

# NORTH COAST JOB SEEKERS

*Career Transition Support in Northeast Ohio and Beyond*

## RESOURCE LIBRARY

### **“Measuring and Identifying a Great Culture While Interviewing”**

North Coast Job Seekers Presentation by

**Shawna Whitlock**

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[www.northcoastjobseekers.org](http://www.northcoastjobseekers.org)

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Measuring and  
Identifying a  
Great Culture  
While  
Interviewing –  
What you Need  
to Know

# WHAT WE KNOW

MANY EMPLOYERS  
FAIL MISERABLY  
WHEN IT COMES TO  
THE CANDIDATE  
EXPERIENCE AND  
RECRUITMENT BEST  
PRACTICES

THIS IS **ALWAYS** TIED  
TO A POOR CULTURE!



*Employers who don't deliver an optimal Candidate Experience often don't deliver a great work environment!*

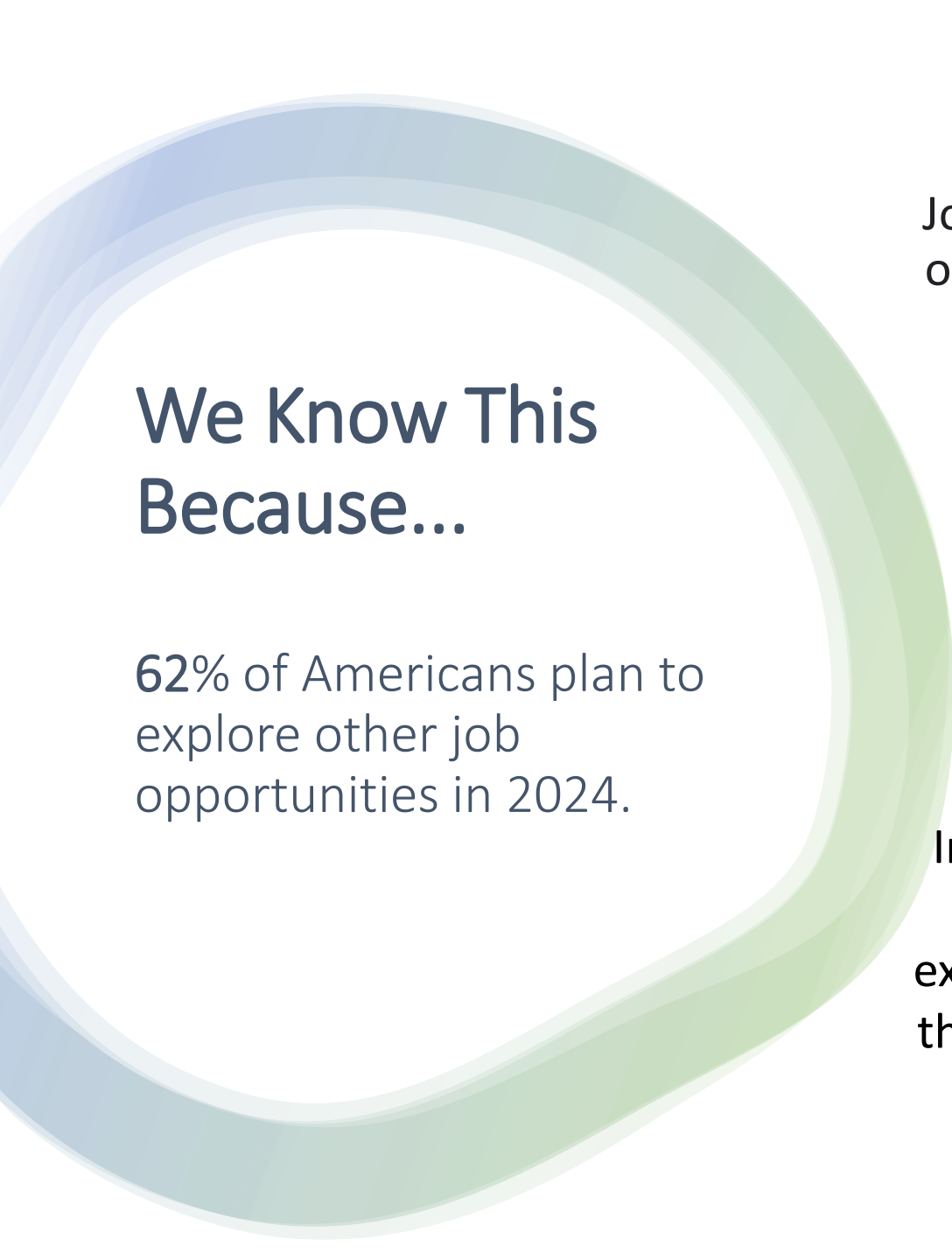
The Candidate Experience is a candidate's feelings about an employer's recruiting and hiring process from job search to onboarding.

# REAL CANDIDATE COMMENTS:

*"I was really excited about the opportunity, but my interview was out of a playbook from 30 years ago..."*

*"The recruiter didn't learn anything about ME...she was my initial impression of ----- and it wasn't a good one."*

*"I never heard back from my follow up email, weeks went by. I don't know if they are interested in me or not?"*



## We Know This Because...

62% of Americans plan to explore other job opportunities in 2024.

**73%**

Job seekers will reject a job offer because of a negative candidate experience.

**82%**

Candidates who had a bad candidate experience told others about it.

A candidate is talking to 4-11 potential employers at any given time in their job search.

**78%**

Individuals say that a negative interview experience can change their mind about a job they once liked.

**56%**

Job seekers have abandoned their search of a company after reading negative reviews online.

## THIS IS A PROBLEM BECAUSE ...

Employers end up wasting:

- time
- money
- resources
- opportunity

And they ultimately lose:

- top talent
- brand equity

Which results in more wasted:

- time
- money
- resources
- opportunity



# As a Job Seeker, What Can You Do?

- Ask to meet with people that would be your peers
- Ask the key questions in a job interview
- Look around on the way to the restroom
- Monitor the level of engagement and follow-up you receive
- Read Glass Door and Indeed Reviews



Ask to meet  
with people  
that would  
be your  
peers

- When you are called for an interview and they explain who you will be meeting with (hopefully!), ask if you can also speak with someone from your peer team.
- If they tell you no, that is a red flag that they do not want you to engage with anyone other than the interviewer.

# Ask these questions in a job interview

- 1) What types of employee appreciation programs does the company have?
- 2) What is your favorite part of working here?
- 3) What do you like least about working here?
- 4) If I am hired, will someone have a regular check-in meeting with me?
- 5) What kind of on-boarding plan will there be for me?

# Look around on the way to the restroom

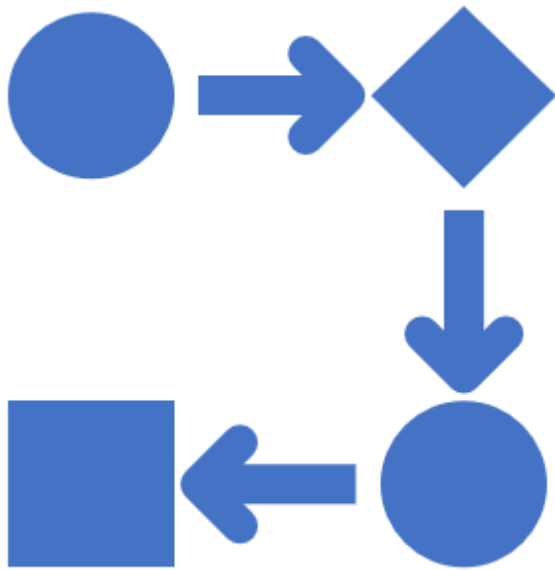
May sound a little strange, however if you turn yourself around while returning from the restroom, it provides you a great opportunity to look around.

Look at how the employees interact with each other, are they smiling? Is there collaboration?

Ask someone for directions back to the interview area, is the person helpful? Is the person interested in speaking with you?



## Monitor the level of engagement and follow-up you receive



- Is the HR person proactively keeping you updated as to the process and where you stand?
- Do you get answers to your questions?
- Are responses to your calls/emails/texts timely?

# Monitor the level of engagement and follow-up you receive

- Is the interviewer actively engaged in the dialogue with you?
- Does the interviewer seem prepared for the conversation with you? Is he/she on time?
- **More than one no to these questions and the company's culture is flawed!**



# Let's Talk About The Interviewer

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Does the interviewer talk more about him/herself than ask about you?

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Is the interviewer reading emails and/or texts while speaking with you?

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Does the interviewer avoid answering questions about engagement, employee development or recognition?

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Does the interviewer seem happy?

# Read Glass Door and Indeed Reviews



Don't just glance at these reviews – look for patterns and for comments signaling that turnover is high.

Look for the comments that are specific, those are usually from someone who has a true complaint and not simply “sour grapes”!

# LEGALLY

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What You  
Need to Know







# Title VII of the Civil Rights Act of 1964

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Protects employees AND job applicants from employment discrimination based on race, religion, color, national origin, sex, pregnancy, sexual orientation, gender identity, age, ancestry, physical or mental disability, genetic information, and marital status.

# Title VII of the Civil Rights Act of 1964 (continued)

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Levels the playing field – employers must only consider objective job-related criteria when making employment decisions.

**Discrimination**  
Discrimination is the  
prejudicial treatment act  
Discrimination against  
disallowing one from  
recognized as empl  
... discrimination



# Title VII of the Civil Rights Act of 1964 (continued)

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- Protection covers the full spectrum of employment decisions
- **Recruitment**
- **Interviewing**
- **Testing**
- Promotions/Transfers
- Corrective Action/Termination

QUESTIONS???





Shawna Whitlock



Human  
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