ACROSS THE TABLE

BUSINESS CONSULTING

BUSINESS JOB 14 · EPISODE 14

Workable vs Greenhouse vs LinkedIn Recruiter

Posting a job, running a fair process, or going and finding someone who is not looking

Knowledge Article 14

AI Stack Series · acrossthetable.biz

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THE JOB THESE THREE DO

Hiring badly is one of the most expensive mistakes a small business makes. A wrong hire costs months of salary, the time spent managing them, and the work that did not happen meanwhile.

Most small businesses hire by posting on one site, reading applications in an inbox, and going with whoever interviewed best on the day.

These three tackle different parts of that. One posts and tracks, one enforces a fair process, one finds people who never applied.

WHO EACH ONE IS

Workable — the practical one

What it is: Job posting, sourcing and applicant tracking with AI help.

Best for: Small businesses filling a handful of roles a year.

Watch out for: Sourcing add-ons cost extra.

Workable posts your job to many boards at once and keeps every applicant in one place with their status. For a business hiring a handful of people a year, this is usually the right level.

Greenhouse — the process one

What it is: Structured hiring — pipelines, scorecards, interview kits.

Best for: Hiring with a repeatable, fair process.

Watch out for: Heavier than a small team needs.

Greenhouse exists to make hiring repeatable and fair — the same questions, scored the same way, by everyone. Powerful, and heavier than a small team needs.

LinkedIn Recruiter — the finder

What it is: LinkedIn’s sourcing and outreach tool for hiring.

Best for: Finding candidates who aren’t applying.

Watch out for: Expensive for occasional hiring.

LinkedIn Recruiter is for approaching people who are not applying to anything. Expensive if you hire twice a year; the only real option if your roles never attract applicants.

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HOW THEY COMPARE

	Workable	Greenhouse	LinkedIn Recruiter
Best for	SMB and growing recruitment	Structured hiring	Talent sourcing
Ease	Beginner / Intermediate	Intermediate	Intermediate
Small-business fit	★★★★★	★★★☆☆	★★★★☆
Advanced fit	★★★★☆	★★★★★	★★★★★
Its main job	Recruit and manage applicants	Hiring process	Find candidates
Choose this if	You need an accessible recruiting system	Hiring is becoming sophisticated	Finding candidates is the problem
Price	Per month by job slots.	Annual, by company size.	Annual seat.

The fit rows are unusually clear here. Workable is five stars for small business; Greenhouse is three. If you hire a few people a year, that ordering is your answer.

HOW A BUSINESS ACTUALLY USES EACH ONE

A business hiring three people a year

Workable. One place for the job post, the applications and where each person got to. Beats an inbox, which is what it is really competing with.

A company hiring continuously

Greenhouse. Thirty hires a year means consistency and fairness matter, and so does being able to show how a decision was reached.

A business needing a rare skill

LinkedIn Recruiter, because nobody with that skill is browsing job boards. Expensive, and sometimes the only thing that works.

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WHAT IT COSTS

Workable is per month by how many jobs you have open. Greenhouse is annual by company size. LinkedIn Recruiter is an annual seat.

Greenhouse and LinkedIn Recruiter both involve annual commitments. If you hire occasionally, that is a poor shape of cost — you pay all year for something you use twice.

WHERE THIS SITS IN YOUR STACK

Remember the HR platforms from Episode 12? Recruiting ends when somebody accepts the job — that's where your HR technology takes over. Find the candidate, manage them through the applicant system, interview, hire, and hand the employee to the HR platform.

The pieces around it:

- Calendly — interview scheduling
- Zoom or Teams — the interviews themselves
- JuntosHR — onboarding and payroll once they accept
- Google Drive — offer letters and candidate records

THE CEO DECISION

- How many people will you hire this year? Under five points firmly at Workable.
- Do good candidates apply to you, or do you have to go and find them? That is the LinkedIn Recruiter question.
- Does more than one person interview? If yes, agreeing the questions in advance matters more than any software.
- What did your last bad hire cost? That is the budget this is competing against.

APPLY IT TO YOUR BUSINESS

Write down what your last hire cost you — advertising, your time, and if it did not work out, the cost of that too.

Then write how many you expect to hire this year. A small number means do not buy an annual commitment; a steady stream means process is worth paying for.

YOUR QUICK REVIEW

- ☐ How many people will I hire this year?
- ☐ Do good candidates apply, or must I find them?
- ☐ What did my last bad hire actually cost?

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- ☐ Does everyone interviewing ask the same questions?
- ☐ Where do applications live right now?
- ☐ Am I about to commit annually to something I use twice?

ADDITIONAL RESOURCES

Tool	Where to find it	What it is for
Workable	www.workable.com	Small businesses filling a handful of roles a year.
Greenhouse	www.greenhouse.io	Hiring with a repeatable, fair process.
LinkedIn Recruiter	business.linkedin.com/talent-solutions/recruiter	Finding candidates who aren't applying.
Across the Table AI Assessment	acrossthetable.biz/#assessment	Fifteen minutes. Tells you which of the twenty jobs to start with.
The Scaling Edge	acrossthetablebiz.substack.com	Weekly newsletter for owners without a business background.

CONTINUE LEARNING

This is Business Job 14 of twenty. Episode 15 is Build the Website — Wix, Squarespace and Framer.

Episode 12, on payroll, is what happens after the hire.

READ AND CONNECT WITH ACROSS THE TABLE

Across the Table website: https://acrossthetable.biz

The Scaling Edge newsletter: https://acrossthetablebiz.substack.com

YouTube: https://www.youtube.com/@AcrossTheTableConnie

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