

Recommended guidance to give to candidates on GenAI usage

We've gathered best practice from the [TA Disruptors community](#), as well as insights from the likes of Siemens, HelloFresh, the Institute of Student Employers, the Government Skills and Curriculum Unit, UCAS, and many others. Giving you:

- Context on why you should permit GenAI usage
- Advice on how candidates should use GenAI
- Templated guidance you can put on your careers site
- Sample 'coaching content' your team can give to candidates

“ The increasing use of generative AI by job candidates is forcing employers to review hiring processes so they are fit for purpose in the AI-enabled landscape. What we've been missing is practical advice on exactly how to do this. This guide from Arctic Shores starts to fill this gap. It's a must-read. ”

Hung Lee,
Recruiting Brainfood

Why TA teams must guide candidates' use of GenAI

[7 in 10 candidates plan to use GenAI to complete applications and assessments in the coming months.](#)
Here's what that means for TA teams:

1 Recruiters are overwhelmed by AI-generated applications that are high-quality, but also identical

2 Interviews and assessment centres then have to be rerun, when these high-quality applications are revealed to be AI-generated

Here's what you can do about it:

Ban GenAI in the recruitment process

This option risks shrinking your talent pool and excluding diverse candidates.

[Click here to find out why.](#)



Stay neutral – don't tell candidates whether GenAI is allowed or not

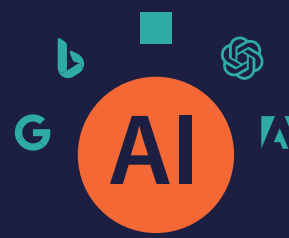
Diverse groups are using GenAI at disproportionate rates to level the playing field. If they aren't guided on what 'good' GenAI usage looks like, they may use it in ways that disadvantage them... also at disproportionate rates.

[Click here for examples of what this looks like.](#)

Embrace candidates using GenAI – and coach them on good vs poor usage

This approach sends a clear signal to candidates that you are a progressive, supportive employer, adding value to the candidate experience. In turn, this strengthens candidates' commitment throughout the process.

What's more, embracing GenAI usage means TA teams can give clear instructions on where GenAI usage will help or hinder their application. This ensures employers still capture an authentic picture of their candidates' potential to succeed in a role. Even when candidates are using GenAI tools... which most of them now are.



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Written applications

Use GenAI to help structure, articulate, and proof your thoughts – similar to using a tool for checking grammar, or a calculator for arithmetic.

Tools like ChatGPT can be great for helping you refine your ideas.

For example, draft your own thoughts and ideas, then use GenAI to help bring them to life more clearly or creatively.

Virtual interviews

Utilise GenAI as a tool to research how video interviews work and the types of things an employer will be looking for – as well as to refine your thoughts and the way you communicate them

Assessments

Use GenAI to reduce anxiety. You can familiarise yourself with what a psychometric assessment is and what to expect. Use prompts to help identify question types and expected answers – essentially giving you a practice run.



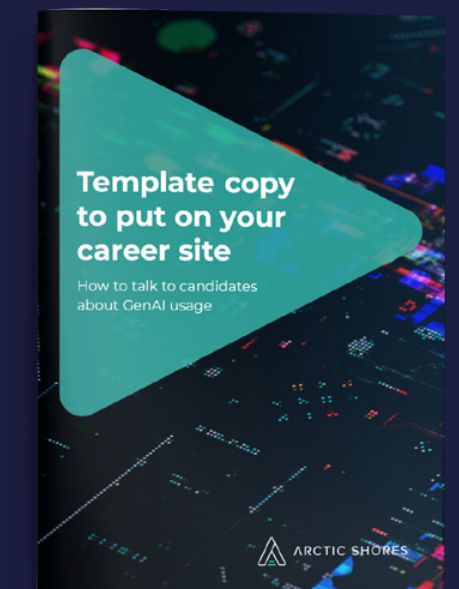
[Click here](#) for more detailed advice, context, and examples of what good and poor usage looks like.

Templates for TA teams to use

Based on this advice, we suggest that TA teams use the following wording on their career sites and when coaching candidates.

[Click here for template coaching content](#)

[Click here for template wording for your career site](#)



What the experts are saying

“ Being inundated with CVs is a good problem to have. The challenge is how to screen them when they all look the same. So it's vital to guide your candidates on GenAI usage. On how to use the tools and still show their unique selves. ”

Yasar Ahmad Vice President - Talent, Mobility & Reward
HelloFresh Global

“ We audited our selection process for vulnerability. We use a Task-based Assessment for sifting so we know we can maintain an authentic insight there, but one area we have refined is our interview process. We've made our interview questions more specific, more robust, and spend longer on probing to help us dig deeper into the candidates' true competencies. ”

Gemma Aldridge, Head of Talent Acquisition, Siemens

“ It's not the time to sit on the fence. Many candidates are already using GenAI in job applications and employers who embrace this have the opportunity to influence its use to the benefit of both candidate and organisation. ”

Georgia Greer, Head of Insights
Institute of Student Employers

“ Organisations must keep pace with advancements in technology. Our role is to promote ethical and fair adoption of GenAI. In the case of candidates, this means explaining how GenAI can enhance performance, whilst ensuring an accurate measure of capability. ”

Sonia Pawson, Director of Government Skills (interim), Head of Fast Stream, Emerging Talent and Head of Occupational Psychology Profession
Government Skills and Curriculum Unit

“ Opensource AI is causing massive disruption in recruitment. What's needed now is clarity. Recruiters have to take a position on candidates' usage of GenAI. And they have to communicate that position clearly to candidates. ”

Rob Taffinder, Assistant Director of Careers Service (External Engagement & Student Enterprise)
University of Bristol