



Good people finding great people.

A FREE HIRING GUIDE

Hiring Mistakes *You Can't Afford to Make.*

What goes wrong, what it costs, and what to do instead. Built for Beauty, Personal Care and Wellness.

WHAT'S INSIDE

- ✓ Nine costly hiring mistakes - with the real consequences most companies only discover too late.
- ✓ A clear Better Approach for every single one - practical, specific, actionable.
- ✓ Built for founders and hiring managers in Beauty, Personal Care and Wellness.



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The most common mistakes.

We work exclusively in Beauty, Personal Care and Wellness. It is all we do. And in that time we've seen the same hiring mistakes made over and over – by smart, capable founders and teams. Here are the nine most common, what they cost, and what to do instead.

“The wrong hire impacts everything that matters. Your output. Your team. Your culture. Your time. Getting it right the first time isn't just preferable – it's everything.”

01

Treating the interview process as a screening exercise instead of a customer experience.

Many founders and hiring managers view interviews as a one-way evaluation process. In reality, the interview is often a candidate's first real experience of your company and culture.

WHAT GOES WRONG

- Slow or inconsistent communication.
- Interviewers arrive unprepared.
- Multiple rounds with repetitive questions.
- Last-minute cancellations or rescheduling.
- Unclear timelines and expectations.
- Candidates feel processed rather than engaged.

THE COST

You lose strong candidates, damage your employer brand, reduce referrals and increase future recruiting costs. Even unsuccessful candidates can become advocates or critics of your company.

BETTER APPROACH

Treat every candidate like a customer. Communicate clearly, respect their time, prepare interviewers thoroughly, and ensure every applicant leaves with a positive impression – regardless of the outcome.

“We measure success by what happens six months after the hire – not the day the invoice lands.”

02

Hiring for experience instead of capability.

In Beauty, Personal Care and Wellness, a CV can be misleading. A brand marketer who scaled a prestige label rarely thrives in a performance-led DTC business – and vice versa. Many companies overweight years of experience, prestigious employers or impressive titles.

WHAT GOES WRONG

- The candidate succeeded in a very different environment.
- They rely on resources, teams or brand recognition they won't have here.
- They struggle to adapt to ambiguity and rapid change.

THE COST

You can spend months paying a high salary before realising the person can't actually solve your company's problems.

BETTER APPROACH

Assess how candidates think, learn, prioritise and execute – and whether their experience translates to your specific channel and growth model. Not just where they've worked.

03

Rushing because the team is overloaded.

When a team is drowning in work, there's pressure to fill seats quickly.

WHAT GOES WRONG

- Standards get lowered.
- Red flags are ignored.
- Interviewers convince themselves a candidate is "good enough."

THE COST

A rushed hire often creates more work and damage than an open vacancy – managers spend time correcting mistakes, managing performance issues and repairing team morale.

BETTER APPROACH

Treat hiring speed and hiring quality as separate metrics. An open vacancy can be less damaging than a bad hire.

"We measure success by what happens six months after the hire – not the day the invoice lands."

04

Hiring people you personally like.

Founders especially are vulnerable to this.

WHAT GOES WRONG

- Great chemistry gets mistaken for competence.
- Similar personalities get hired repeatedly.
- The team starts to think alike – and the skill gaps grow.

THE COST

You end up with people who are enjoyable to work with but cannot deliver the outcomes the business needs.

BETTER APPROACH

Define objective success criteria before interviews begin and score candidates against them consistently.

05

Writing vague job adverts that hide important information.

Many companies treat job adverts as marketing documents rather than decision-making tools. They provide minimal information, hoping to attract a larger pool.

WHAT GOES WRONG

- Salaries are omitted or described as “competitive.”
- Responsibilities are unclear.
- Success measures aren't defined.
- Reporting lines and team structure are missing.
- Working arrangements (remote, hybrid, office) are vague.

THE COST

You attract a higher volume of poorly matched applicants while discouraging highly qualified candidates from applying. Hiring cycles lengthen, and offer acceptance rates decline.

BETTER APPROACH

Provide as much relevant information as possible upfront: salary range, benefits, working pattern, reporting structure, success measures, and timeline. A job advert should help candidates self-select in or out.

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06

Relying on a single sourcing channel.

In a market this close-knit, the strongest people move through relationships and reputation – not job adverts. Many founders either depend entirely on their own networks and job boards, or outsource the search completely.

WHAT GOES WRONG

- The search is restricted to active applicants.
- Internal networks become an echo chamber.
- Passive candidates are never approached.
- Hiring managers assume the right people will find the advert.

THE COST

Vacancies stay open longer, hiring managers review weaker candidate pools, and businesses risk settling for available candidates rather than the best candidates.

BETTER APPROACH

Run multiple sourcing strategies in parallel. Advertise the role, leverage your network, and work with a genuine sector specialist – one who already knows the people doing the best work, not a generalist with a beauty desk.

07

Underestimating how long hiring actually takes.

Many founders assume that once a job advert goes live, qualified candidates will quickly apply and the role will be filled within a few weeks.

WHAT GOES WRONG

- Hiring timelines are based on optimism rather than reality.
- Critical hires are only approved when the business is already in pain.
- Plans don't account for notice periods, competing offers or failed searches.

THE COST

Projects are delayed, existing employees become overloaded, and hiring decisions become rushed as pressure builds. In some cases, businesses settle for an available candidate because they've run out of time.

BETTER APPROACH

Start hiring before the need becomes urgent. Build realistic timelines that account for sourcing, screening, interviewing, offer negotiation, notice periods and onboarding.

"We measure success by what happens six months after the hire – not the day the invoice lands."

08

Using multiple recruiters instead of partnering with one specialist.

In an industry as connected as this one, word travels fast. When a role becomes difficult to fill, many companies send the vacancy to multiple recruiters simultaneously, believing more recruiters will generate more candidates.

WHAT GOES WRONG

- Recruiters compete on speed rather than quality.
- Candidates receive multiple approaches for the same role.
- Your brand becomes diluted in the market.
- The role appears desperate or overexposed.

THE COST

You receive more CVs but fewer genuinely qualified candidates. Candidate experience suffers, market perception is damaged, and recruiters stop investing in proactive headhunting.

BETTER APPROACH

Choose one true specialist who lives and breathes your industry, understands your culture and hiring requirements, and build a genuine partnership. Exclusivity creates alignment.

09

Not moving quickly enough.

Many companies lose exceptional candidates through indecision, delayed next stages and too many interview rounds.

WHAT GOES WRONG

- Weeks between interview stages.
- Delayed feedback.
- Endless stakeholder reviews.
- Waiting for "one more candidate."

THE COST

The best candidates are often off the market within days, not months.

BETTER APPROACH

When you've found someone who can do the job and fits the organisation, move decisively. Speak to a specialist recruiter before the brief is even finalised – a true expert in your market will give you real-time insight.

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NEXT STEPS

Ready to talk *talent?*

You don't have to navigate any of this alone. We work exclusively in Beauty, Personal Care and Wellness – so we already know the people, the pace and the pitfalls. If you're hiring soon, let's have an honest conversation. No pitch. No pressure.

- ✓ **You deal directly with a founder.**
- ✓ **72-hour shortlist.**
- ✓ **No fee unless you hire.**
- ✓ **Still here six months after the hire.**



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