GHOSTING IN THE WORKPLACE

How HR Pros Can Combat This Troubling Trend

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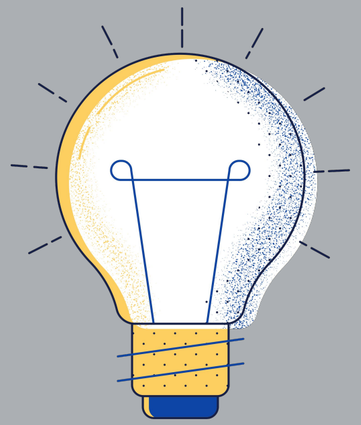

WEBINAR GOALS

Learn What ‘Ghosting’ Is and Why It’s a Problem.

Learn the Impact Ghosting Can Have on Your Business .

Learn Strategies to Minimize Ghosting.

EMPLOYEE GHOSTING

“Happens when an employee stops showing up at work without giving any notice, and in the process often eludes their employers attempts to reach them”

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41%

Of employees believe its okay to ghost an employer, But the same employees said an employer ghosting a candidate was unacceptable.

HR Clutch Report

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Reasons for Ghosting

- Doing what is in their best interest
- Unable to make up their mind
- Sometimes driven by a lack of information

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Reasons for Ghosting

- Seeking or found another job opportunity
- Feel undervalued or disrespected
- Almost always an attempt to avoid an uncomfortable conversation or avoid a confrontation

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How Ghosting Affects Your Bottom Line

MONEY & RESOURCES

Cost per hire is between 3K-5K

TIME

The average is 38 days to fill a job

EMPLOYER BRAND

Only 27% of employers say **they *haven't*** ghosted a job seeker in the past year.

3 Ways to Decrease Ghosting

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Excellent Pre-Boarding & Onboarding

10%

Of employees strongly agree that their employers do a good job of onboarding.

Gallup

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81%

Retention of new hires for companies that use pre-boarding.

Aberdeen

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Excellent Pre-Boarding & Onboarding

Have a strategic plan and show it.

Stay curious about your risks, track some data, and watch for patterns

Be discerning about using incentives

Build-in some emergency escape routes and pulse checks

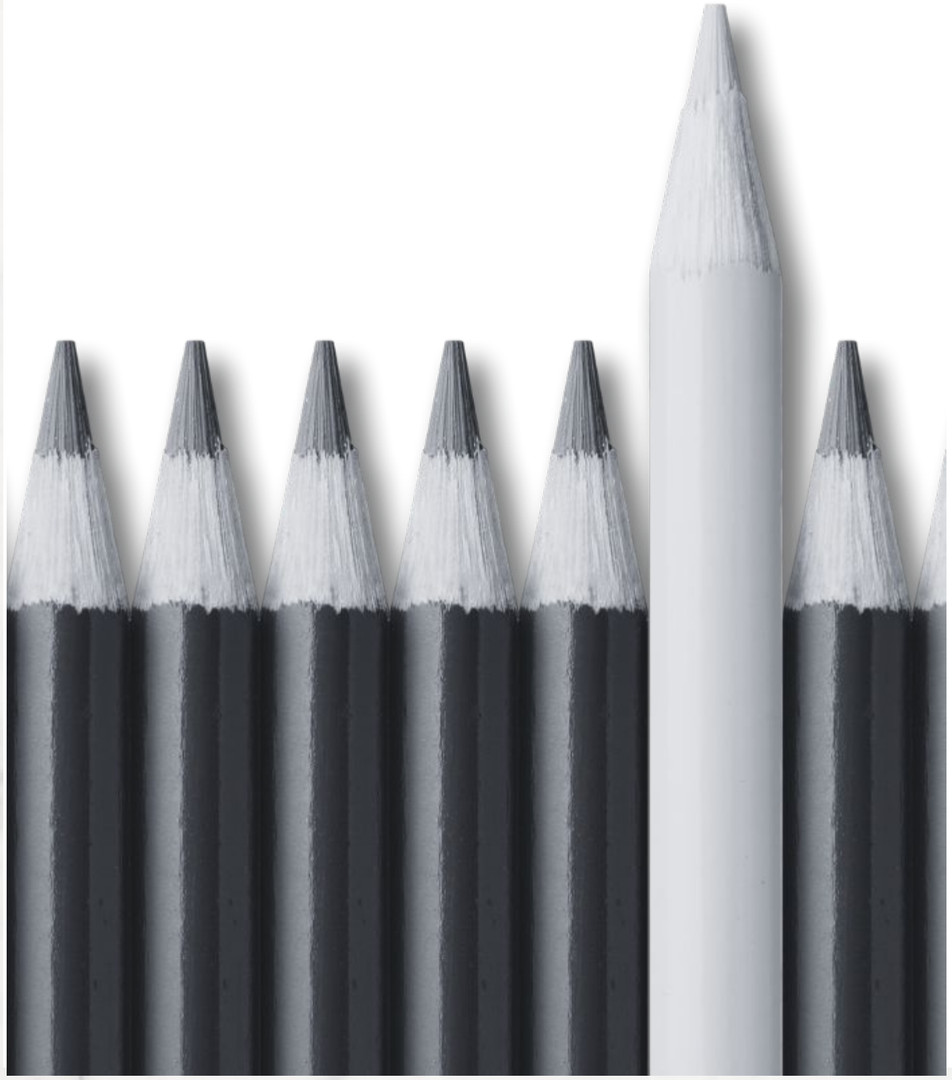
Over Communicate

Communicate to reduce uncertainty

Even a negative response is.
an okay response

The more you rely on automation,
the less personal it feels

Use multiple channels
of communication



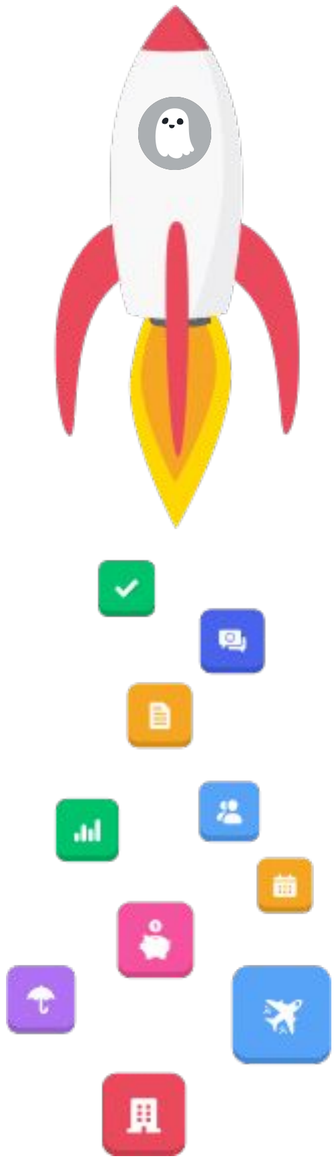
Individualize

Demonstrate interest in their best interest. Say as much, too.

As much as is possible, create and send customized/unique messages

Give them space to express themselves during the process

Send belonging cues

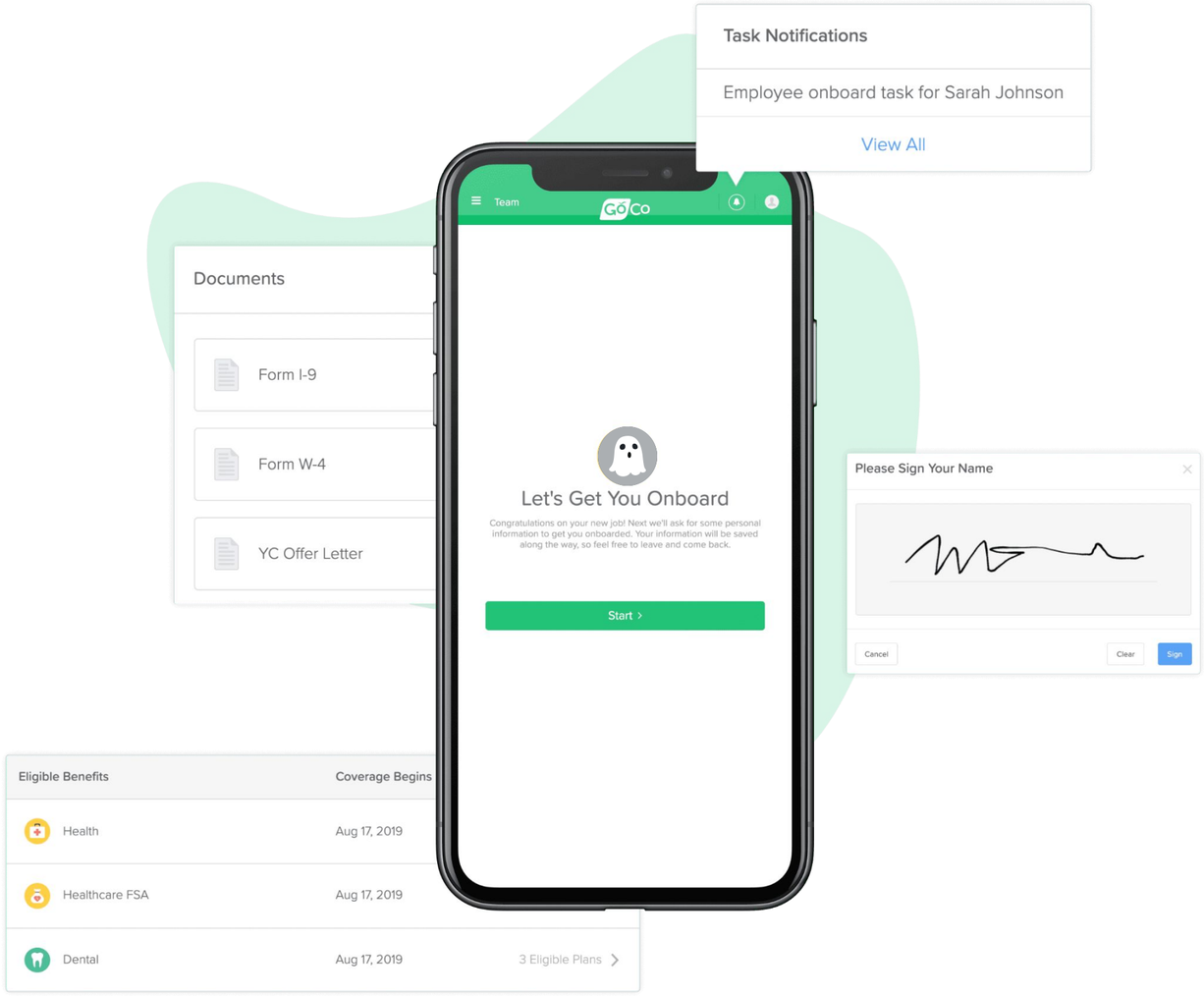


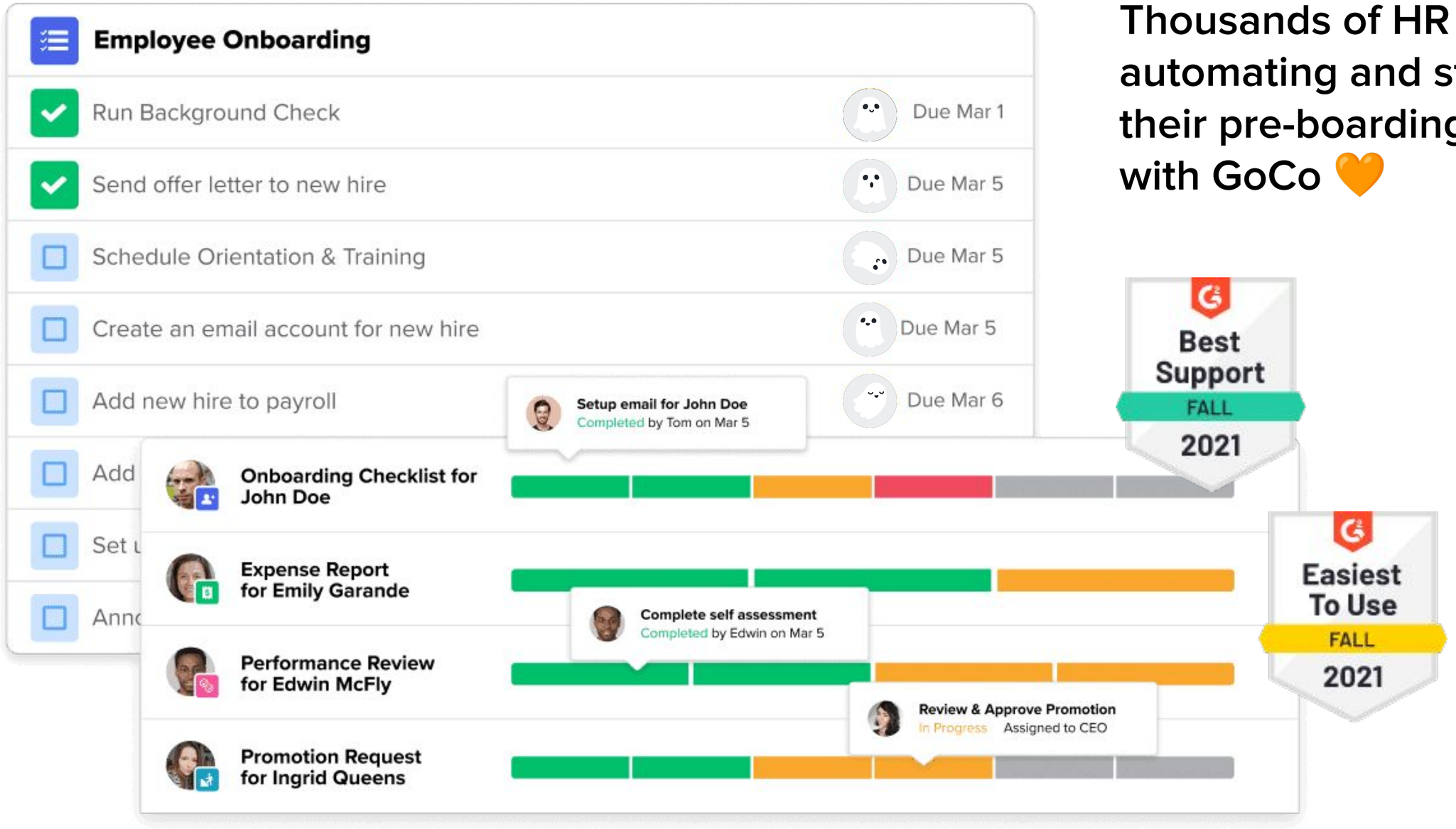
About GoCo

GoCo's mission is to empower SMBs and their HR, so they can focus on growing happier, healthier, and more productive teams

Digital Pre-Boarding in Minutes

- New hires onboard digitally in minutes before they start
- Tasks and due dates are assigned dynamically in GoCo
- Teams are always in sync
- Reminders are automated
- See task statuses at a glance





Thousands of HR teams are automating and streamlining their pre-boarding workflows with GoCo 🧡

Let’s Do *Pumpkin Spice* Lattes!

Schedule a consultation with a GOCO expert and the PSL 🎃 is on us.

goco.io/coffee

Book & complete your call in the next 2 weeks and we’ll send you a $10 Starbucks gift card!

Q&A Time!

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Thank You!

We would LOVE for you to email us with any questions:

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