

# The Time Decay of an Open Role

Time is your enemy after a role has been open too long

Frederickson Partners has been a leader in executive search for 28 years, and we've worked with hundreds of CEOs. Like all of the CEOs we've supported, we are certain you are deeply invested in your company's success, so it's important to bring to your attention an issue that could damage your ability to hire: Open Role Time Decay.



The clock starts to tick as soon as you commit to filling the open role. The clock is unyielding. And it is unfortunately unforgiving.

Each week after the two-week mark, the "decay" of your open role works against you.

Below is an Open Role Time Decay timeline including a summary of our CEO client feedback for each week.

**0-2  
WEEKS**

- You are motivated to see a strong list of qualified candidates immediately.
- Despite your talent acquisition team's best intentions, capturing target candidates seems slow and the volume isn't there yet.
- Word isn't spreading fast enough. Although you are hopeful the digital footprint and word-of-mouth amplification will happen, you see no evidence of it.
- You remind yourself that this role is too critical and you need to find this leader asap.
- You start to become nervous and anxious.

**4  
WEEKS**

- Pressure intensifies after you receive metrics showing impending time decay and a lack of target candidate quality. And quantity.
- You begin to consider reposting and possibly assigning the open role to another internal recruiter.
- From experience, you know this is the week when A-Player interest typically peaks.
- And as you have seen no A-Players, you start to have a knot in your stomach.

**6  
WEEKS**

- You are frustrated, anxious, and your patience is running out.
- Decay has become an acute reality.
- You are concerned that the open role's footprint will now leave potential quality candidates questioning the company's:
  - ▶ Brand
  - ▶ Culture
  - ▶ Hiring manager's reputation
  - ▶ Market competitiveness
- You are now ready to discuss hiring a search firm with your TA team.
- You fear you may be too late and have lost valuable time.
- You know that with every day the role remains open, there is a growing impact on the business' revenue and performance.

**8  
WEEKS**

- You know hope is not a strategy. You must take action now.
- You have no other option than to hustle and retain a search firm.
- You regret not taking action earlier and vow that you will "learn from this."
- But you have no time to learn—only time to address this with swift action.
- Both role decay and candidate decay have reared their ugly heads, so removing the open role will be necessary (and you know the market will recognize the role from earlier if you repost again).
- You are scrambling to find a tried and true search firm that:
  - Will be a partner alongside your TA team and work intently to generate quality candidates urgently.
  - Has a proven track record and established reputation in engaging A-player candidates.
  - Is willing to be flexible and take next steps to potentially convert carve-out candidates if required.