



WEBINAR
entelo

HOW TO BUILD AN
**EFFECTIVE DIVERSITY & INCLUSION
PROGRAM FROM SCRATCH**

NOVEMBER 18 | 11:00AM PT

entelo

COMPANY SNAPSHOT



Recognized
Leader in
Diversity
&
Inclusion

Headquartered in
San Francisco

Featured in
Forbes, BBC
Bloomberg, CNBC,
US News, Fast
Company, USA
Today and more

Acquired
Candidate
Messaging
Platform CIQ in
2019

500M+
Candidate
Profiles

Founded 2010

J | M | P
SECURITIES

HOT 100
SOFTWARE
COMPANIES

Meet Your Moderator



Molly Siegel
she/her/hers

*Senior Customer Education and
Engagement Manager*

molly@entelo.com

- Partnered with SMB to Enterprise level customers to increase software adoption and increase success
- Diversity and Inclusion Certified
- Chair of Entelo's Diversity, Equity and Inclusion Employee Resource Group
- Follow me on Social Media



in

Agenda

1. Welcome

- DEI State of the Market Data

2. DEI Panel

- Introductions
- Panel Questions
- Q&A

3. Additional Resources

- Diversity in Recruiting Workshop
- DEI Assessment Link

THE MOST COMPREHENSIVE DIVERSITY & INCLUSION RECRUITING SOLUTION

TALENT POOL REPORTS

ONE-CLICK DIVERSITY FILTERS

PEER-BASED SKILLS

D&I CANDIDATE HIGHLIGHTS

INCLUSIVE LANGUAGE

UNBIASED SOURCING MODE

DIVERSE PIPELINE REPORTING

DIVERSITY: SEARCH

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Diversity & Inclusion



CANDIDATE HIGHLIGHTS: DIVERSITY

Quickly identify candidates from underrepresented groups with candidates badges highlighting the rich dimensions of diversity.






Discover candidates who belong to groups associated with specific minorities, such as LGBTQ, Hispanic, Asian, and women's networks, as well as candidates who have championed diversity initiatives at work.



Isabella Martin

Senior Product Designer @ Acme

San Francisco · 8 Years Total Experience · University of Kansas



ContactAdd to

PrototypingWeb DesignFront EndHTMLUsability


LIKELY TO MOVE


• Significant turnover in the past year


COMPANY FIT

• 3 people from Acme joined your team in the past


HIGHLIGHTS

 Diversity Champion

 Hispanic Career Network

 Volunteer Experience

id-levelMid-level → SeniorSenior

**Acme, Inc**

Financial Services • Series E • 120-160 Employees (+20% YoY)

crunchb

Senior Product Designer at Acme, Inc

2 years 1 months · Senior-level

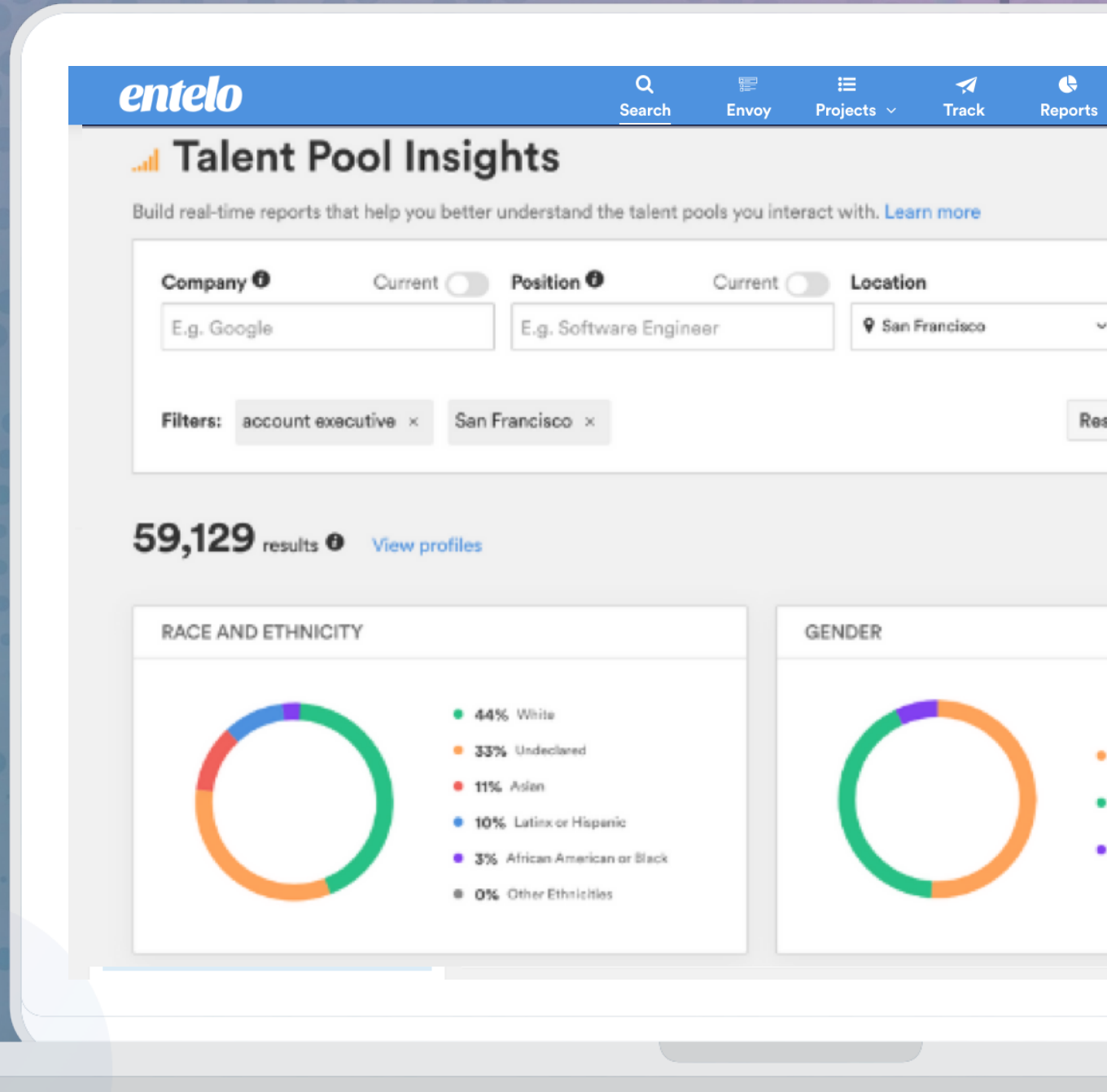
Acme is a financial technology services company, offers installment loans to consumers at the point of sale. [Report: Fintech Acme Receives Unicorn Status](#)

Crunchbase

TALENT POOL INSIGHTS

Visualize Your Talent Pool.

Get an in-depth understanding of the available candidate pool for each search with interactive and real-time insights on gender and ethnicity make up, top skills, companies, schools and more.



PEER-BASED SKILLS

On average, women list 16% fewer keywords in their profiles compared to men with the same level of experience in similar roles.

Correct for this bias with Entelo's proprietary 'Peer-Based Skills' algorithm. Automatically surface qualified candidates, even when they don't explicitly list skills on their social profiles.

45% INCREASE IN THE
AVERAGE
NUMBER OF
RESULTS

Swapna Savant
Senior Software Engineer at Entelo
San Francisco Bay Area

Similar candidates from Entelo also reported this skill: assembly

entelo sql elasticsearch machine learning programming

LIKELY TO MOVE

- Recently celebrated or is approaching a work anniversary.
- Has an average job tenure of 1+ years.

ENTELO FIT

- Works or worked at your organization.

HIGHLIGHTS

- In High Demand
- Advanced Degree
- Women's Professional Group
- 10+ Years

SKILLS REPORTED BY SWAPNA SAVANT:

javascript html 5 visio xml c# web development css javascript requirements software development microsoft sql server linux asp.net pl/sql web design oracle [Show Less](#)

PREDICTED SKILLS BASED ON SWAPNA SAVANT'S PEERS:

ruby on rails ruby javascript elasticsearch redis react.js machine learning git mysql linux java node.js css html amazon web services (aws) postgres mongodb c++ agile methodologies web development c programming test

OTHER RELATED SKILLS:

mysql

UNBIASED SOURCING MODE

Ensure your sourcing processes are as fair and unbiased as possible with the new **Unbiased Sourcing Mode**.

Anonymize and hide key information from candidates' profiles and prevent unconscious bias from creeping into your sourcing process.

You can choose to anonymize categories of information like names, photos, even gaps in employment or graduation dates.


The screenshot displays the Entelo web application interface. At the top, the navigation bar includes the Entelo logo, a search bar, and links for Envoy, Lists, Track, Reports, and a user profile (Johnny). A modal window titled "Unbiased Sourcing Mode" is open, featuring a list of anonymization options with checkboxes:

- Anonymize names**: Prevents bias based on gender, appearance or ethnicity.
- Hide photos**: Prevents bias based on appearance, gender, or ethnicity.
- Hide school names**: Prevents bias based on academic background and/or place of origin.
- Hide employment gaps**: Prevents bias based on lifestyle changes (e.g., family leave, unemployment, etc.).
- Hide employers**: Prevents similarity based on your personal perception of specific brands or industries.
- Hide salary information**: Prevents wage discrimination and gender pay gaps by hiding salary estimates.
- Hide years of experience**: Prevents stereotyping and discrimination based on employment history.
- Hide graduation dates**: Prevents bias by hiding academic information.
- Substitute gender-specific names**: Prevents gender bias by showing generic names.

Below the modal, two candidate profiles are visible:

- Jay Walker**: Senior Product Designer @ Acme, San Francisco · 8 Years Total Experience. Skills: Prototyping, Web Design, Front End. A "Likely to Move" bar is shown with a green progress indicator and the note "Significant turnover in the past year".
- J.W.**: Senior Product Designer @ Acme, San Francisco · 8 Years Total Experience · Unbiased. Skills: Prototyping, Web Design, Front End, HTML, Usability. A "Likely to Move" bar is shown with a green progress indicator and the note "Significant turnover in the past year".

The background shows a sidebar with filters for "NUMBER OF POSITIVE WIREFRAMES", "DIVERSE CANDIDATES", "YEARS OF EXPERIENCE", "INDUSTRIES", and "SCHOOLS".



From 2019 to 2020
there has been a 50%
increase in searches for
DE&I positions



78% of all DE&I
searches have
occurred since June
2020 with 40% of
those since August

Meet The Panel

Meet Your Panel



Kevin Walters

*Diversity L&D Recruiting Leader
Amazon*

- Diversity & Inclusion Change Agent
- Keynote Speaker on Diversity at SourceCon Digital 2020



Kai Johnson

*Mgr. of Corp. Marketing
Salesforce*

- Diversity & Inclusion Champion
- President of BOLDforce (Clack Organization for Leadership and Development) at Salesforce

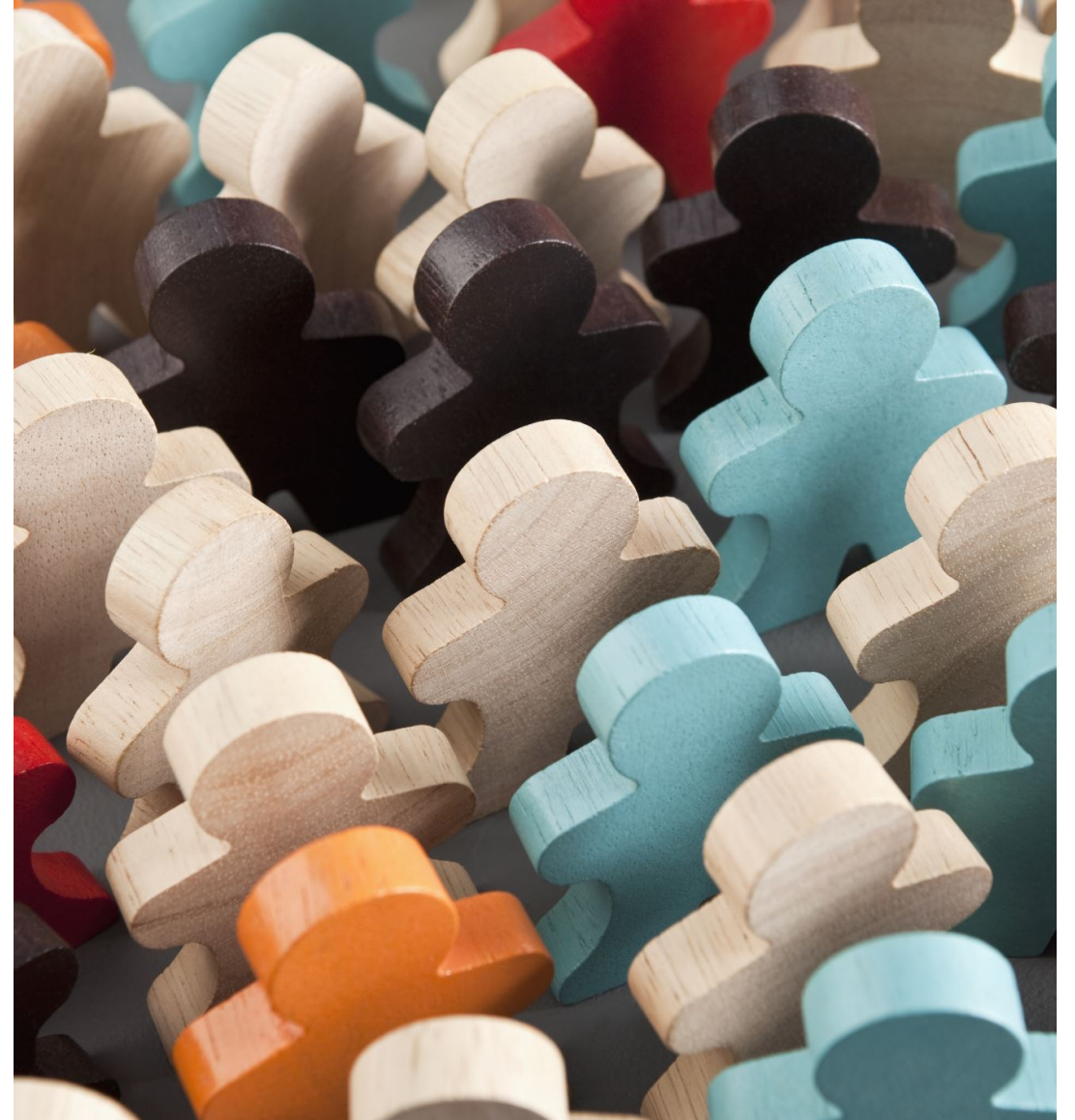


Andre J. Boulais

VP of Customer Success Entelo

- 10+ years of TA Leadership
- Partnered to build various DE&I programs across 6 continents


DEI Q&A



DE&I Assessment

Where does your organization rank?

[CLICK HERE](#)



DEI Assessment

Please take a few minutes to fill out the below. All responses are anonymous.

*** Required**

Company Name: *

Your answer _____

Job Title: *

Your answer _____

Diversity Equity & Inclusion Workshop

Entelo's Diversity in Recruitment Strategy Workshop provides your Talent Acquisition team with education and training on the industry leading D&I sourcing and hiring practices.

Our training program equips your TA team with best practices to source future hires from underrepresented groups.



entelo
Diversity in Recruiting Strategy Workshop

Diverse Teams Start With Equitable & Inclusive Recruiting Practices.

That's why we created the Diversity in Recruiting Strategy Workshop, an interactive training program that provides Talent Acquisition teams with the education and training to drive diversity, equity & inclusion within their sourcing and hiring practices.

Built upon proven best practices, the Diversity in Recruiting Strategy Workshop empowers TA teams to maximize DE&I recruiting efforts through mastery of the Entelo platform and bring these skills into their everyday work – from sourcing underrepresented talent to ensuring inclusive and unbiased candidate outreach.

The Diversity in Recruiting Strategy Workshop Includes:

- Up to 20 hours of comprehensive sessions focused on finding and engaging talent from historically underrepresented groups while mitigating unconscious bias for improved process.
- Education that enables employees to address tough diversity and inclusion questions head-on.
- Informed and certified facilitators leading all sessions.
- Long term partnerships and growth, as becoming socially conscious and aligning our work and engagement accordingly, is a continuum. There is no true mastery nor end to this critical effort.



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Customized to your team's unique needs and goals.

Our Customer Success and Customer Education teams partner closely with your team to assess your current processes and policies and understand your unique Diversity Equity & Inclusion goals. With your team's goals in mind, we design a customized workshop that will help you reach them.

WEEK 1

- PRE-WORKSHOP**
Entelo internal prep and initial customer assessment.
Duration: 3 hr
- WORKSHOP KICK-OFF**
Entelo and your TA leadership sync on your diversity goals, with initial assessment results to help inform workshop goals.
Duration: 1 hr
- WORKSHOP CUSTOMIZATION**
Resource and materials gathering and communications with TA team leads for tailored workshop materials.
Duration: Up to 4 hrs of prep work
- DIVERSITY IN RECRUITING WORKSHOP**
Interactive session led by Entelo to equip your TA team with the identified skills and knowledge.
Duration: 1 hr

WEEK 2-4

- DIVERSITY IN RECRUITING OFFICE HOURS**
Interactive session led by Entelo applying the lessons learned in previous workshop to user homework and behavior.
Duration: 1 hr
- REVIEW & NEXT STEPS**
Entelo team syncs with your TA leadership to review post-workshop survey results and findings, and advise next steps.
Duration: Reports + 1 hr consultation

Resources

Sub Header

- [Investing in DEI](#)
- [Creating Employee Resource Groups](#)
- [Prioritizing D&I Through Change](#)



THANK YOU!

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