

LevelUP Hiring Strategy Increases Tech Client's Workforce Diversity

BACKGROUND

Our client, a rapidly growing software company, has a strong focus on building a diverse and inclusive workplace. Despite strong diversity, equity, and inclusion programs, positive employer reputation, and being headquartered within a diverse geographic region, they struggled to attract candidates from underrepresented groups.

STRATEGY

Leveraging our tech stack, diversity-focused sourcers, and market research we developed the following action plan:

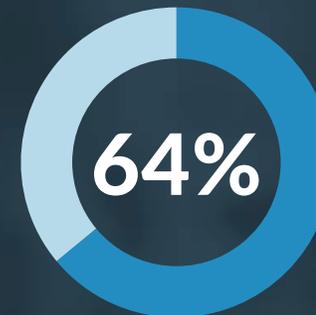
- Fine-tune EVP
- Establish Employee Resource Groups (ERGs)
- Passive candidate recruitment
- Utilize anonymizing tech tools to eliminate bias in applicant review
- Diverse interview panels

RESULTS

Through passive candidate sourcing, LevelUP was able to diversify candidate pools and improve quality of slate. For the first time, the client hired more women than men in a calendar year. Additionally, the client increased hires from minority groups.

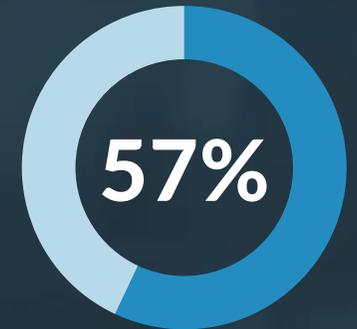
The client was able to take an important step in achieving a more diverse, equitable, and inclusive workplace.

New Hires

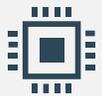


POC and/or Women
36% Other and Undisclosed

Gender of New Hires



Women
43% Men and Undisclosed



CLIENT INDUSTRY
Technology



HEADQUARTERS
New York, NY



TALENT SOLUTION
Project RPO



CHALLENGES

- Niche Roles
- Competitive Market
- Diverse Candidates