



MUTING BIAS

DIVERSE & INCLUSIVE HIRING

You know the traditional hiring process isn't getting it done.

You know that **diverse teams are more facts-driven, innovation-oriented, and convention-defying**. You prioritize diversity and inclusion when you're hiring, and you know the traditional hiring process of sifting through stacks of resumes and conducting unstructured interviews isn't going to get you there—and we agree.

At Plum, we understand that unconscious bias is ingrained the very moment the eyes of a hiring manager meet the resume. These intrinsic biases mean that many high-potential hires get overlooked in favor of the **“trusting your gut”** hire—which, if the employee fails, could **cost you up to five times a bad hire's annual salary**.

If resumes are filled with bias that ultimately slashes the bottom line, *why are you still using them?*



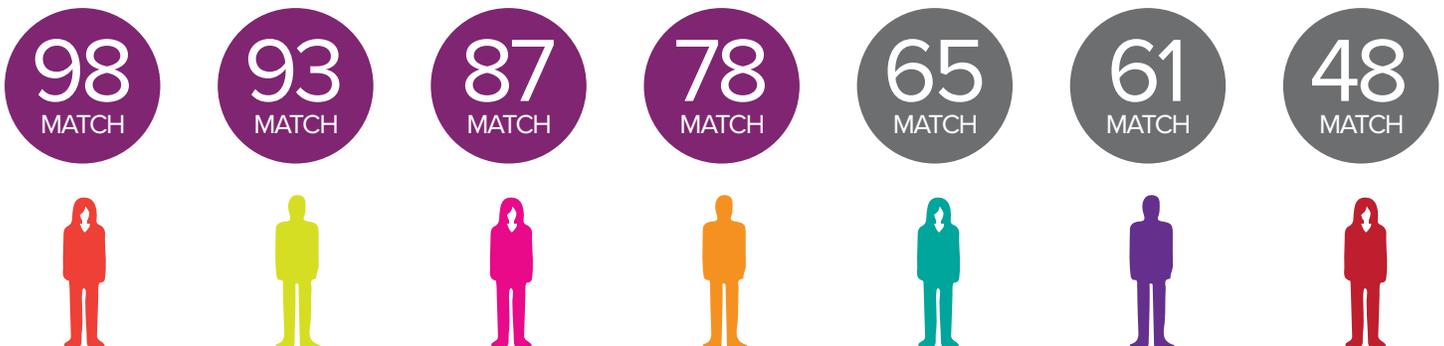
Psychometric testing at the top of the hiring funnel

that assesses social intelligence, personality, and problem solving not only **mutes bias** ingrained in the traditional hiring process, but also provides a more accurate predictor of success. After all, you know that education and experience aren't the true markers of top performers, and that resumes and unstructured interviews are formatted to disqualify people within a matter of seconds based on gender, race, physical and mental ability, age, sexual orientation, and body weight.

Plum uses the most objective methodology available to pair the employer's needs with the candidates' psychometric data first. That means that all applicants get the same treatment before there is any possibility for biased interaction.

The result? A scalable, inclusive alternative to the inherently biased resume-first hiring practice.

PLUM APPLICANT JOB MATCH



WHEN YOU HIRE RESUME-FIRST



RESUME

Hiring managers make conclusions based on an applicant's name in 0.2 seconds

Focus on education and experience favors applicants of better socioeconomic status



UNSTRUCTURED INTERVIEW

Interviewers decide the outcome of the interview within 10 seconds of dialogue with the candidate

Systematically rejects neurodiverse and other people with social eccentricities



LEADS TO HIRES THAT HAVE A...

45%

Chance of being marginal performer

46%

Chance of completely failing or leaving within 18 months

WHEN YOU HIRE PLUM-FIRST



PLUM METHOD

Top of the hiring funnel before looking at a resume

Assess every applicant

Match to the needs of the job



STRUCTURED INTERVIEW

Plum provides structured interview questions based on Match Criteria

A non-scalable bias-reducing option turned scalable

Objective & universally applied



HIRES THAT ARE BASED ON...

Objective methods that mute bias and better indicate employee success

Customers agree

93%

success rate



METHODOLOGY



PLUM ROLE ANALYSIS

Employer takes a 6-minute survey that prioritizes job-specific behaviors.

What the survey does: Asks the opinion of the hiring managers about what the job needs for success.

What the survey does not do: Asks hiring managers what they are personally good at.

The result: A database of job priorities that looks at employee compatibility to job expectations, not similarity to hiring manager.



PLUM DISCOVERY SURVEY

Applicants complete a 25-minute assessment measuring problem-solving ability and personality – qualifications that mute unconscious bias

What it does: Appropriates structured interview qualities into a scalable first-step.

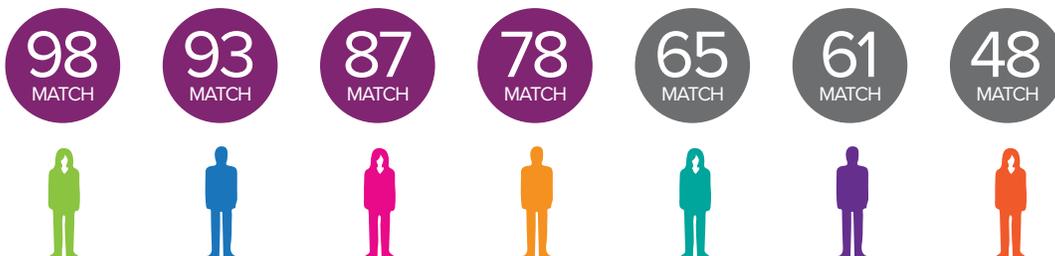
What it does not do: Replaces the necessity of interviews altogether.

The result: An initial pool of potential hires selected before any room for resume or interview bias is possible.



PLUM MATCH SCORE

This correlation between employer needs and applicant behaviors generates a score based on a double blind method in which bias and unreliability are muted because neither the employer nor the applicant know what the other is prioritizing.





RESEARCH

SCIENTIFIC METHODOLOGY

Choose one Least like you		Choose one Most like you
<input type="radio"/>	I usually need a creative outlet	<input checked="" type="radio"/>
<input type="radio"/>	I tend to take an interest in other people's lives	<input type="radio"/>
<input checked="" type="radio"/>	I don't mind taking charge	<input type="radio"/>

Plum employs a “forced choice” methodology of equally weighted options means applicants cannot “beat” the test.

Problem solving questions are designed to measure applicants’ “fluid” abilities, such as pattern recognition and deductive reasoning—capabilities that are accessible to all candidates because they do not require more than a 9th grade reading level and do not include math questions, which discriminate against individuals based on educational level or English as a second language.

Plum surveys are U.S. Equal Employment Opportunity Commission (EEOC) compliant.

The final Match Score combines the results of personality and intelligence assessments, which has 2X the ability to predict job success than either type of assessment alone.

SCIENTIFIC VALIDITY

Predicting Performance Correlation (r=)

Plum Matched Applicants **0.41**

Structured Interview **0.44**

Unstructured Interview **0.33**

Experience **0.18**

Education **0.10**

In the field of behavioral science, correlations are measured using coefficients (r). These coefficients range from -1.0 to +1.0.

Anything above 0.40 demonstrates a very positive relationship between sets of data.

RESOURCES AND REFERENCES

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