Spotlight: Leveraging AI to Attract Talent

August 2020

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Agenda

- Intro to Recruiting Enablement
- Hardwiring D&I into Recruiting
- Key Takeaways
- Q&A

Recruitment is More Challenging Than Ever Before

- Changing workforce needs
- Overburdened recruiters
- Business D&I expectations
Research Findings

- Survey by Aptitude Partners (Madeline Laurano), in Feb & March 2020
- Focused on large enterprises

Recruiting Enablement

The practice of providing talent acquisition professionals with the tools (processes, content, and technology) that they need to be effective and efficient at recruiting quality hires.
90% of companies are concerned with reducing bias in their talent acquisition process

- 63% look to training to reduce bias
- 55% create consistent interview processes
- 48% use bias-free job descriptions

125% more companies are using AI to reduce bias this year than last
The primary goal of D&I in is to attract and retain talent

Only half of D&I leaders feel confident recruiting can achieve D&I goals

- 61% of recruiters believe their function does NOT have a D&I strategy
- Only 35% have insights into D&I

You need a Recruiting Enablement D&I strategy

1. Measure: Know your baseline and how to improve it via D&I analytics
1. Attract: Debias job postings
1. Engage: Create an inclusive candidate experience
1. Select: Remove bias from candidate selection

Hardwire D&I across your recruiting cycle

PwC: Global D&I Data, 5/12/17 based on 159 responses across 3 countries and over 21 industries
Know your baseline, and how to improve it

- Bring together your relevant data for a complete picture
- Know your metrics... and your analytics
- Share insights with the business to gain buy in and drive change

Tell stories with data
De-bias job postings

Avoid a one-size-fits-all recruiting process
Right content, Right time, Right candidates... Automated

- The Met Police increased the number of women participating in a critical recruiting stage by 40%

Use data & automation to find the intersection between quality and diversity

**Overall Recommendation**

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<tr>
<td>Probability of success at interview</td>
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<tr>
<td>Probability of being a high performing employee</td>
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<tr>
<td>Leadership</td>
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<tr>
<td>Communicating</td>
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<tr>
<td>Working together</td>
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<tr>
<td>Seeing the big picture</td>
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<td>Changing and improving</td>
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<td>Making effective decisions</td>
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<table>
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<tr>
<td>Technical skills match</td>
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Click here for the full report
Key Actionable Takeaways

1. Consider not just the Who (Diversity), but also the How (Inclusion)
2. Fine-tune your D&I business case with leaders -- even more critical in a market downturn
3. Establish your D&I baseline
4. Bias is human: leverage tech to hardwire D&I into candidate attraction, engagement, and selection
5. Multiply your “recruiting force” via automation

Thank you!

Resources for you:

- Recruiting Enablement Factsheet
- Oleo Recruiting Enablement Blog