



'GLASSDOOR'

Glassdoor Doesn't Have to Be a Horror Story



If that sounds like your company's Glassdoor page, I have a maybe-crazy idea for you. And no, I'm not going to tell you to do the obvious things most recruiters already do; responding to reviews one by one, begging for positive feedback, or silently cursing the angry employees who tanked your talent pipeline.

(It's okay. Deep breath.)

I'm going to suggest something even more radical: transparency. As in "Yeah, we know everyone hates us. Here's why... and here's why you should work here anyway."

From Crappy Pizza to Billions of Bucks (Still Inspiring in 2025)

Remember the Domino's pizza scandal of 2009?

A prank video made customers think an employee had done something truly disgusting with a sandwich, and the company's revenue nosedived. They didn't run. They didn't hide. They spent \$75 million highlighting the criticism head-on and then fixed their product, menu, and infrastructure.

It was madness. And it worked! Fast forward to today, Domino's is the second-largest pizza chain in the world, with nearly \$4.5 billion in U.S. revenue. Almost 2 decades later, it's still a required case study in business schools and stands as a great reminder that honesty, humility, and action can turn a crisis into opportunity.



Why Transparency Matters More Than Ever

Glassdoor isn't going away. Neither are TikTok rants, Reddit threads, or commentary on X that can make or break your employer brand. Employees have power and they know how to use it. Whether we like it or not (and we often don't), employers don't have all the leverage.

If employees want the market to know how much people hate you,
the market is going to know how much people hate you.

The good news? You're not powerless. Domino's proves that companies can rebound and you can too. But you must be real about it. Admit what's broken. Show that you're fixing it. Then recruit candidates who want to be part of the solution.

Transparency in Action: Stare the problem down

Here's the key shift from old-school advice: don't just respond to negative reviews. Integrate the conversation into your hiring strategy. You can't just admit fault and be done. You also need to make sure that your company is committed to changing the status quo. Turning Glassdoor negativity into a recruiting tool requires real, visible effort.

Here's how to start today:

- ✓ **Fix the problems first.** One of our hiring managers once said, "It took us a long time to eff this up and it will take us a long time to un-eff it." Candidates can smell a cover-up.
- ✓ **Call out your Glassdoor page.** Link it on your careers page and talk about the steps you're taking to improve. Don't hide from history.
- ✓ **Proactively address objections in job descriptions.** Something like: "Why should someone as talented as you work for a 1.5-star company? Because you'll play a key role in turning it around." Careful not to overpromise, just be honest.
- ✓ **Reward the brave.** Candidates taking a risk to join a turnaround should see tangible rewards for their impact.
- ✓ **Use modern storytelling.** Video messages from leadership, employee spotlights, or even candid TikTok clips can show transparency in ways a plain text page can't.

The Payoff

Not every candidate will believe you. Some will go work for someone else. That's fine. But a meaningful percentage will perk up when they realize you're honest, open, and actively fixing your problems. Those are the people you want on your team.

Nothing is harder on a recruiter than trying to convince people that the haters are wrong, your company is awesome, and they should set aside their concerns and come work for you. So, don't. It's much easier, and more effective, to admit that the company messed up. And then earnestly and openly work them to fix it.

Tell me more!



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