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Ghosting Is Bad Business (Here's Why)

Think ghosting is saving your organization time and resources? It may be quietly costing you far more than you realize.

Ghosting, in a professional setting, is when an organization or individual simply stops communicating: no closure, no “yes,” no “no,” just silence. I’m not talking about spam or every unsolicited sales email that lands in your inbox. I’m talking about situations where someone has invested meaningful time with your organization: a job interview, a proposal, a customer inquiry, or an ongoing business conversation.

But here’s the thing. Silence is communication. It’s just rarely the message you intended to send.

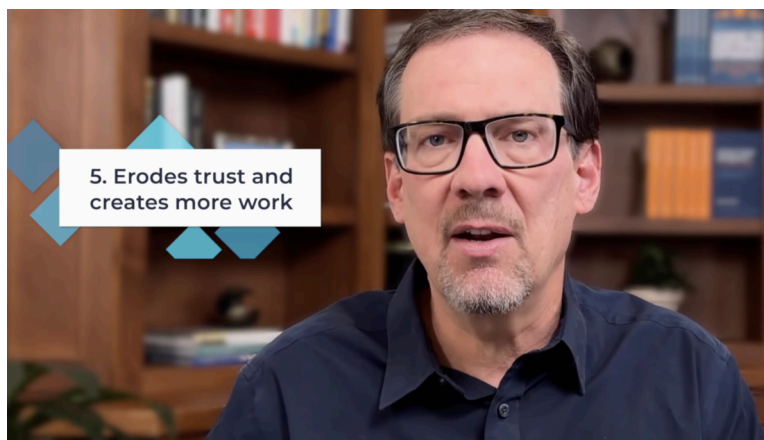
Here are five reasons ghosting is simply bad business.

1. It reflects negatively on your brand. Many organizations have words like dignity, respect, and integrity on their walls. Those are wonderful values. But they have to apply to everyone. Every interaction—and every lack of interaction—tells people what kind of organization you are.

2. It sends the wrong message to your employees. Culture isn’t built by posters on the wall. Culture is built by what people see leaders do and reinforce every day.

If your employees see applicants, suppliers, or business partners simply get ignored, what message does that send? That responsiveness and common courtesy really aren’t that important? That’s probably not the culture you’re trying to build.

3. You’re closing doors you may wish you’d left open. Today’s applicant may be tomorrow’s ideal hire. Today’s supplier may have exactly the solution you need next year. Today’s consultant or speaker may be someone you hope to work with down the road. Relationships have a way of coming back around. Don’t burn bridges you don’t have to burn.



4. Ghosting creates reputational risk. People talk. And now there are even websites where job candidates can anonymously report organizations that disappear after interviews. People remember how you treated them—and increasingly, they share those stories publicly.

5. It erodes trust—and often creates more work. Trust is built when people know what to expect. Ghosting replaces clarity with uncertainty. And uncertainty erodes trust.

Ironically, ghosting rarely makes work disappear; it often creates more of it. People follow up. They call. They email again. Sometimes the quickest response is also the most efficient one.

Ghosting is bad business. Closing the loop builds trust. And organizations that consistently build trust almost always outperform those that don't.



Watch the video!

Did you know?

Only 3% of companies in Forrester's CX Index are categorized as customer-obsessed — defined as putting customer needs, desires, and satisfaction at the forefront of business decisions.

Source: Forrester's US Customer Experience Index Rankings

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Brad Cleveland | 100 Sun Valley Rd, #1466 | Sun Valley, ID 83353 US

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