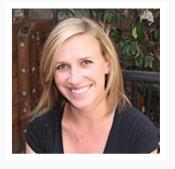# LEVER

How Lever Maintains an Efficient Hiring Process While Prioritizing Diversity and Inclusion

CASE STUDY

"Companies who want to hit that next level of growth need to be thinking about scalability and foundational processes. LeverTRM helps make sure that there's alignment between recruiters, hiring managers, and stakeholders."

Caitlyn Metteer,
Director, Recruiting at Lever

Highlights

Goals

- Prioritizing DEI in every initiative, from sourcing, to recruiting, to interviewing

- Creating a positive candidate experience via LeverTRM

- Increasing hiring process efficiency to reduce time to fill

How LeverTRM Helps

- LeverTRM acts as a single source of truth for recruiters and hiring managers

- Built-in analytics collect EEO and DEI insights to improve the hiring process

- Personalized outreach creates a positive candidate experience

- Key integrations make it easy to review and onboard new candidates

Results

- Average time to fill: **37 days**

- 50:50 gender parity

- 51% of employees are racial minorities

Introduction

For years, building a diverse candidate pipeline has proven to be the #1 barrier to improving company diversity.

At Lever, we're committed to breaking down that barrier and providing support to help you reduce bias in the interview and hiring process. That commitment starts with our own company culture and hiring practices.

In this case study, Director of Recruiting Caitlyn Metteer explains how we use LeverTRM to champion diversity, equity, and inclusion (DEI) initiatives while scaling up our teams.

Goals

Building out scalable and equitable processes

At the outset, our team knew that Lever needed to set a good example of what a solid recruiting process looks like.

It wasn't enough to be efficient and dramatically reduce the time to fill—LeverTRM needed to help build equitable processes and champion diversity in culture and recruiting.

That line of thinking quickly became a pillar for our team:

> "We've spent a lot of time and energy thinking about what it should feel like to interview at Lever. We want to make sure that every candidate walks away feeling respected and like it was a good use of their time, even if they're not offered a role," Caitlyn explains.

But we soon realized that good intentions tend to fall by the wayside when businesses enter periods of rapid growth.

We didn't want that to happen. We needed to maintain a healthy and diverse hiring pipeline so that our team would be able to choose the best person for the job without a second thought during crunch time.

> "As a recruiting team, your job is to deliver a diverse group of qualified candidates so that you can bring forward a diverse shortlist, from which you can then hire the best person for the job."

And without sacrificing DEI, we needed to be able to scale in a moment—or, as Caitlyn says, go from 0 to 60 when the need for the role is vital or time-sensitive.

> "Things in this industry change quickly. We have to be able to meet the needs of the business, whatever they are, and our clients need LeverTRM for the same thing," she says.

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"When you're recruiting at scale, you have to make good hiring decisions really quickly. That's why our team does a lot of work on understanding how to accelerate time to fill."

LeverTRM Internal Use

Making DEI a foundation of every initiative

So how do we achieve our goal of building a diverse and equitable work environment while also minimizing time to fill?

It's centered around our candidate-centric platform, LeverTRM. LeverTRM enables us to source, engage, and hire talent on one platform. It provides a single source of truth for all of our hiring and recruiting team members. And it includes built-in diversity surveys and real-time reporting, so we can track DEI initiatives.

Long before we begin looking at candidates, we're thinking about DEI and team composition. One of our goals is to ensure that the interview panel showcases the diversity of stakeholders that already exists on our team.

> "The first thing we do when we kick off a role is to look at the current makeup of the team. We believe that if our touchpoints represent the diversity we already have, that will help us bring more diverse candidates into the pipeline," Caitlyn explains.

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LeverTRM has two built-in options for measuring diversity:

- Talent Acquisition teams can leverage pre-built EEO questions to support DEI efforts during the application process.

- Lever's Diversity Insights Survey, which collects anonymous, optional DEI data, is automatically sent to candidates via email the moment they move past a selected stage in the pipeline.

We use this volunteered DEI data to measure our successes, see where we need to improve, and shift the goal post.

> "Candidates who apply often fill out the Diversity Insights survey at the application stage, and candidates who are sourced are asked to fill it out if they are comfortable doing so at the Hiring Manager screening stage. This allows us to gain a holistic view of who's in the funnel," Caitlyn says.

Nurturing candidates in the hiring pipeline

In addition to DEI, nurturing and engaging the diverse candidates in our talent pipeline is a crucial part of our hiring process. Every new addition undergoes a similar journey:

1. Our Talent Sourcer, Lindsay Atkinson, sources candidates who fit our available roles via platforms like LinkedIn.

> "Lindsay uses the Chrome extension to drop candidates into LeverTRM. She also utilizes the reporting function to check where her candidates are in the process and how well they're progressing," Caitlyn explains.

2. One of our full-cycle recruiters will reach out to a candidate and schedule a 30-minute phone conversation to learn more about them. Each recruiter is that candidate's shepherd from the beginning to the end of the hiring process. They're very involved in the decision to move candidates through the funnel, from Lead or Applicant, to Interview, to Hire.

> "Our recruiters live in LeverTRM. Whether it's filling out feedback, reviewing candidate feedback, making decisions about whether or not to move a candidate on to the next stage of the process—it's all happening in LeverTRM," Caitlyn says.

3. A hiring manager reviews the recruiter's notes in LeverTRM and then has a second conversation with the candidate. We discuss technical skills and the actual work at this time.

> "We even use a text tool called Grayscale, so if recruiters are texting with their candidates, even that communication lives in LeverTRM. Every step of the candidate journey is very clear, which makes it super easy for me to jump in and know what's happening, even if one of our recruiters is out sick," Caitlyn says.

4. We follow-up with 2 rounds of panel interviews from team members that the candidate will potentially be working with.

   Part of this stage involves an hour-long interview called Career Trajectory, where the recruiter deep-dives into the candidate's decision-making, career path, and goals, separate from their roles and responsibilities. The goal is to ensure that they are aligned with our core values as a company, and that Lever is going to be a place where they'll be happy and successful.

5. We extend offers to the best candidates for the role. But we don't just cut candidates who made it to the panel stage loose—we nurture those relationships, so when new roles become available, we can reach out at a moment's notice if there's a fit.

   Thanks to LeverTRM, candidates never have to sit in one stage for very long before they hear back from our recruiters. And our recruiters have the opportunity to build truly diverse, equitable hiring practices.

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"With DEI, there is no 'end goal.' It just has to be a consistent effort to improve, and a foundational element of everything we do at Lever."

Results

Building tomorrow's workplace today

At Lever, we've invested in building a welcoming workplace. We're proud of what we've achieved, including 50:50 gender parity and 51% minority representation.

Our diverse team is the backbone of our company. They empower us to serve over 4,000 customers globally.

Despite this achievement, it's not the end of our DEI efforts. We continue to focus on education, support, and working with our community to help make diversity and inclusion a priority.

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"We use DEI data to analyze our processes and improve. When we see candidate drop-off, or notice that some groups are underrepresented, or see a need for more diversity at a certain stage in the hiring process, we can quickly take the necessary steps," Caitlyn says.

By using LeverTRM in-house, we've built out a strong process and reduced our average time to fill to 37 days.

We also keep improving LeverTRM, to help our customers achieve their DEI and growth goals too. When our customers need to scale their teams, LeverTRM is a solution they can trust.

"Companies who want to hit that next level of growth need to be thinking about scalability and foundational processes. LeverTRM helps make sure that there's alignment between recruiters, hiring managers, and stakeholders," Caitlyn says.

"We think about DEI as a lens that we look through as opposed to a separate initiative. It's our philosophy that DEI should be a factor in everything we do across the board."

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Scale your team with DEI in mind.

Schedule a demo