Target Keyword: common hiring and recruiting mistakes
Page Title: 6 key reasons companies end up recruiting the wrong people

Hiring someone to fill a position in your company is a difficult process. You have some basic information about their experience and qualifications. Then you spend a little bit of time with them face-to-face to see what they're like. And from that, you have to determine if that applicant would not only do their job competently, but work well with your other employees, take direction well, and be a valuable asset to your company in years to come.

It's not easy, and there are plenty of ways to slip up. Here are six common hiring and recruiting mistakes companies make and how to guard against them.

1. **Poor Planning.** A lot of hiring managers take an, "I'll know it when I see it" approach to recruiting, or rely on their gut feelings about applicants. But if you don't know what you're looking for, you're much more likely to pick the wrong person. So clearly define the skills, abilities, education, and other important factors your perfect candidate needs to have. That way, you know what you're looking for right from the beginning and can identify it more easily when it comes along.
2. **Poor Interviewing.** One of the most common hiring and recruiting mistakes that hiring managers make is talking too much themselves during job interviews. The interview isn't about you, but about the applicant. Answer any questions they may have, but for the most part, the more you let them talk instead of you, the better picture of their suitability you'll be able to put together during your brief time together.
3. **Personality Profiling.** Personality tests tend to be generic and vague. Using them in hiring is one of the most common hiring and recruiting mistakes. A personality type can't really tell you how well an applicant will perform within your company. Instead, use evidence-based recruiting. Contrary to personality profiling, it works by performance profiling, analyzing behaviors instead of personality types. It's specifically geared towards determining how well an employee will perform within your company, and what position will give them the highest performance ratings.
4. **Insufficient Background Checking.** Your applicant has great qualifications and a stellar resume. They're perfect! If it's all true. But is it? It's time-consuming, but before hiring anyone, check with their past employers, schools, references, and everything else that can be verified, to make sure they're on the level.
5. **Hiring from Competitors.** Knowing you're getting someone who previously worked for your competition is tempting. Their valued asset becomes yours, which gives you an advantage over them. But if that's the only thing a candidate has to recommend them, they won't add much to your company. Focus more on the kind of worker they are and if they'd be a good fit.

6. **Rushing the Process.** You want to get the hiring process over as quickly as possible, so you end up settling for a less-qualified candidate just to fill the position. Instead, take your time, meet with several qualified applicants, and really think about the decision before making your choice.

If you follow these six key guidelines, you'll be much closer to finding your ideal candidate for the position. And bringing on the right person could mean thousands if not hundreds of thousands in extra revenue over the coming years. Good luck!