

The Renaissance Network

# Are You Using Data in Your Hiring Process, or Do You Depend on Gut Feeling?

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**360-Degree  
Blind Reference  
Checking**



## Are You Using Data in Your Hiring Process, or Do You Depend on Gut Feeling?

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Does your organization use hiring data in the recruiting and hiring process? If you aren't measuring (and discussing) aspects of your hiring processes that are important to the success of your organization, how are you going to understand and improve them?

The Society for Human Resource Management (SHRM) reports that hiring professionals say they make up their minds about candidates at the beginning of the interview. Yet SHRM says using this ["gut feeling" method based on likeability](#) isn't practical, as research shows that a third of new hires don't last six months. Search professionals like Tom Sorenson know that gut feeling is ineffective because it's not based on data, facts, and reality. He says candidate personality is only a superficial aspect of their ability and fitness for the job.

## So You Like Them, But Are They the Best Choice for the Job?

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Global search professional Jim D'Amico says hiring managers often make the mistake of thinking that the candidates they are more comfortable with are the best hires. But that leads to an organization filled with people who think and act the same, limiting diversity, innovation, and creativity. Both the excitement of finding out a candidate has the same interests or background as you as a hiring manager or the negative emotions around the hiring process as yet another workload to manage can get in the way of clear-headed and effective hiring decisions.

The most charismatic candidate may not be the best candidate for the job and the organization, and you can't know if you make that decision in the first five minutes of the interview based on feelings without data. One feeling you can count on in the hiring process is that if it seems too good to be true, maybe it is. If you "have a good feeling" about a candidate that you like right from the start, use that as the starting point, not the endpoint, for the interview and exploration of the skills, knowledge, background, experience, and accomplishments that are needed for success in the role.

## The Same Old Story

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Experts like Geoff Smart, Ph.D., chairman and founder of ghSMART, a global leadership consulting firm, [recommend against hiring with your gut](#). But it happens every day. Northwestern University's Rivera says people prefer hiring this way regardless of candidate qualifications. Business Insider reports that fifty years of research shows that hiring this way leads to a fifty percent failure rate.



Worldwide employment website Indeed UK managing director Bill Richards cites a recent survey that shows that 28 percent of employers say hiring decisions are based on gut feeling. Richards says this demonstrates anxiety around the hiring process. Research by TotalJobs shows employers start to form gut feelings about candidates even before the interview.

At The Renaissance Network (TRN), we see this in our clients all the time. We understand because any hiring process can result in poor decisions based on emotion, perceived experience in a role, and likeability. In our recruiting approach, we have made a significant difference in our hiring outcomes since we have optimized using assessment tools and blind reference checking processes.

Likeability is a factor in hiring. Let's face it – you're not going to hire a candidate that you or your hiring manager doesn't like. But for the best outcome, charisma can't be the only factor in the hiring decision. You need data about experience, cognitive proficiency, references, and results to make the best-informed hiring decisions.

According to global talent consultant Deloitte, using data in recruiting and hiring is one of the biggest opportunities in talent acquisition. Their survey respondents predict the increasing use of data technology in recruiting. Technology tools to combine candidate data with machine learning, AI-based recruiting chatbots, and candidate assessment software use data to better match candidates to roles in organizations and greatly reduce time to hire and improve hiring success.

## **What Happens When You Don't Use Data (and When You Do)**

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TRN helps clients with hiring problems. We had a client with a seemingly standard hiring process that produced great interviews but poor hiring results. They needed to stabilize their sales team, and it just wasn't happening. They'd hire different people who didn't work out and were experiencing expensive turnover, which affected their market share and business success.

Our team came in and developed a relationship with the client, analyzing their needs and existing hiring processes. We implemented [improved processes for evaluating and vetting candidates](#) for them and placed almost 30 matches, most of whom have stayed in their roles. The information provided about candidate expectations, interest, and compensation levels based on data gathering improved the quality of candidates and their selection process.

## What Data Should You Use?

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At TRN, we know the value of data in the recruiting and hiring process. We use different types of data to help our clients make informed hiring decisions based on more than external perceptions:

- Demonstrated experience confirmed through a behavioral-based interview
- Length of time in previous roles
- Confirmed reasons to leave (RTL) on each role on résumé.
- Cognitive abilities (assessment)
- Commercial mindset/technical skills (assessment)
- Reference data (blind reference checking)
- Performance ability (job simulations/case studies given to the candidate in the interview process)
- Interest level of candidate (demonstrated company knowledge)
- Culture fit (assessment and video/in-person interaction)

We help clients refine and improve their hiring processes by understanding their needs, analyzing recruiting pain points, and using data to gain clarity on actionable insights needed. Looking at all the data about a candidate and focusing on problems in hiring creates immediate improvements and better results.

Stop hiring based on likeability, emotion, and perceived skills, and start relying on the data points that get the results you need for business success. TRN can help you manage and improve your company's candidate pool with the right data in your hiring process.

## Do You Need Help Hiring?

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