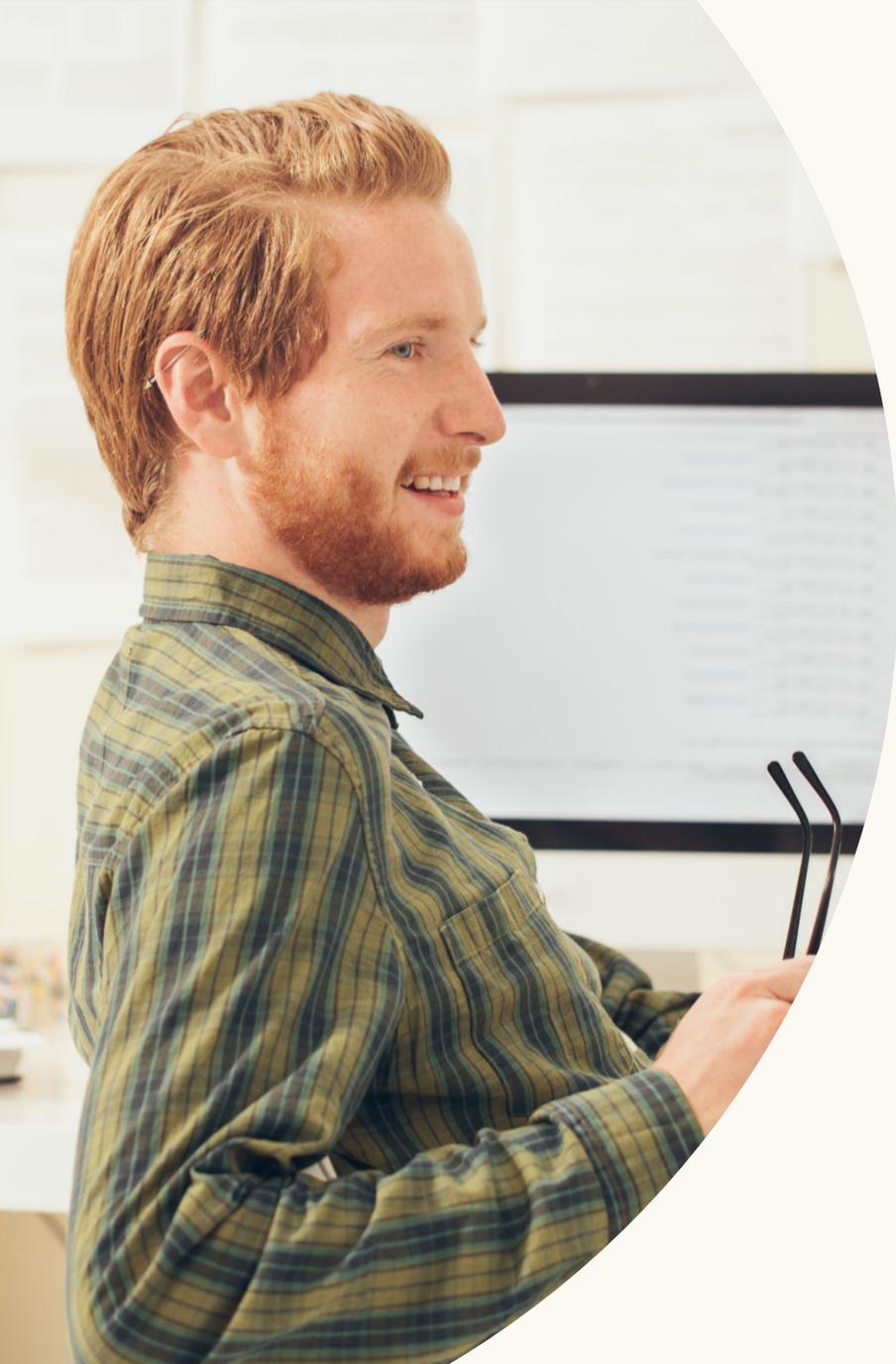
of job seekers surveyed cite consistent communication as the top driver of satisfaction with the recruitment experience<sup>7</sup>



**Show your style with LinkedIn**

Since many applicants view jobs on mobile, make it easy for them to apply. [Here's how](#)

## Tip 4



# Frame interviews to shape perception

So you're bringing a potential hire in for an interview, and it's up to you to literally speak for your organization. Few things will shape their ultimate perception more than what you say while sitting across from them.

In fact, leaving candidates with a good impression is crucial even for those who don't get the job. Because even if they're rejected today, they might be a good fit tomorrow.<sup>9</sup>



of candidates say a bad interview experience makes them lose interest in the job<sup>10</sup>

## Tip 4

### Frame interviews to shape perception

So it's time for the candidate's interview – the culmination of their experience and the ultimate test of your hiring style. Here are tips to consider.

## It's about them, not you

Ask questions that allow the candidate to shine. Build rapport by centering the conversation around them. The goal is to solidify trust and uncover their wants, needs, and strengths. Stay genuinely curious.<sup>11</sup>

## Talk responsibilities

A full 70% of candidates say it's most useful to learn about the role's day-to-day responsibilities.<sup>10</sup> The interview is an opportunity to fill in the gaps not addressed by the job description and to get them excited. Be prepared to answer their questions.

## Include the potential manager

A candidate's interview with their prospective manager will have, by far, the biggest influence on how they feel about your company. In fact 53% of professionals consider it their most important interview, so be sure to schedule some meaningful face time.<sup>4</sup>



### Tell them how they did



Giving feedback to unsuccessful candidates makes them 4x more likely to consider a future opportunity<sup>9</sup>



### Show your style with LinkedIn

Effectively screening for soft skills is an art form.  
[Try the Interview Question Generator](#)

## Revealing questions for in-demand roles

With the help of LinkedIn Hiring Managers, we've put together revealing questions for some of today's most in-demand jobs. Start with these sample questions, and style your own to screen for ideal traits.



## For sales roles

Though difficult to screen for, soft skills are central to a sales role. And with the right interview questions, you can determine if a candidate is an honest, adaptable fit.<sup>12</sup>

Screen for **honesty** by asking:

Tell me about a time when you had to handle a tough problem that challenged fairness or ethical issues. What did you do?

Listen for:

- An ability to solve problems in the face of adversity, and willingness to disrupt popular opinion
- Clues that they value the longevity of relationships over a short-term sale

Screen for **adaptability** by asking:

Tell me about a time when the policy, price structure, or product changed at the last minute and you already had a deal in the field. How did you handle the situation?

Listen for:

- An answer that reveals a candidate who can think on their feet
- Signals that a candidate can keep a positive attitude even under high pressure

## Bonus: Revealing questions for in-demand roles

# For marketing roles

While it's difficult to pinpoint specific metrics of success in marketing, you can ask questions that help define the candidate's marketing savvy by screening for collaborative ability and creativity.

Screen for **collaborative ability** by asking:

Tell me about a challenging project that you worked on that required cross-functional collaboration. What did you learn?

Listen for:

- Cues indicating the candidate can thrive in a group dynamic focused on overarching goals and measurement
- Hints that the candidate is comfortable organizing a project plan and delegating tasks to benefit the team

For marketing roles, screen for **creativity** by asking:

If you had \$100,000 to market a new business of your choice, what would you do?

Listen for:

- An answer that reveals the ability to think on their feet and shows creative problem-solving
- Signals that a candidate can keep a positive attitude even under high pressure or while in a stressful situation

## For product manager roles

Ben Horowitz, co-founder and partner of the venture capital firm Andreessen Horowitz, says that “a good product manager acts like, and is viewed as, CEO of the product.” So screen for traits that showcase operational excellence, strategic thinking, and leadership.

Screen for **operational** ability by asking:

Can you tell me about a successful product you've launched?

Listen for:

- Specific tactics they've used to execute and rally their team around an idea
- Cues that they know how to prioritize and make trade-offs to keep momentum going

Screen for **strategic thinking** by asking:

What do you think about automated driving and its implications for the future?

Listen for:

- An answer that demonstrates vision and creativity
- Thinking beyond the confines of what's doable; angles others may not have considered

# Go forth, and find your style

To job seekers, the hiring team's style offers a glance into life after hire. And for your company, it's an opportunity to differentiate yourself from competitors chasing the same talent.

Hiring is an intimate process. Make candidates feel welcome, and they'll be far more likely to see it through to the very end – a new beginning with your business.



# Experience LinkedIn in action

Once you've nailed down a strategy for shaping candidate perception of your company, there are still many ways LinkedIn can help you throughout the hiring process. You'll be able to find and engage the right candidates, build your brand, and make even smarter talent decisions using LinkedIn's data and insights.

Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With 610+ million members worldwide, including 75% of the US workforce, LinkedIn is the world's largest professional network.

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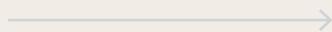
## Try LinkedIn's hiring and recruiting products



### Plan

Use data to inform difficult hiring and recruiting decisions.

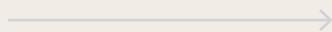
[Talent Insights](#)



### Find

Search, connect with, and manage your top candidates in one place.

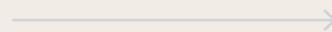
[LinkedIn Recruiter](#)  
[LinkedIn Scheduler](#)



### Post

Post jobs to reach candidates you won't find anywhere else.

[Post a job](#)  
[Learn more about LinkedIn Jobs](#)



### Attract

Showcase your company culture and spotlight jobs with targeted ads.

[Career Pages](#)  
[Recruitment Ads](#)  
[Pipeline Builder](#)

## Sources

- 1 **HR Dive**  
[Survey: Applicant quality continues to plague employers](#)
- 2 **LinkedIn**  
[6 Steps to Accelerate the Hiring Process](#)
- 3 **LinkedIn**  
[4 New Job Post Stats That Will Help You Attract Candidates](#)
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[7 Ways to “Hack” Your Interactions with Candidates, Glen Cathey Style](#)
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[The 5 Most Revealing Interview Questions and Answers](#)