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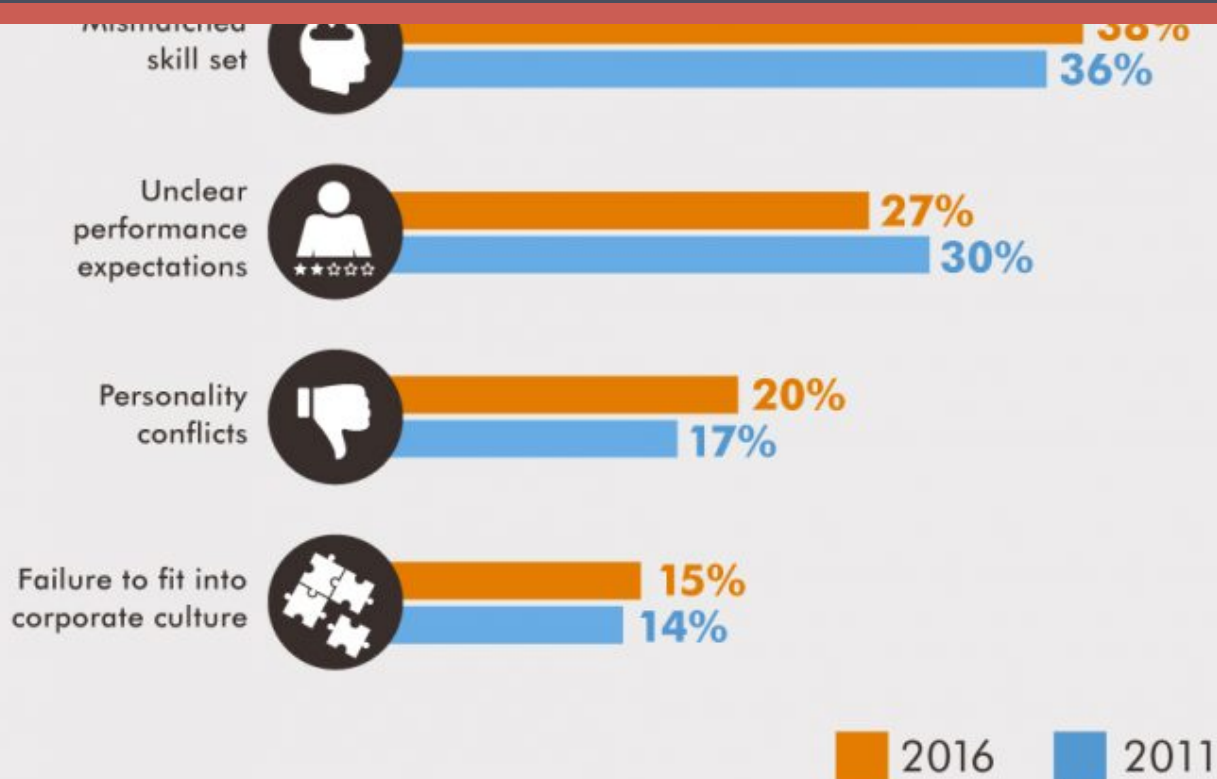
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percent of financial executives think unclear performance expectations is the top reason new ...

Nov. 29, 2016

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Source: Robert Half Finance & Accounting survey of CFOs from companies with 20 or more employees in the United States.

Three percent of CFOs in 2011 responded "Don't know."

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The most common reasons for a bad hire? Aside from poor performance, it's the result of a mismatched skill set. That's according to new data from financial staffing firm [Robert Half](#).

Nearly four in 10 CFOs interviewed (38 percent) responded this way, up two percentage points from a [similar survey](#) conducted five years ago. Another 27 percent of financial executives think unclear performance expectations is the top reason new employees don't work out.

While executives at firms of all sizes cite a mismatched skill set as the leading

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		49	99	249	499	999	
Mismatched skill set	38%	39%	39%	32%	37%	40%	45%
Unclear performance expectations	27%	26%	26%	32%	26%	36%	21%
Personality conflicts	20%	21%	20%	20%	22%	19%	13%
Failure to fit into corporate culture	<u>15%</u>	<u>15%</u>	<u>14%</u>	<u>15%</u>	<u>15%</u>	<u>5%</u>	<u>21%</u>
	100%	101%	99%	99%	100%	100%	100%

**Some responses do not total 100 percent due to rounding.*

“Hiring is hard enough, but it’s even harder when you have to do it twice,” said Paul McDonald, senior executive director at Robert Half. “Don’t impede your efforts by recycling old job descriptions. Develop a fresh overview for each opening, listing the skills required for candidates to be successful now and in the future.”

McDonald also advises companies to sell the sizzle when recruiting. “Promote why your business is a great place to work, emphasizing the organization’s mission, culture and career growth opportunities,” he said. “This, combined with a compelling, relevant job description, will help attract top performers who fit the firm’s needs.”

Robert Half Finance & Accounting offers four tips to avoid making a [bad hire](#):

1. **Identify the must-haves.** Make a list of essential skills and those that can be learned through training. While technical expertise can help people land the job,

it's their soft skills that ensure they're a fit for the company and can take on greater

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immediately. If you find a great applicant, move quickly and don't overpay compensation. Separate Robert Half [research](#) shows promising candidates lose interest when companies delay making a decision. Don't prolong the process.

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