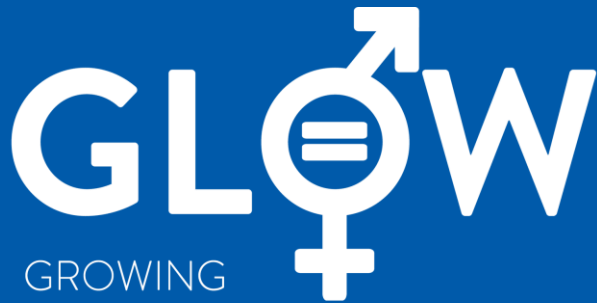




REIMAGINING SOCIAL CHANGE



GROWING  
LIVELIHOOD OPPORTUNITIES  
FOR WOMEN

# Recruiter training: Minimising candidate drop-offs

January 2025

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5 Activity: Practice 'Managerial Check-in'

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6 Summary

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# Goals of training

## Goal

Recruiters minimise the % of candidate drop-offs

## Flow of training (~1.5 hours)

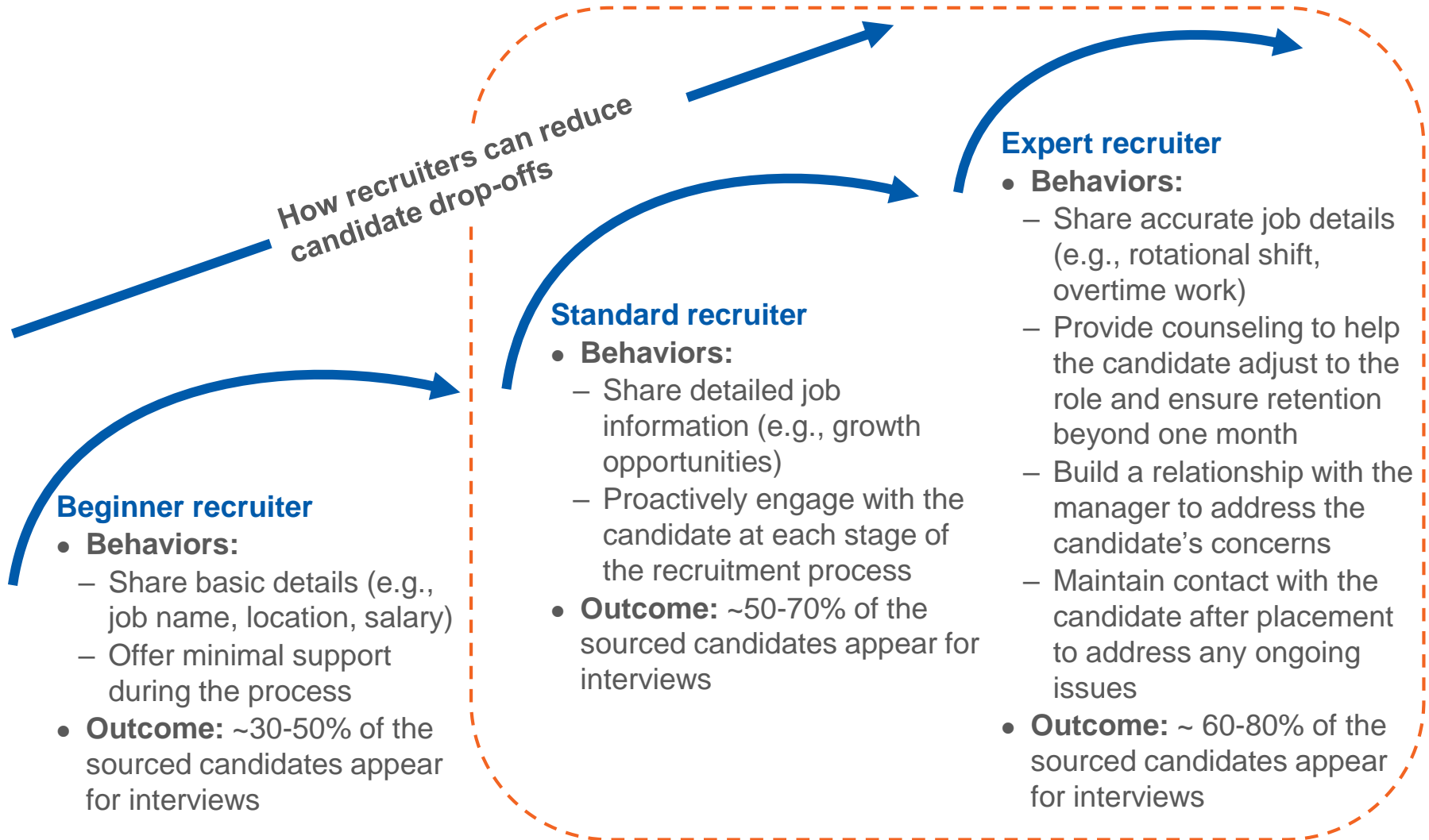
- Introductions (5 min)
- Explain why candidate drop-offs happen (10 min)
- Share interventions to solve candidate drop-offs (10 min)
- Conduct 2 practice calls with participants followed by a group discussion on what went well and what could be improved (~15 min per call)
- Share the ideal flow of the call and checklist for a good call (5 min per call)
- Ask for key learnings and feedback (10 min)

## Mode

Zoom or in-person

# Objective of the training is to help recruiters reduce candidate drop-offs

**Drop-offs:** Candidates who drop out of the recruitment process or leave the job within 1 month



 Focus of today's training

# Recruiters face 4 consequences due to candidate drop-offs



Need to source a high volume of leads to convert 1 candidate, resulting in increased costs, time, and frustration



Experience a decrease in placement revenue due to early attrition



Face lower payroll revenue due to poor candidate retention



Shortlist or hire less competent candidates if ideal candidates drop out

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# Candidates drop off due to 8 reasons

## Before the candidate joins

1. **Communication gap:** Recruiters do not provide candidates with accurate information, especially about potential drawbacks of the job
2. **Relocation concerns:** Candidates have concerns due to the relocation requirements of the job
3. **Family constraints:** Families of candidates do not permit them to accept the job offer
4. **Better opportunity:** Candidates receive a competing job offer with a higher salary or a more reputable brand

## After the candidate joins

5. **Workplace pressure:** Managers create intense work pressure on employees, which affects young graduates significantly especially during the first week
6. **Performance challenges:** Candidates realize that they are unable to perform daily tasks
7. **Commute concerns:** Candidates have concerns due to the commute requirements of the job
8. **Negative word-of-mouth:** Candidates hear negative narratives from co-workers in the workspace

# While recruiters cannot do much about 2 issues, they can address 6 issues

## Before the candidate joins

1. **Communication gap:** Recruiters do not provide candidates with accurate information, especially about potential drawbacks of the job
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Legend:

Factors outside  
control



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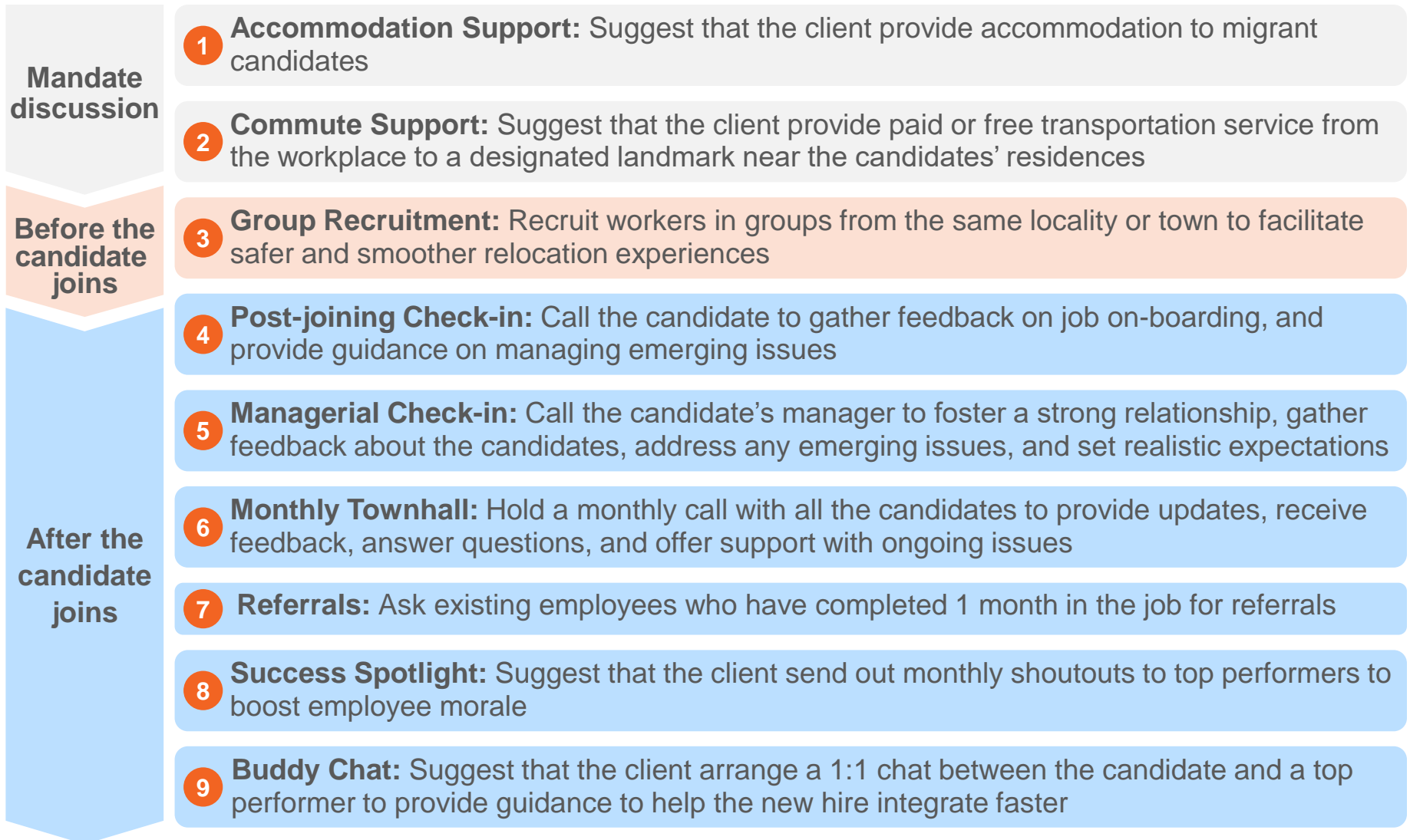
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# Activity: How can you address the 6 issues under your control?

- <XX>

# Recruiters can reduce candidate drop-offs in 9 ways



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# Instructions for post-joining check-in call between the recruiter and the candidate

## Setting

- You are calling a 31-year-old woman who has recently started a role as a retail sales associate
- The candidate has a young child, and as it is her first week on the job, she has some concerns regarding the work pressure and work-life balance

## Instructions for the recruiter

- Manager / GLOW member will act as the candidate
- You should try to address the candidate's concerns to ensure they feel confident and are convinced to stay on the job

## Instructions for the audience

- Observe the call and write down
  - What are the 3 things that went well in the call?
  - What are the 3 areas of improvement in the call?
  - Is the candidate reassured after the call?

**Do you have any questions before we begin?**

## 4 Group discussion on call

| Call made by | What went well                                             | What could be improved                                     | Is the candidate reassured after this call?                |
|--------------|------------------------------------------------------------|------------------------------------------------------------|------------------------------------------------------------|
| Recruiter 1  | <ul style="list-style-type: none"><li>&lt;XX&gt;</li></ul> | <ul style="list-style-type: none"><li>&lt;XX&gt;</li></ul> | <ul style="list-style-type: none"><li>&lt;XX&gt;</li></ul> |
| Recruiter 2  | <ul style="list-style-type: none"><li>&lt;XX&gt;</li></ul> | <ul style="list-style-type: none"><li>&lt;XX&gt;</li></ul> | <ul style="list-style-type: none"><li>&lt;XX&gt;</li></ul> |
| Recruiter 3  | <ul style="list-style-type: none"><li>&lt;XX&gt;</li></ul> | <ul style="list-style-type: none"><li>&lt;XX&gt;</li></ul> | <ul style="list-style-type: none"><li>&lt;XX&gt;</li></ul> |
| Recruiter 4  | <ul style="list-style-type: none"><li>&lt;XX&gt;</li></ul> | <ul style="list-style-type: none"><li>&lt;XX&gt;</li></ul> | <ul style="list-style-type: none"><li>&lt;XX&gt;</li></ul> |

# Recruiters can address 2 causes of drop-offs by covering additional points during the post-joining check-in call

## Key issue addressed

## Talking points during the call with the candidate

### Workplace pressure

- Enquire if they are settling in well and if their experiences with the job, commute, food, and shift duration align with their expectations
- Reassure the candidate that making mistakes is a normal part of the learning process and encourage them to learn from these initial mistakes to avoid repeating them
- Highlight the growth path offered (e.g., promotion in 18 months) and the salary progression (e.g., 10% increase in 12 months) in the role
- Enquire if the female candidates feel respected and safe in their workplace
- Suggest that the candidate stays at least a month to see if they feel more comfortable with the role before deciding to leave

### Negative word-of-mouth

- Suggest that the candidates reach out to the recruiter directly via call or WhatsApp if they have any concerns or doubts

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## Instructions for check-in call between the recruiter and the candidate's manager

### Setting

- You are calling the manager of a retail store who manages ~500 staff members
- You placed ~10 retail sales associates at his store a month ago

### Instructions for the recruiter

- Manager / GLOW member will act as the store manager
- You should seek feedback from the manager about the new hires and suggest that they set realistic goals for them

### Instructions for the audience

- Observe the call and write down
  - What are the 3 things that went well in the call?
  - What are the 3 areas of improvement in the call?

**Do you have any questions before we begin?**

## 5 Group discussion on call

| Call made by | What went well                                             | What could be improved                                     |
|--------------|------------------------------------------------------------|------------------------------------------------------------|
| Recruiter 1  | <ul style="list-style-type: none"><li>&lt;XX&gt;</li></ul> | <ul style="list-style-type: none"><li>&lt;XX&gt;</li></ul> |
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| Recruiter 4  | <ul style="list-style-type: none"><li>&lt;XX&gt;</li></ul> | <ul style="list-style-type: none"><li>&lt;XX&gt;</li></ul> |

## 5 Recruiters can address 1 cause of drop-offs by covering additional points during the check-in call with the manager

### Key issue addressed

### Talking points during the call with the manager

#### Workplace pressure

- Enquire about the performance of the new hires and whether they are meeting the performance expectations
- Enquire about the number of candidates who are performing well in the role
- Suggest that the manager sets realistic goals and targets for the new hires during their first month



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# Here is a recap of 9 ways you can reduce candidate drop-offs

## Mandate discussion

1 **Accommodation Support:** Suggest that the client provide accommodation to migrant candidates

2 **Commute Support:** Suggest that the client provide paid or free transportation service from the workplace to a designated landmark near the candidates' residences

## Before the candidate joins

3 **Group Recruitment:** Recruit workers in groups from the same locality or town to facilitate safer and smoother relocation experiences

4 **Post-joining Check-in:** Call the candidate to gather feedback on job on-boarding, and provide guidance on managing emerging issues

5 **Managerial Check-in:** Call the candidate's manager to foster a strong relationship, gather feedback about the candidates, address any emerging issues, and set realistic expectations

## After the candidate joins

6 **Monthly Townhall:** Hold a monthly call with all the candidates to provide updates, receive feedback, answer questions, and offer support with ongoing issues

7 **Referrals:** Ask existing employees who have completed 1 month in the job for referrals

8 **Success Spotlight:** Suggest that the client send out monthly shoutouts to top performers to boost employee morale

9 **Buddy Chat:** Suggest that the client arrange a 1:1 chat between the candidate and a top performer to provide guidance to help the new hire integrate faster

**What are 1-2 learnings you will implement from today's training?**



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