



Efficiency

Securing Hiring Team Alignment to Reduce Time to Hire and Turnover at WE



About:

WE is a nonprofit organization that engages schools, families, and companies with local and global empowerment and international development.

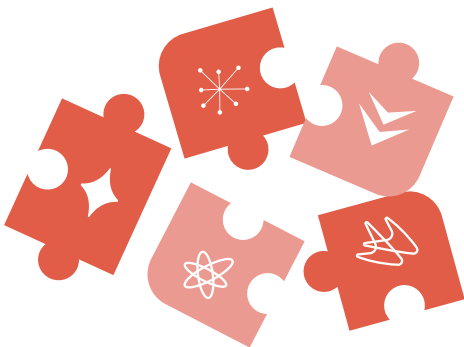
Industry: Nonprofit

Location: Toronto, ON

The Challenge

WE's time to hire was long and their sales roles saw 84% turnover - but their most significant challenge was hiring team misalignment.

At WE, the stakes were high to acquire and retain talent in their sales team, which was experiencing an 84% attrition rate. For a span of four whole months, WE was unable to fill any of their 7 open sales roles because the hiring team was not aligned when it came to the hiring criteria.



The Solution

Plum's Match Criteria provided the perfect opportunity to get the hiring team on the same page.

A Plum representative worked with WE to go through the Match Criteria (the needs of the role) of each individual member of the hiring team. Despite its anonymity, each set of Match Criteria was so distinct that we were able to pinpoint which criteria belonged to each job expert. For instance, one expert contributor listed problem solving and social intelligence as the critical needs of the role; another listed industriousness (aspiring to challenging goals) and experiential disposition (seeking new experiences).

We were able to combine and average the collective wisdom of the hiring team through our Match Criteria to narrow down the two most critical traits for their sales roles - industriousness and social intelligence.

The Outcome

Not only were we able to help WE align all stakeholders, but Plum also helped WE reduce the number of conducted interviews by 88%.

Once the hiring team was on the same page when it came to the needs of the role, WE was able to successfully filter the right candidates, immediately. The interview process changed as a result. Rather than conduct multiple stages of interviews, WE was able to skip several levels, because Plum was able to select the right candidates right from the beginning. Out of 714 candidates for their 10 open sales roles, WE only needed to interview 17 people. Plum was therefore able to help WE reduce the number of interviews they had to conduct by 88% compared to the industry average. Needless to say, the transformation of their interview process provided a huge cut in their time to hire, meaning they continually won the race to securing top talent.

An outcome WE didn't even expect was how much the Match Criteria was able to create the conditions for hiring managers to become involved in the hiring process. Accountability was no longer just in the recruiting team's court.

The overall candidate experience was also positively influenced as a result. Because the interview questions were customized for each candidate, job seekers found the interview process to be a fruitful use of their time, while also offering additional insights into their own talents and marketability.

