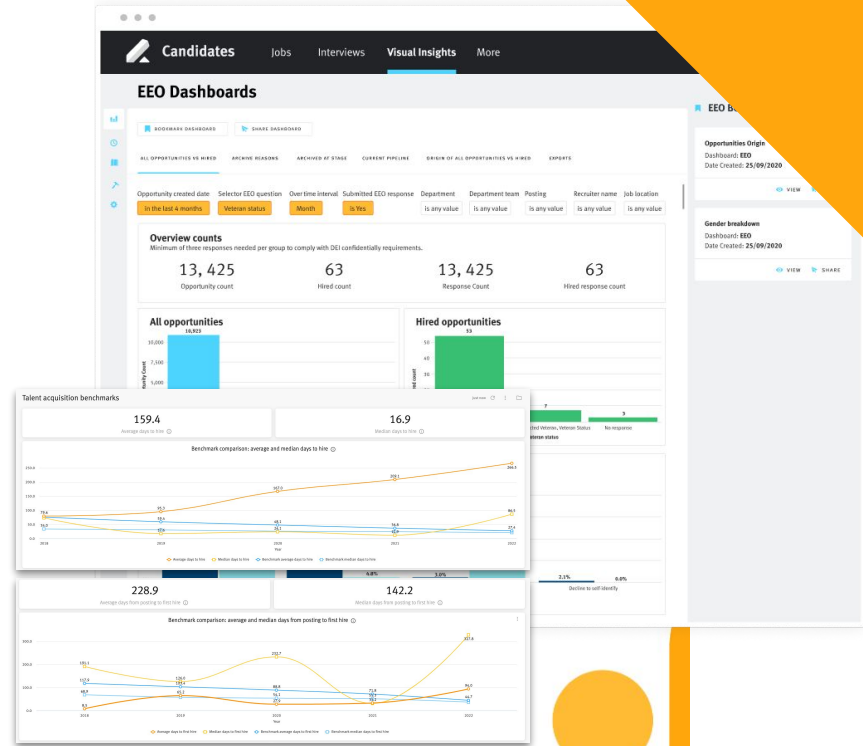




Visual Insights Knowledge Series

Leveraging Benchmark & DEI Data to Build Recruitment Strategies



Today's Speakers



Chris Winkler

Product Marketing



Taylor Carroll

Solutions Consultant

AGENDA

- **Introduction to Visual Insights**
- **Diversity Reporting with Visual Insights**
- **Talent Benchmarking with Visual Insights**
- **Live Demo of Visual Insights**
- **Q&A**





OUR MISSION IS

To offer talent leaders the **reach** of a marketing leader, the **forecast** of a sales leader, and the **insight** of a finance leader in a unified talent acquisition suite.

BECAUSE WE BELIEVE IN THE VALUE OF

Connecting human potential to meaningful work.





Introduction to:

Visual Insights



Top challenges facing talent leaders



Talent metrics are **key to achieving hiring goals**



Hiring teams **do not have the resources they need** to make data-driven decisions

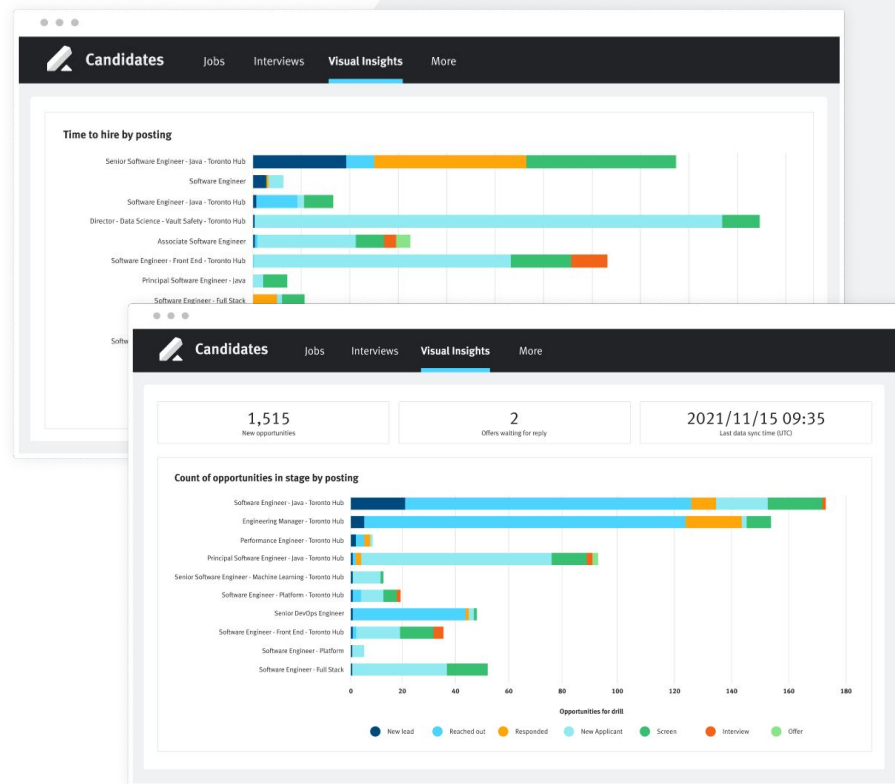


TA teams **spend time building spreadsheets and dashboards** by hand to help deliver insights

Visual Insights

We've done the data work so you can move faster and hire smarter.

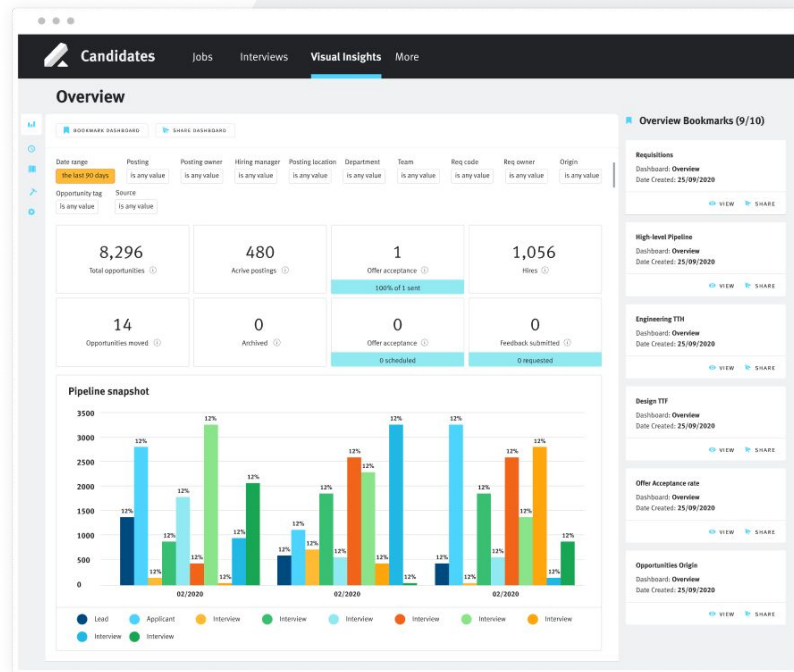
- Visual Insights is a series of curated dashboards native in Lever.
- Our dashboards were built from customer insights and industry best practices.



Visual Insights

The three pillars that empower data-driven recruiting:

- Move faster and hire smarter
- Data for everyone
- Uncover insights at the speed of your business



What we will be focusing on today:

**EEO
Dashboard**

**Diversity
Dashboard**

**Talent Benchmark
Dashboard**



Diversity Reporting



The importance of DEI reporting

- Regular reporting keeps DEI goals in focus and top of mind for the TA team as well as at the executive level.
- Helps you understand if there is unconscious bias at any point within your recruitment process and whether internal trainings are necessary.
- Allows you to take a closer look at what hiring programs are working and attracting a diverse group of candidates.

Top 3 areas for improvement when it comes to DEI:

Communicating DEI goals and progress to employees



Setting internal goals for DEI

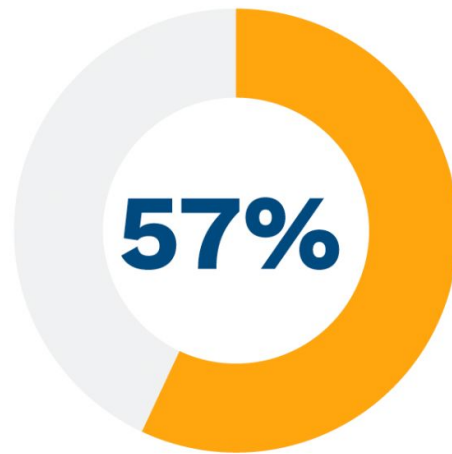


Measuring the effectiveness of DEI efforts



Lever 2021 Report Highlights: The State of Diversity, Equity, and Inclusion Efforts

Hiring results are the most used metric to determine the effectiveness of DEI programs.

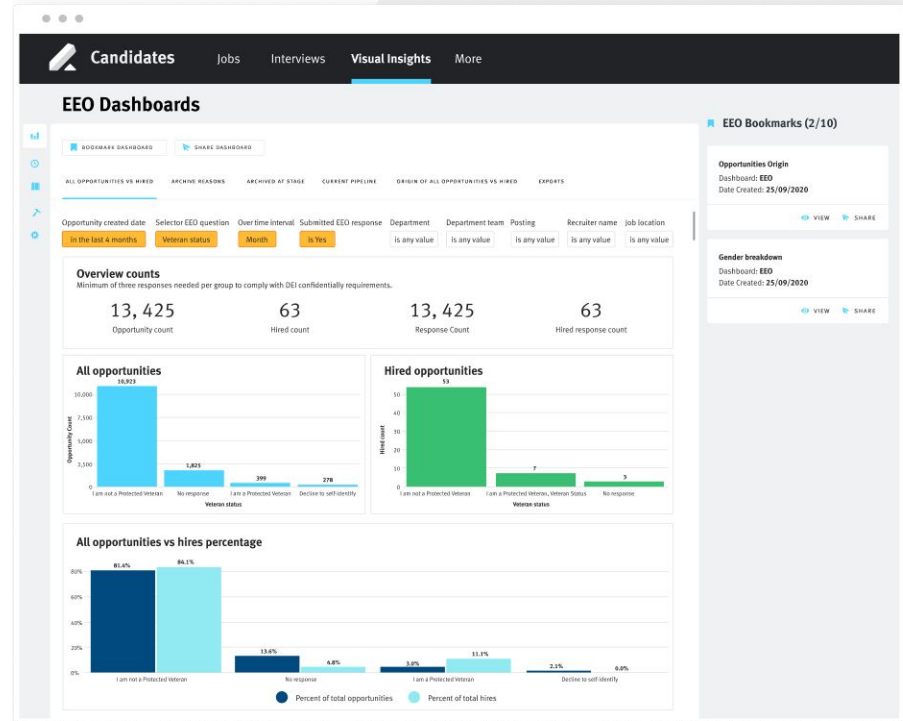


Hiring results

Take a data-driven approach towards inclusive hiring.

Build a data-driven hiring strategy that supports DEI initiatives and the journey towards becoming a truly inclusive organization.

- Measure the diversity of your current candidate pool
- Understand feedback scores by diversity
- Track the diversity of your recent hires.



Automate the way you collect diversity & EEO data

- Build a custom diversity survey or leverage the standardized EEO survey to automatically request candidate information at the recruiting stage of your choice.
- Visual Insights diversity & EEO dashboards are based on the data you collect in your diversity/EEO surveys

The screenshot shows a web interface for configuring a diversity survey. At the top, there are navigation tabs for 'QUESTIONS', 'LOCATIONS', and 'DELIVERY', with 'QUESTIONS' being the active tab. A 'SAVE CHANGES' button is located in the top right corner. The main heading is 'Diversity survey', followed by a description: 'Add or edit questions that candidates will complete as part of the job application, or (if they're a non-applicant), later in the pipeline.' Below this, a note states: 'Responses are anonymized and only available to Super Admins. Download the survey results [here](#).' The configuration area includes a text input field for the 'Survey title (shown to candidate)' with the value 'Lever Demographic Survey'. Below that is a section for 'Survey instructions to the candidate (optional)' containing a block of text: 'We invite you to complete this optional survey to help us evaluate our diversity and inclusion efforts. Submission of the information on this form is strictly voluntary and refusal to provide it will not subject you to any adverse treatment or affect your job application. Information obtained will be kept separate from your name or job application. This information will be kept secure and confidential and will be used solely to evaluate our diversity and inclusion efforts.' The next section is a question: 'What is your age range?' with a dropdown arrow icon. Below the question, it is identified as a 'Multiple choice' question. One option is visible: '17 or younger' with a radio button.



Talent Benchmarking



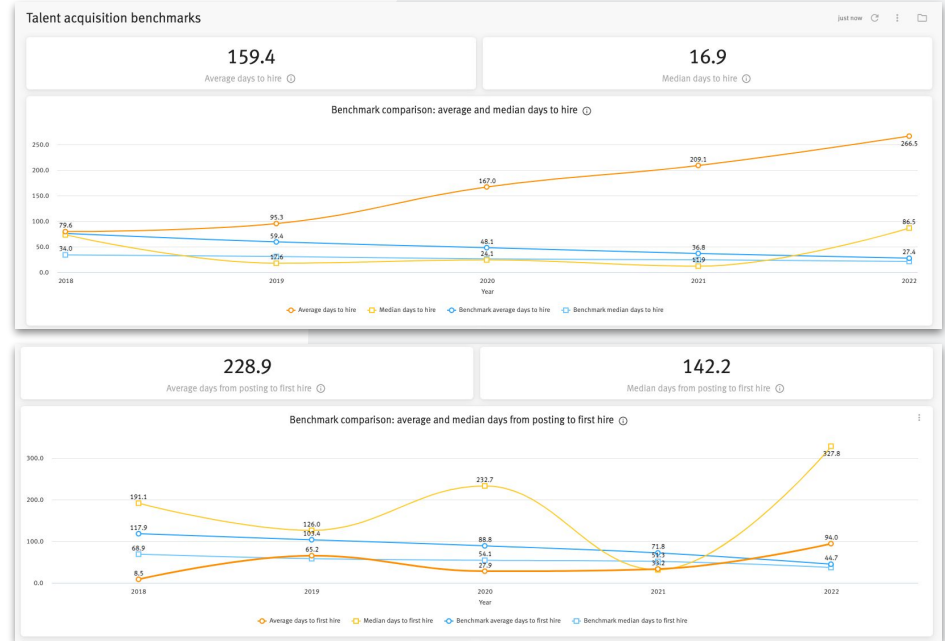
Why understanding benchmarks is important

- Building data-driven recruitment strategies is critical towards your TA team's success and in meeting company hiring goals.
- Knowing industry benchmarks and using those insights to learn how your team stacks up against other talent teams can help you take your recruitment model to new heights and build a more proactive talent acquisition strategy.



Continue to improve with talent benchmark data.

- Compare your KPIs to other Lever customers to understand how you stack up.
- Benchmark:
 - Average & Median Days to Hire
 - Average & Median Days from Posting to First hire and Last hire
 - Average & Median Hours to Complete Feedback



Visual Insights in LeverTRM by Role



Role	Dashboards
<p>Talent Leader & Talent Ops (Super Admin & Admin)</p>	<ul style="list-style-type: none"> • Offers • EEO (all) • Diversity (all) • Overview • Pipeline • Nurture • Postings • Interviews • Compliance • Sources • Talent Acquisition Benchmarks
<p>Recruiter (Team Member)</p>	<ul style="list-style-type: none"> • Recruiter Current Operations • Interviews • Feedback • Performance
<p>Hiring Manager (Limited Team Member)</p>	<ul style="list-style-type: none"> • Hiring Manager Postings • Hiring Manager Requisitions • Hiring Manager Pipeline



LEVER

Live Demo!



Visual Insights

Now available in this Summer Release:

- Visual Insights is **available to ALL Lever customers at no extra cost.**
- Keep an eye out for **emails containing a guide on Visual Insights and additional help content.**



Assets that help

Lever State of Diversity, Equity, and Inclusion Efforts

The Lever 2022 Talent Benchmark Report





Webinars in the Visual Insights Knowledge Series

- Understanding Visual Insights for Talent Leaders and Talent Ops (**On-Demand**)
- Understanding Visual Insights for Recruiters and Hiring Managers (**On-Demand**)
- Leveraging Benchmark and DEI Data to Build Recruitment Strategies (**On-Demand**)
- **August 23, 2022 at 10am PT / 1pm ET:** Introduction to Advanced Analytics and Data Explorer



LEVER

Thank You!

