

Running a hire with Personio and Laidback

Personio stays the system of record. This is the copy and the cadence for everything it was never built to do: reaching people who never applied, chasing feedback, and keeping the loop moving. Steal every template. Change the words so they sound like you.

The loop, in one page

Stage	Personio holds	I run	Cadence
Intake	Req, approvals, position requirements	Turn the brief into a scoreable bar	Once per role
Sourcing	Applicants and referrals	Search the open web plus your database	Daily re-run
Shortlist	Stages and scorecards	Evidenced shortlist in the channel	Every batch
Outreach	Sequences you already run	Drafts from evidence, a human sends	Day 0, 3, 8, 15
Interviews	Kits, feedback, history	Book, chase, nudge, move the stage	Twice daily
Offer	Offer and hire record	Keep the thread warm to start date	Weekly

Connect once with Personio API credentials, read only if you prefer. Approved people land back as a application on the position with the source attributed and the evidence in the note.

Outreach templates

Four messages, one sequence. Every one of them names a specific piece of the person's work. If you cannot fill the bracket with something real, do not send the message.

1. First touch, passive candidate

Send when: Day 0, after the shortlist is approved · Point: Prove you read their work in the first line

Subject: [specific thing they built] + what we are building

Hi [name], I read [specific project, talk, repo or shipped feature]. The part that stood out was [detail], because we are hitting the same problem at [company].

We are hiring a [role] to own [outcome, not a list of tasks]. Team is [size and who they report to]. [Comp range or a real signal of scope.]

Not asking you to apply. If it is interesting, I will send the detail and you decide from there.

[Your name], [title] at [company]

2. Follow up that adds something

Send when: Day 3, no reply · Point: New information, never a nudge for its own sake

One more thing I should have said: [concrete detail, a customer, a technical decision, why the role is open].

If the timing is wrong, tell me and I will stop. If you know someone better suited to [outcome], that is just as useful to me.

3. Referral and warm intro ask

Send when: Day 8, still no reply · Point: Turn a no into a network

Last one from me. If this is not for you, is there someone you rate who is thinking about [outcome]?

Happy to return it: I keep a short list of people hiring for [their discipline] and I will send it over.

4. Reviving a silver medallist

Send when: Any time a similar role reopens · Point: The cheapest pipeline you already own

Hi [name], we spoke [timeframe] about [role]. You got to [stage] and the feedback was [genuine positive].

The thing that was missing then, [gap], is now [what changed]. The role is open again and I thought of you first.

Worth a 20 minute call, or is the timing still wrong?

Feedback loop templates

These are the messages that keep a hire from stalling. Post them in the hiring channel, not in Personio. The record still updates, but the conversation happens where people already are.

5. Shortlist review, calibrating the bar

Send when: Every batch · Point: Rejection reasons are training data

[N] for review on [role]. Each card shows the evidence for every must have and what is missing.

Reply with a reason, not just a no. "Too junior for the scope" and "wrong domain" send me in completely different directions.

I re-run the search with your reasons applied and post the next batch [cadence].

6. Chasing interview feedback

Send when: 24h after the interview, then daily · Point: Stop the two week silence that loses candidates

[Interviewer], feedback still open for [candidate], [stage], interviewed [when].

Three lines is enough: what convinced you, what worried you, hire or no hire.

[Candidate] was told they would hear back by [date]. That is [n] days away.

7. Weekly pipeline standup

Send when: Same time every week · Point: One message instead of a meeting

[Role], week [n]. In pipeline: [n]. Moved this week: [n]. Stalled over [x] days: [n].

Blocked on: [named person and the exact decision needed].

My read: [the one thing that will move the hire this week].

8. Hiring manager check in on the bar

Send when: After the first two rejected batches · Point: Catch a wrong brief in week one, not week six

[Manager], you have passed on [n] people for [reason pattern]. That reads like the brief says [X] but you want [Y].

If that is right, I will change the bar to [proposed change] and the next list will look different.

If it is not right, tell me what I am reading wrong.

9. Post hire retro, so the next search starts calibrated

Send when: Two weeks after start date · Point: Turn one hire into a better next one

[Hire] started [when]. Three questions while it is fresh:

What in the process told you they would be good? What did we almost get wrong? What would you cut next time?

I save the answers against this role, so the next search for [role] opens already calibrated.

What to put on autopilot first

Habit	Start as	Move to autopilot when
Re-run the search daily	Autopilot	Immediately, it only posts, it never sends
Draft outreach	Ask approval	Never. A human always sends
Chase missing feedback	Ask approval	After one week of accurate nudges
Book interviews	Ask approval	Once the panel trusts the slot picking
Write back to Personio	Ask approval	Once the note format matches your team's
Weekly pipeline standup	Autopilot	Immediately

Want this running on your own roles?

Connect Personio, add me to one hiring channel, and brief me on a single open role. The first evidenced shortlist comes back the same day. laidback.so/works-with/personio