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Why we coach every placement

The case for staying after the hire, and what it does for retention.

By **Brandon Bates**, Co-Founder and President

22%OF NEW HIRES LEAVE
WITHIN 90 DAYS¹**50–200%**OF SALARY TO REPLACE
ONE HIRE²**75%**OF VOLUNTARY EXITS ARE
PREVENTABLE³**\$0**ADDED COST. COACHING
IS INCLUDED

Most recruiting firms disappear the day the offer is signed. We do the opposite. Coaching is included with every placement we make, and there is no clock on it.

People assume that is a nice-to-have. It is not. It is the part of the job that decides whether a placement actually worked.

The math nobody likes to say out loud

About 22 percent of new hires leave within their first 90 days.¹ When a placement fails that early, everyone loses. Replacing one employee runs 50 to 200 percent of their salary once you count recruiting, lost productivity, and the months before a new person reaches full speed.² The candidate takes a hit to their record and their confidence. And the firm that made the match looks good for exactly as long as it takes the seat to empty again.

The part that should bother all of us: roughly 75 percent of voluntary exits are preventable.³ Most of the time, nobody was paying attention during the window that decides everything.

The offer is the wedding. The first ninety days are the marriage.

A signed offer is not a successful placement. It is a bet that the match holds. The first ninety days are where that bet is won or lost, and almost nobody shows up for that part.

So we stay. After the start date, the person we placed gets real coaching. We work through the early friction, the things that feel too small to raise with a new boss but big enough to make someone quietly start looking again. We stay close to the hiring manager too, so problems get solved while they are still solvable instead of surfacing in an exit interview.

This is not charity. It is how we protect the work.

When we put someone in a seat, we are telling that employer the match is right. Coaching is how we make sure we were. It also changes who we are willing to place. When you know you will coach someone through their first months, you stop chasing the candidate who looks perfect on paper and start backing the one who will actually last. Skin in the game makes you honest.

I think about it the way I think about anyone I care about starting somewhere new. You do not drop them at the door and drive off. You stay in their corner until they have their footing. Our whole reason for existing is to get people into rooms they were never invited into. Walking away at the offer would mean leaving them at the threshold.

The industry is built to be paid at the offer and gone by the start date. We think that is backward. The offer is the easy part. Staying is the part that earns the next placement. That is why we coach every one. Not for a set number of months. For as long as it takes the hire to stick.

SOURCES

1. AIHR (Academy to Innovate HR), new-hire turnover analysis (share of new hires departing within 90 days).
2. Society for Human Resource Management (SHRM) and Gallup, employee replacement cost estimates (50 to 200% of annual salary).
3. Work Institute, 2025 Retention Report (preventable share of voluntary turnover).