

Series: HR Strategy Mastery

Headline: Your Recruitment is Failing... Long Before You Post the Job.

“Why is it so hard to find good talent?” “Candidates today want high salaries but lack the actual skills.” “We hire them, and they quit within 3 months.”

If you are a CEO, founder, or HR manager, uttering these words... As a senior consultant, let me give you a “tough love” reality check:

The problem usually isn’t the talent market. It’s the lack of clarity within your own organisation.

? 80% of Hiring Failures Happen “Before” the First Interview

Most organisations suffer from “recruitment by reflex.” A seat becomes vacant, and the immediate reaction is to copy and paste an old Job Description (JD) or steal one from a competitor and hit “Post.”

This is a recipe for disaster. Here’s why:

1. The “Wishlist” JD: You ask for a “superhero” who handles everything from high-level strategy to filing papers—at an entry-level salary. Top talent won’t apply because they see a “disorganised mess” from a mile away.
2. Hiring by Impulse: You hire out of desperation because the team is drowning. When you “lower the bar” just to fill a seat, you aren’t hiring help—you’re hiring a future liability.
3. The Alignment Gap: HR looks for “keywords,” but the hiring manager looks for “vibe.” When the two aren’t aligned, you waste weeks interviewing candidates who never stood a chance.

? Strategic Insight: Recruitment is an Investment, Not an Expense

In business, we talk about ROI. In HR, we must speak of the cost of a bad hire. Research shows a bad hire can cost an organisation 15 to 20 times the employee’s monthly salary when you factor in lost productivity, training time, recruitment fees, and—worst of all—the damage to team morale.

? 3 Practical Actions to Weaponise Your Recruitment

Stop the “Hire-Quit-Repeat” cycle with these three shifts:

1?? . Define “Success Outcomes,” Not “Tasks” Stop writing: “Must have 5 years of experience.” Start writing: “In the first 6 months, you will successfully build our lead generation pipeline from scratch.” This attracts result-oriented professionals, not just “clock-watchers.”

