



# **THE HIRING HEALTH CHECK: IS YOUR PROCESS HELPING OR HURTING YOU?**

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# Introduction

Hiring is one of the most powerful levers for business success, yet many companies treat it as an administrative function. When good candidates walk away, the wrong ones get hired, or the process takes too long, it damages more than productivity. It harms your brand.

This guide offers a clear, practical look at what healthy hiring looks like from a recruitment perspective, designed for hiring managers, founders, and talent leads.





# Why Hiring Needs a Health Check

## Symptoms of a broken process:

- Top candidates drop out or go dark
- Offers are declined regularly
- Managers say "we're not seeing the right CVs"
- Hiring takes longer than it should
- Feedback is inconsistent or unclear

A strong hiring process builds confidence, attracts better people, and fills roles faster. It is the difference between reactive firefighting and strategic growth.





## Defining What “Good” Looks Like

**A healthy hiring process should be:**

- Clear on what you need and why
- Fast but thorough
- Candidate-friendly
- Consistent across teams
- Data-informed

When these pillars are in place, recruitment becomes a competitive advantage rather than a bottleneck.





# Stage 1 - Briefing and Job Spec

## Ask yourself:

- Is the job spec clear, up to date, and written with outcomes in mind?
- Does it reflect what the role needs now and in six months?
- Have you defined “must-have” vs “nice-to-have” skills?
- Are you using language that invites diverse applicants?

**Fix it tip:** Get your recruiter involved early. A good recruiter will challenge assumptions and help you sharpen the brief.





## Stage 2 - Sourcing and Attraction

### Key questions:

- Where are you advertising and why?
- Are you relying too heavily on job boards?
- Do you have a referral strategy?
- Is your employer brand helping or hurting?

**Fix it tip:** Use your recruiter's market knowledge. They will know which communities, groups, and forums deliver the best CRM talent.





## Stage 3 - Screening & First Contact

### Things to assess:

- Are candidates contacted quickly?
- Is your communication personalised and engaging?
- Do you offer clarity on timelines and next steps?

**Fix it tip:** Speed is your friend. Candidates in Salesforce and RevOps roles often receive multiple approaches. First impressions count.





## Stage 4 - Interviews

### Audit your interview process:

- Are all interviewers aligned on role and criteria?
- Do you repeat questions or stages unnecessarily?
- Are you assessing soft skills and commercial thinking, not just tech?

**Fix it tip:** Standardise your interviews. Provide structure, feedback forms, and scorecards. This removes bias and keeps things fair.





## Stage 5 - Offers and Closing

**Where many good processes fall down:**

- Delays between verbal and written offers
- Poor handover from hiring team to HR or legal
- Lack of personal touch in the offer stage

**Fix it tip:** Get the offer right first time. Be quick, be clear, and always follow up verbally before sending anything formal.





## Stage 6 - Onboarding and Feedback

**Hiring does not end at offer acceptance:**

- Is the onboarding communication strong?
- Are there intro meetings and is system access lined up for day one?
- Are you collecting candidate feedback on the process?

**Fix it tip:** Build a post-offer checklist. Treat onboarding as the final stage of recruitment, not just HR admin.





## Final Thoughts

Healthy hiring is not about perfection. It is about **consistency, clarity, and care**. Every company has blind spots - the key is to uncover them before they cost you **great people**. If you are unsure where your process is working or not, speak to a recruiter **who sees the market from both sides**.

Your hiring process **speaks volumes about your culture**. Make sure it says the right things.





# GET IN TOUCH

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Let's talk talent! Book a chat with me:

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