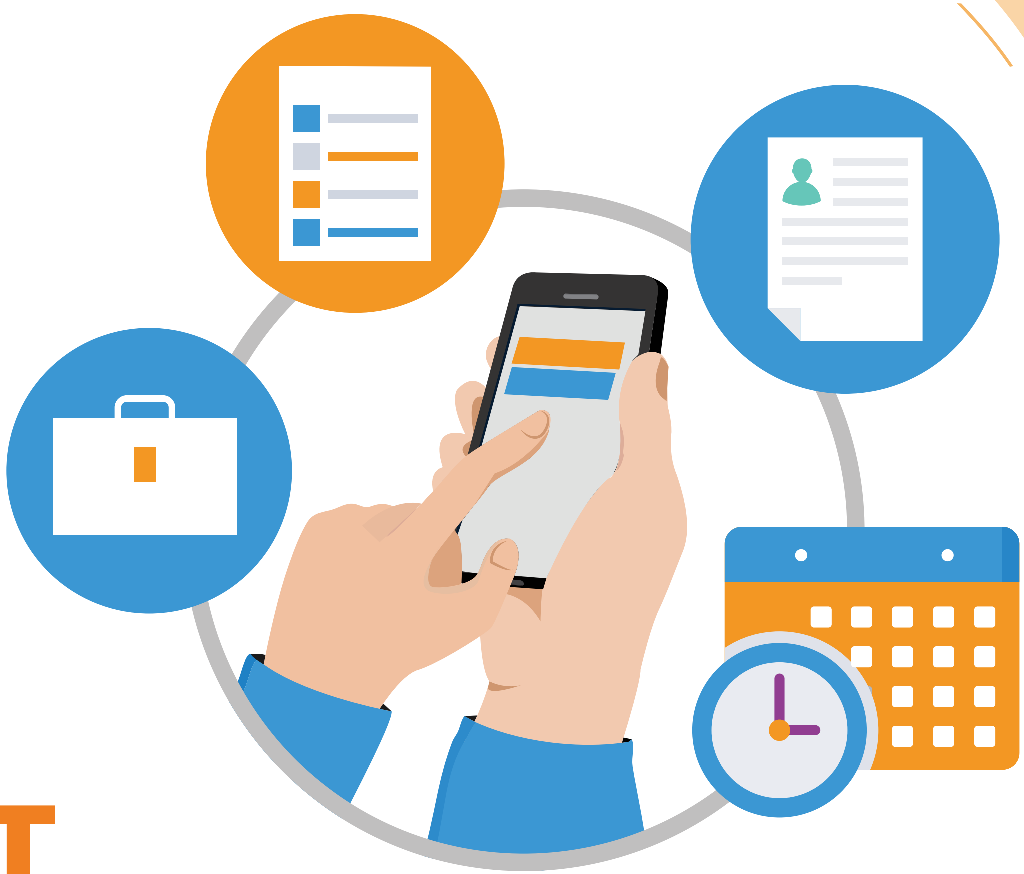
WorkLLama™
Recruit, Engage, Retain



CANDIDATE ENGAGEMENT ASSESSMENT

Optimizing your candidate engagement strategy begins with one profound step: **the candidate engagement assessment.**

We've outlined a 10-step checklist to guide you through evaluating both sides of the experience (how you're engaging and what your candidates feel about it) and developing an action plan to implement, test and iterate your way toward a stronger engagement strategy.

10-Point Candidate Engagement Assessment Checklist

Follow each of these steps to dig into the details of your engagement strategy. Be sure to write down your findings and ideas — a notebook does the trick or you can use the spreadsheet template we've provided below. *Let's get started!*

1 Map out the current experience.

- Choose 3-5 candidates you've recently worked with (include a diverse set of personalities, communication styles, job types and outcomes, if you can).
- For each candidate, collect all touchpoints from your ATS, candidate engagement platform, LinkedIn InMail, email inbox, text messages, calling log and any other platform you use to engage candidates. Also include Facetime, Skype and in-person meetings.
- Plot out the duration of your average candidate experience in days. Get started fast with a copy of this pre-formatted Candidate Engagement Assessment Spreadsheet, which also includes examples.
- Add each touchpoint you had with each candidate type, what touchpoints you sent to them, when, what platform you used and roughly what it was about (i.e., introduction, interview invitation, answering a question, making an offering, delivering a rejection, first day instructions). See the second tab in the assessment spreadsheet for examples.
- Add the communications the candidate sent to you within the same timeline. If the candidate asked you a question or requested info, note in the spreadsheet how long it took you to respond. If it was more than 6 business hours, highlight the cell in red on the spreadsheet.
- Examine the timeframes of your communications -- especially your updates and responses to candidate questions. Highlight cells that raise a red flag about the experience, like taking more than 6 business hours to answer a question.
- Sum up how many messages you sent and received, how many of each type, which were manual or automated, how often you answered questions (and needed to be poked for a response), your average response time, and average time invested in candidate engagement.

2 **Walk away for a day.**
Put down the spreadsheet and take a deep breath. Let your experience mindset rest for a spell while you process all that you've learned. Set aside time on your calendar for the next day to start step three (in other words, keep yourself accountable to not rest too long).

3 **Question your experience.**
Think about each of those experiences from the candidate perspective. What did you learn from walking through each timeline and each touchpoint? What did the red flags teach you about the way you engage? Dig a little deeper to identify opportunities you could have better served -- or even delighted -- the candidate.

4 **Ask your candidates.**
Reach out to a few recent hires. These may or may not overlap with the touchpoints you assessed. Ask for feedback on their experiences. Set the stage: let them know nothing they say can or will be used against them in a future job interview. (If they still seem a little skittish, consider using a third-party interviewer or an anonymous survey.) Invite them to assess the experience with you, highlight when they had questions or if they wished they'd known something ahead of time. Let them tell you what would have given the experience more WOW! and rate your own ideas for better serving (even delighting) them across the candidate experience.

5 **Understand their differences and similarities.**
What made each of your candidates different? Consider how their preferences for engagement frequency or method, need for guidance or detail, desire for personalization or speed varied. Where did you see overlap and opportunities for efficiency? Was there a difference in their responses to automated messages sent on-the-double vs. manual messages sent a day late?

6 **Identify your strengths.**
Based on your assessment and interviews, what's going well? Outline when and where you're hitting home-runs with your candidate experience.

7 Be honest about your weaknesses.
Pull out each of those red flags you highlighted in the spreadsheet and anything that came up in your interviews. Understand why they happened and write down how you're going to address them in the future.

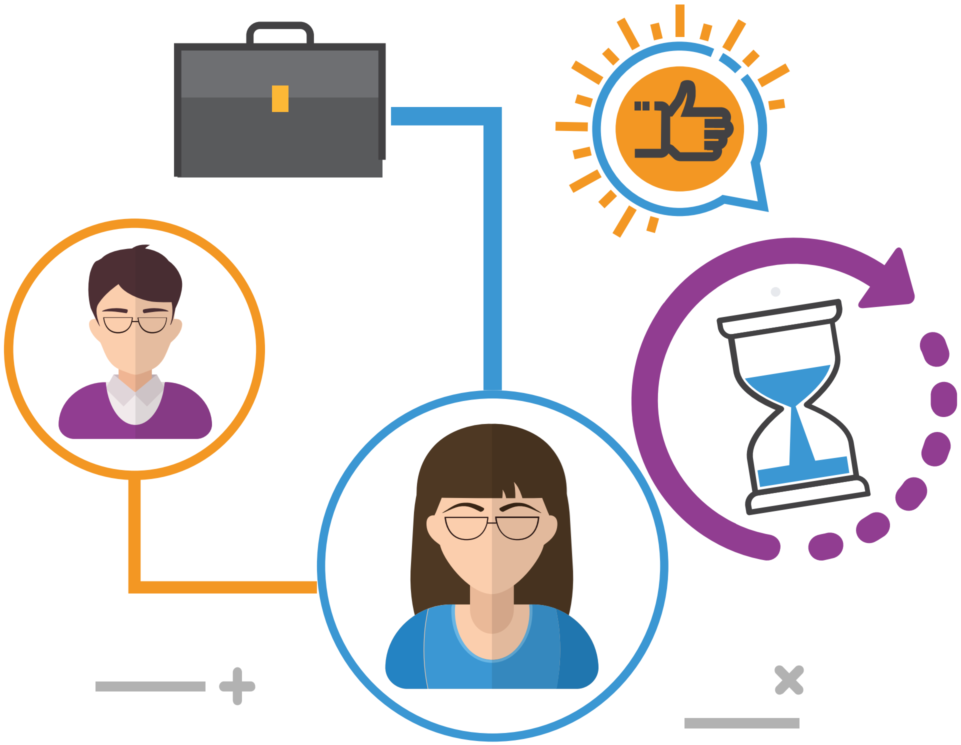
8 Outline your opportunities and threats.
Harness the power of your strengths and weaknesses. Look for opportunities that might open up when you elevate strengths in your experience and fix weak spots. Consider how automating your messages could free you up for quality one-on-one time. And take an honest look at how long your process takes and whether it's a threat to landing in-demand talent.

9 Set goals.
Optimizing candidate engagement is a moving target, an ongoing journey. How will you know you're getting it right? Consider what you can measure (in survey results, sentiment, exclamation points in emails) on a regular basis to gauge how things are going -- and whether it's time for another assessment. Give yourself space to experiment, try new things, measure and iterate.

10 Create an action plan.
With your list of opportunities, prioritize what you'll address or implement and when. Start with bite-sized chunks (i.e., rewriting 3-5 stock emails that came with your candidate engagement platform to match your voice) and put time on your calendar to get it done. Put check-ins or self-reporting on your calendar, too. Give yourself responsible marks to hit each month or quarter, and remember to check-in with your candidates regularly, too. Their impressions will be key to optimizing your engagements and the overall experience.

Bonus Round: Practice Makes Perfect

- Not checking in on your candidate experience (and hiring process) regularly is a slippery slope. It's a fast way to lose sight of what you optimized in the first place and start missing out on potential referral sources before you have a chance to ask.
- Regular assessments are a great practice to develop – and keep. It's much less about starting from scratch with each assessment, but measuring activities along the way, maintaining your action plan and keeping your feedback lines open and clear.
- If you're reporting on progress, you'll know that when you're hearing particular feedback or not seeing the needle move, it's time to dig a little deeper and assess again. There's no time like right now to start.



WorkLLama is the candidate engagement and referral management platform that helps recruiters create time and space to deliver powerful human experiences. When you put candidates first, your recruiting will soar. Our mission is to help recruiting teams thrive by streamlining candidate engagement and referral management with automation and visibility that minimize runaround, optimize candidate experience and maximize ROI.

To learn how a holistic approach to candidate and referral engagement can make a difference for your business, visit workllama.com.

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