



The Candidate Experience

Your Employer Brand in Action





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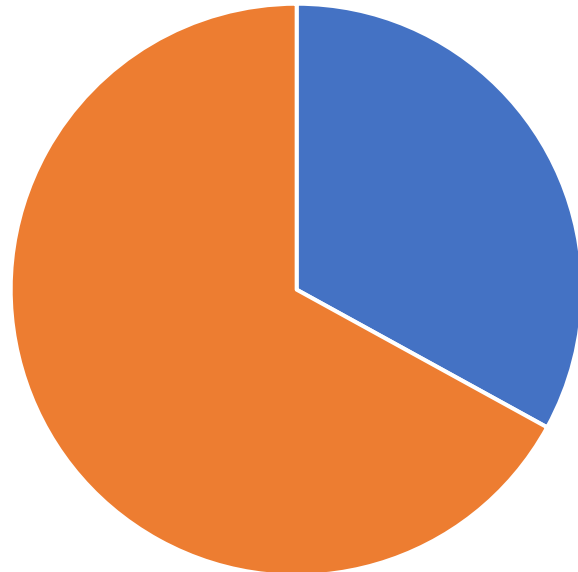
What IS the candidate experience?

Everything a job seeker encounters while interacting with your organization—from first impression to final decision, and beyond.

Why the candidate experience matters



- Impacts **brand reputation**, offer **acceptance rates**, and **referrals**
- Positive experience = **2x more likely to become customers**



67% of candidates will share negative experiences publicly (Glassdoor, social media)

Candidates Are More Than Just Applicants



Candidates are often:

Customers

Influencers

Future applicants or referrals



Don't burn bridges—**every touchpoint matters**



Pre-Employment



Hiring Process



Key Challenges

- Balancing **speed** vs. thoroughness
- Standing out in a **competitive market**
- Ensuring a **consistent** and **positive** journey

Strategy

- Fast, clear **comparisons**
- Active **selling** throughout
- Strong offers + **personalized** communication
- Stay **engaged** through start date



Hiring Process

Market Realities

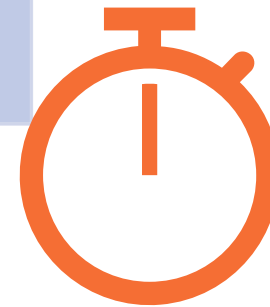
Top candidates are:

Interviewing
elsewhere

Off the market in
2–3 weeks



Speed, clarity, and warmth
are your differentiators



Communication is Everything



Respond to **every** applicant, even if not interviewed

Frequent **updates**, even without progress

No ghosting—damages brand reputation

Interviews



Interview Best Practices



Prep:
over-communicate,
provide all details



Punctuality:
be on time =
respect



Scheduling:
minimize downtime
between rounds



Balance:
assess + sell



Interviews

Consistency & Alignment

- Every candidate should have a **similar experience**
- Align your **stakeholders**
- **Train interviewers**—warm vs. transactional matters





Offers

Strong Offers Win

- First impression of the company's **commitment**
- Highlight **total compensation**, not just salary
- **Speed** matters—act fast



Offers



Personalization & Transparency

01

Personalized
delivery: “Here’s
why we’re excited
about you”

02

Be **upfront** about
benefits,
expectations, and
role scope

03

Don’t assume
they’re sold—
make them feel
wanted



Rejection Process

Rejections that Build Brand





Pre-Start Engagement

Keep the Warmth Going Pre-Day 1

- **Ideas:**
 - Call from HR or hiring manager
 - Team lunch, swag, coffee chat
 - Send a book or welcome gift
- Clear Day 1 info: what to bring, wear, where to go, etc.





Employment





Onboarding Matters

- Day 1 = critical
- Week 1 = second most important
- Personalized onboarding builds loyalty
- Set 30-60-90 day expectations

Retention



- **Talk & Listen**

- Ask questions around goals and growth
- Take a personalized approach with each individual
- What's working / not working

- **Manager Training**

- Most poor onboarding experiences stem from unprepared managers

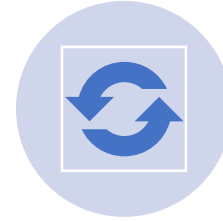
Feeling Valued



FREQUENT
RECOGNITION:
SHOUTOUTS, SPOT
BONUSES, PTO DAY



REGULAR
PERFORMANCE
REVIEWS



CONTINUE TO
REEVALUATE
BENEFITS



COMPETITIVE
COMPENSATION



TALK ABOUT
GROWTH PATHS



FOSTER INCLUSIVE,
INTENTIONAL
CULTURE



CELEBRATE WINS



Post-Employment

Farewells that Matter



- Counteroffers
- Respect their decision
- “Farewell, not goodbye” mindset
- Exit interviews & being a reference
- Keep in touch:
 - Alumni events
 - Newsletters
 - Ongoing community



Final Thoughts



CANDIDATE EXPERIENCE =
LONG-TERM **BRAND IMPACT**



IT'S NOT ABOUT JUST HIRING—
IT'S ABOUT **RELATIONSHIPS**



EVERY INTERACTION BUILDS
OR BREAKS **TRUST**



What else?

Let's keep in touch!



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