



Regulatory Pulse

Communication

Let's face it, there's not a lot of time to do all of the things we want to accomplish in one day. Even when we do accomplish everything we set out to do, we may fail at one thing, how we **communicate**. This word means different things to different people. In an industry like Bio-Pharma where presentation is 50% of a company's success, it can also be the leading cause of failure.

One area of communication I see companies fail at the most is when candidates apply for opportunities. All too often, candidates apply with excited anticipation, but never hear anything! We call it in our office "the black hole of silence." I represent the regulatory market with in the drug sector, an area that is in very high demand and 100% candidate-driven. When I ask those candidates how they feel about not getting a response, the answer I receive is interesting. They really don't have a major issue with rejection. It's the simple fact that they are being completely ignored! I hear comments like "why couldn't they have the decency to send a simple reply either way?" or "I feel expendable and all that I have worked hard for in my life, doesn't matter."

In a recent article in Forbes Magazine, Contributor, Meghan M. Biro expands on this topic in her article titled, [Communication Equals Love: A Missing Link in Your Hiring Process](#). She writes "Nearly 60% of survey respondents (candidates at surveyed companies) feel they have a relationship with a company before they apply for a job. In the Internet age, what recruiter or company would expect anything less? Most people research a company before they decide to apply, using social media, career pages, LinkedIn and networks of acquaintances and friends who work for the target company." "A staggering [75%](#) of candidates who apply for a job never hear back, according to a recent CareerBuilder survey. Yes, this is staggering and not good. This is unacceptable."

So what can you do as an employer to change this perception and keep your company looking virtuous in the industry? In a world where things move at lightning speed, don't you think it's time to slow down, re-evaluate and focus on a quality vs. quantity approach? Think about how a simple acknowledgment can change an applicant's perception of your organization. Who knows, maybe rejection won't end up being as bad as it seems.