**Making a good first impression**

I remember my first day for my first job.

A colleague fetched me from reception, walked me through the building, introduced me to everyone, and made me feel at home. My desk was ready and waiting, with a note to meet the IT guy who’d set me up with my equipment. My manager invited me for a coffee and chat and assured me she didn’t expect me to know everything on the first day. Tasked with my first assignment, one of my colleagues made sure to show me where the facilities were, the kitchen, the copier, and the printer, and promised to check back in for lunch!

But what if that hadn’t happened?

There was no fear of that – my interactions with that organization throughout the interview process had been based on clear, frequent communication, transparency and mutual respect, a window into what it might be like to work there.

Employees’ experience of the workplace begins *before* that first day. From the second a prospective employee reads a job specification, they’re already making an impression about your organization.

And you don’t get a second chance at a good first impression.

A good recruitment process makes the candidate feel warm, welcomed and valued, even if they’re not eventually the successful candidate.

Whether we realise it or not, if we’re part of an interview panel, we’re also a brand ambassador for our organization. Everything we say, and don’t say, will be interpreted by the candidates to help them make their decision!

In the process leading up to that first day, a new employee will engage multiple times with an organisation. At Ooredoo Group, we have a number of expat employees who move to a whole new country with their families to explore a job opportunity with us. Are we doing enough to make sure that they are experiencing the best that Ooredoo has to offer?

We’ve been upgrading our recruitment process, from end-to-end, to make sure that our value of caring is front and center in all our interactions with our potential new employees. I want our new employees, *before* their first day, to receive the welcome that I did. To feel supported. To feel valued. To feel excited about the prospects ahead.

The first day is then merely a continuation of that experience.