

# Moneyballing Recruiting:

A Data-Driven Approach to Battling  
Biases and Bottlenecks in Hiring

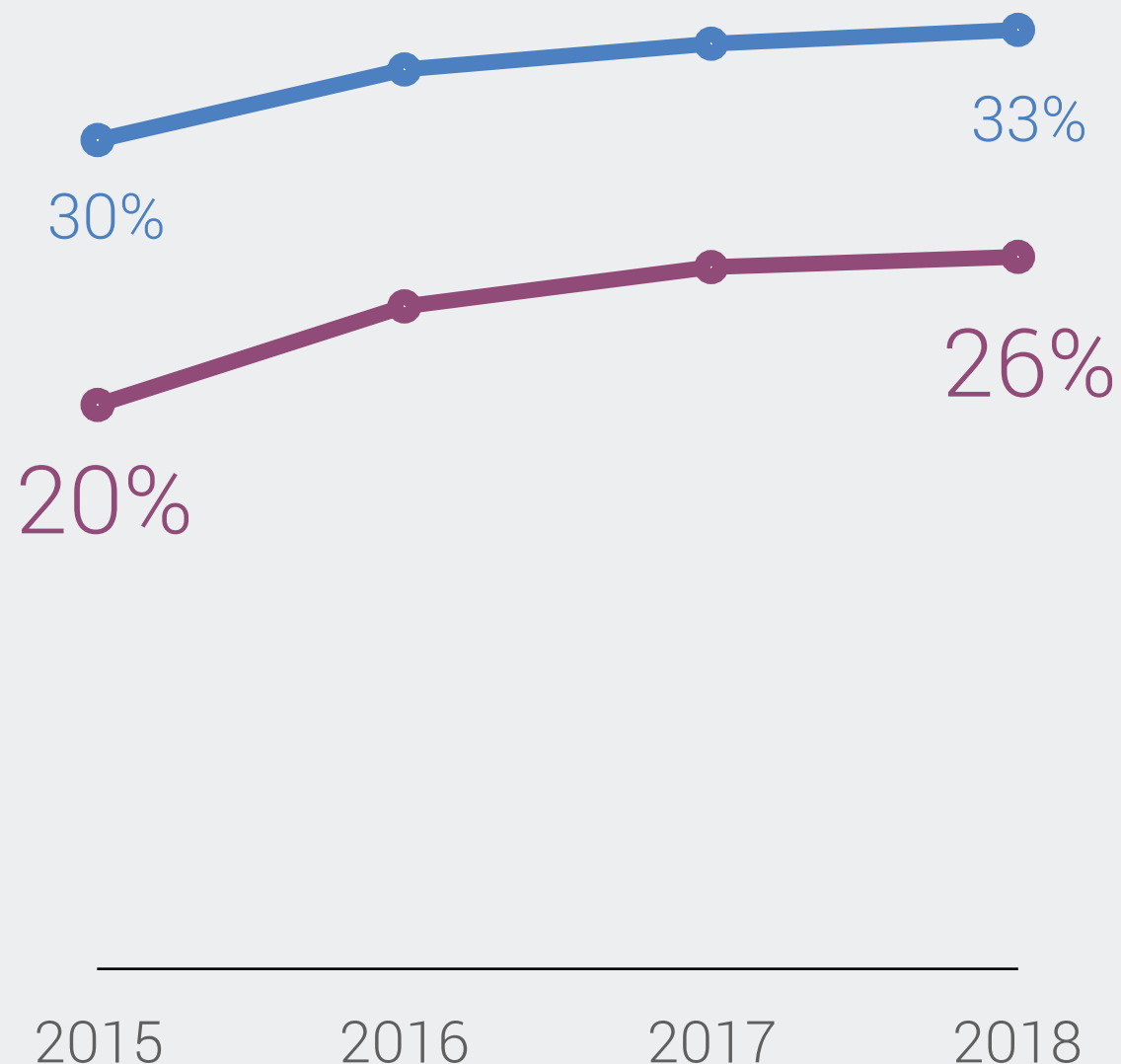
Maryam Jahanshahi Ph.D.  
Scientist  
TapRecruit

**tap**Recruit.co  
Write every job perfectly

HEURISTIC 1:

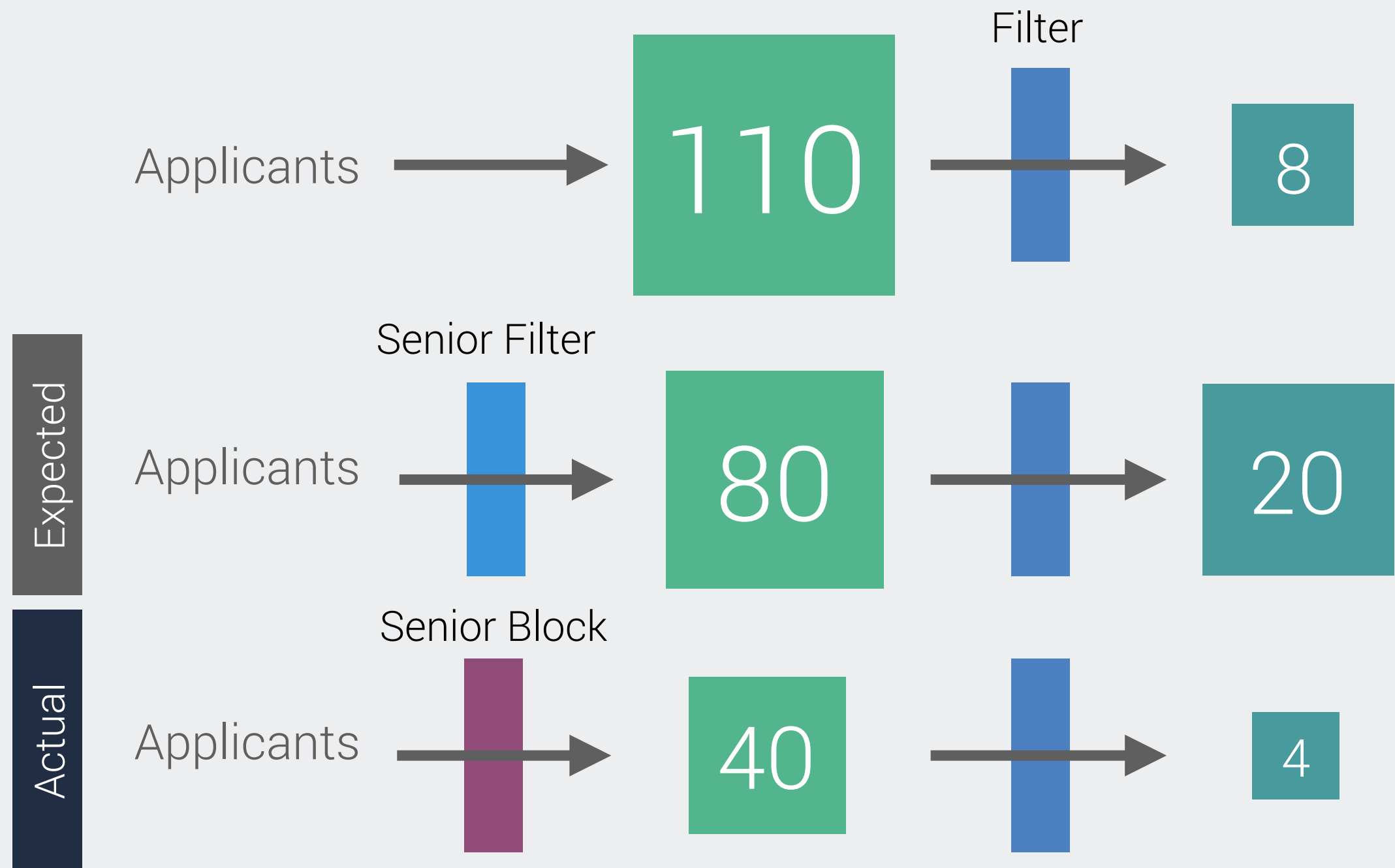
Inflating job titles  
improves applicant  
pool quality

# Title inflation is on the rise in Junior Data Scientist positions

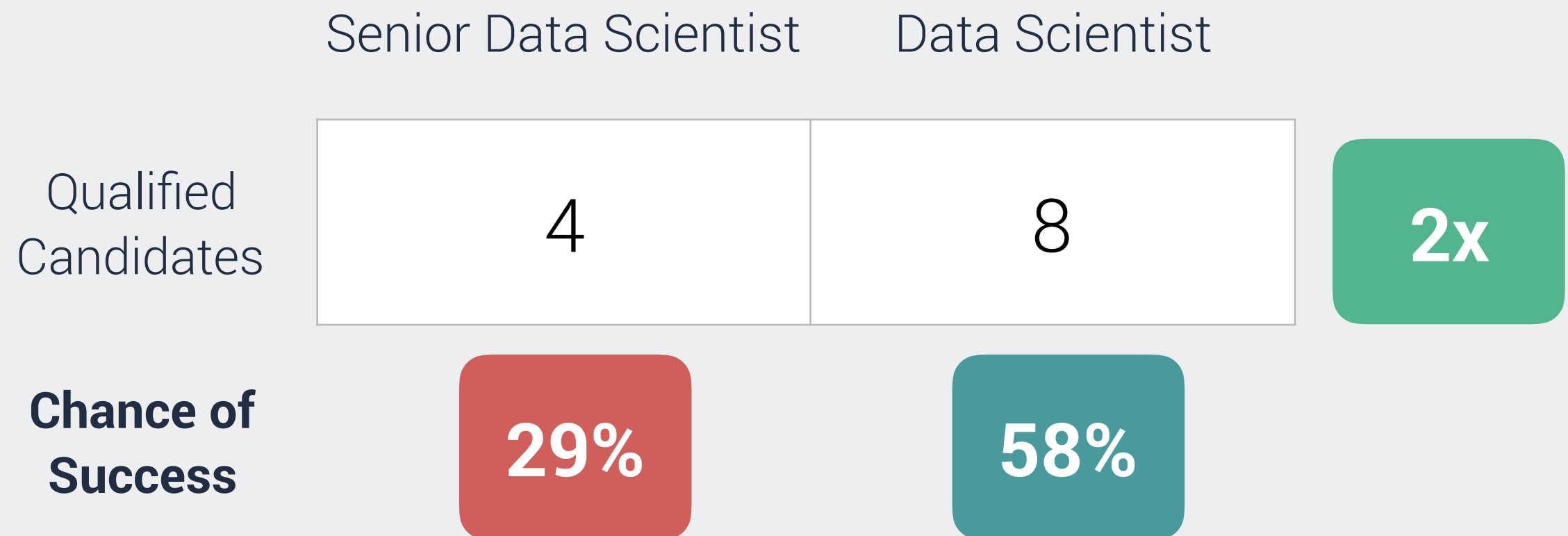


There has been a significant increase in the proportion of **Data Science** roles with 'senior' in their title, while comparable roles in **Software Engineering** have shown little change.

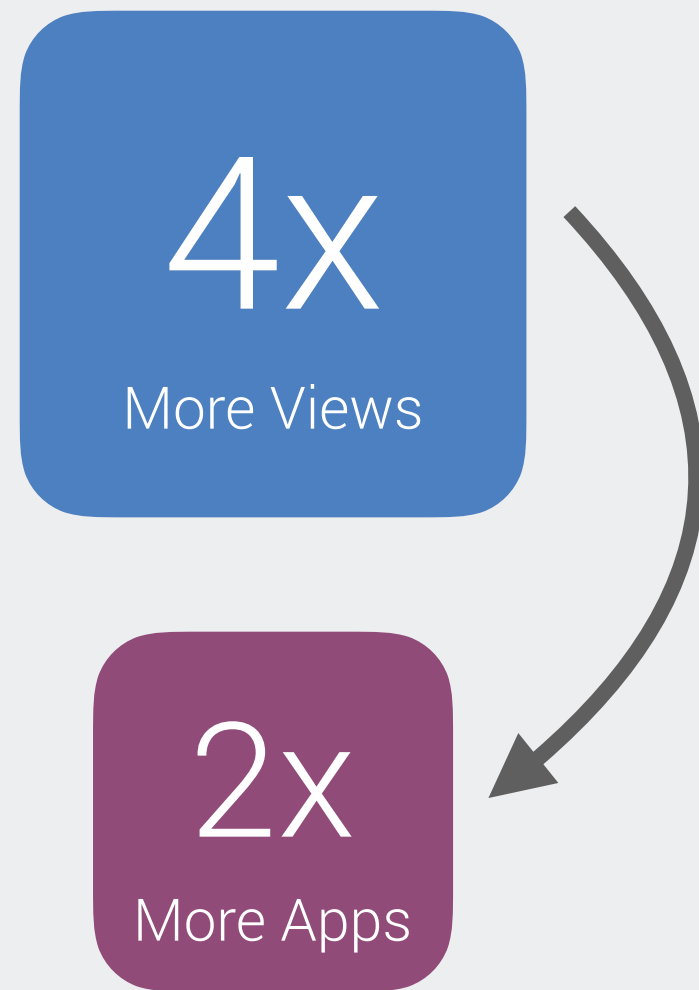
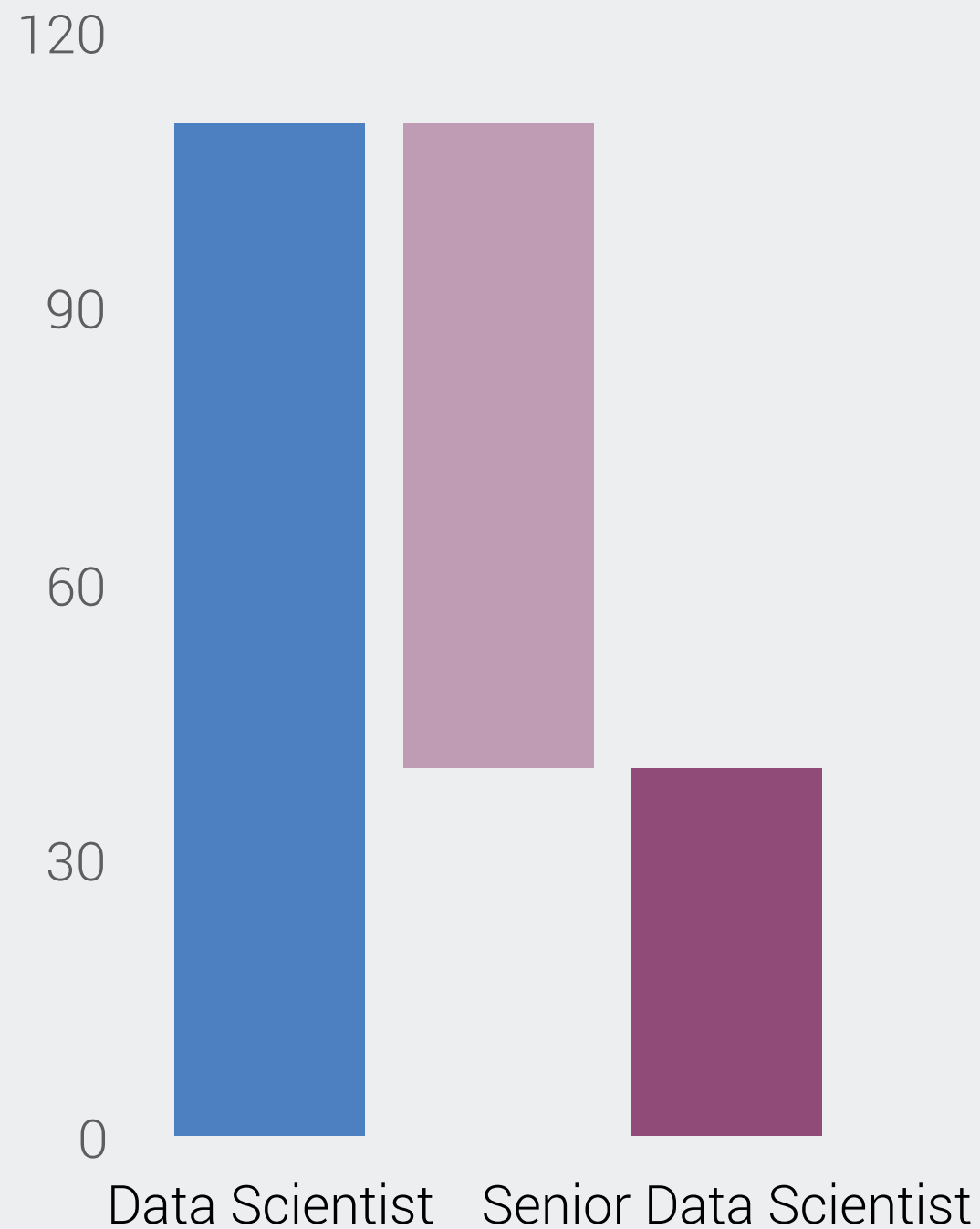
# Title inflation attempts to amplify 'signal' and reduce 'noise'



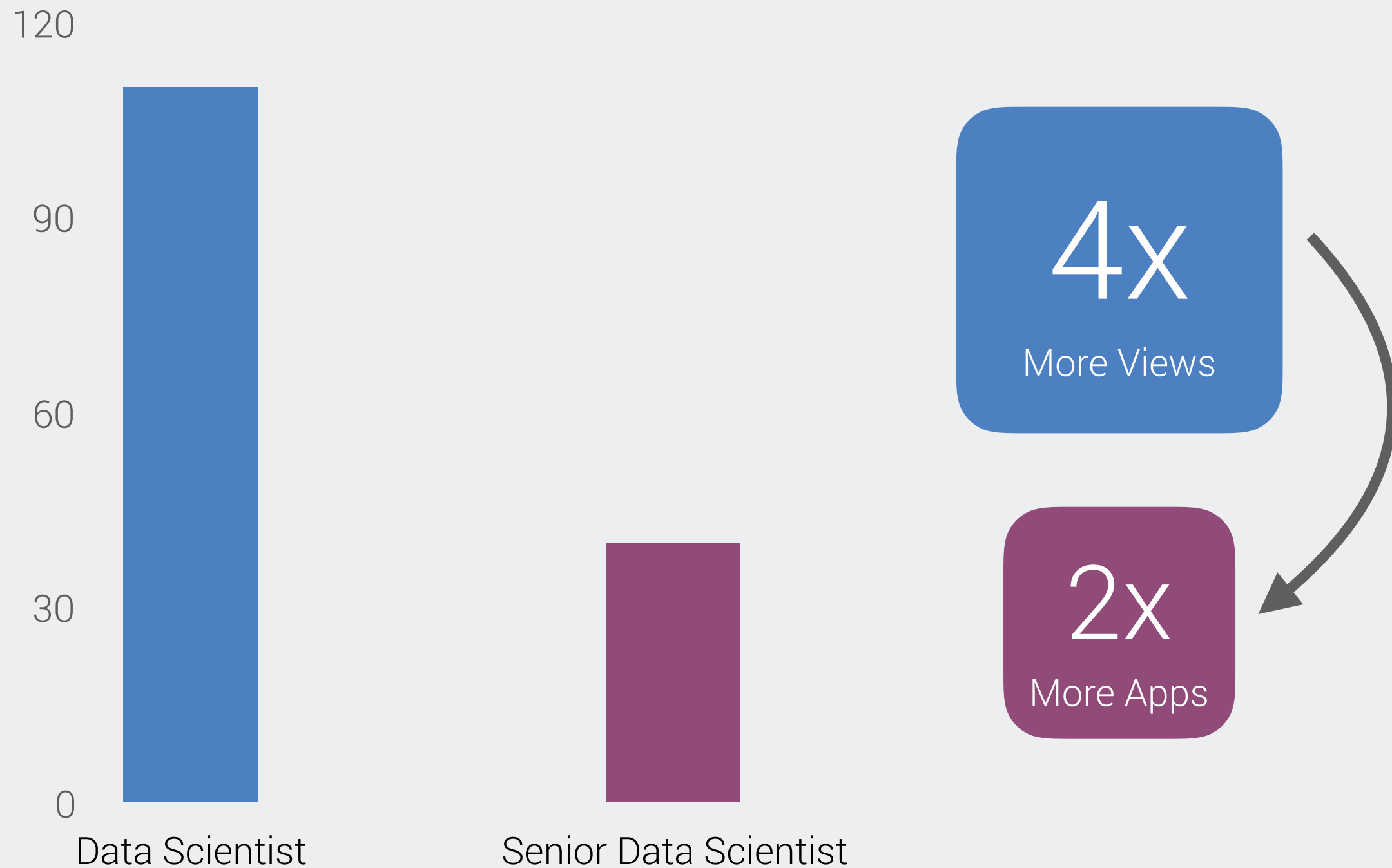
# Title inflation does not live up to its promise



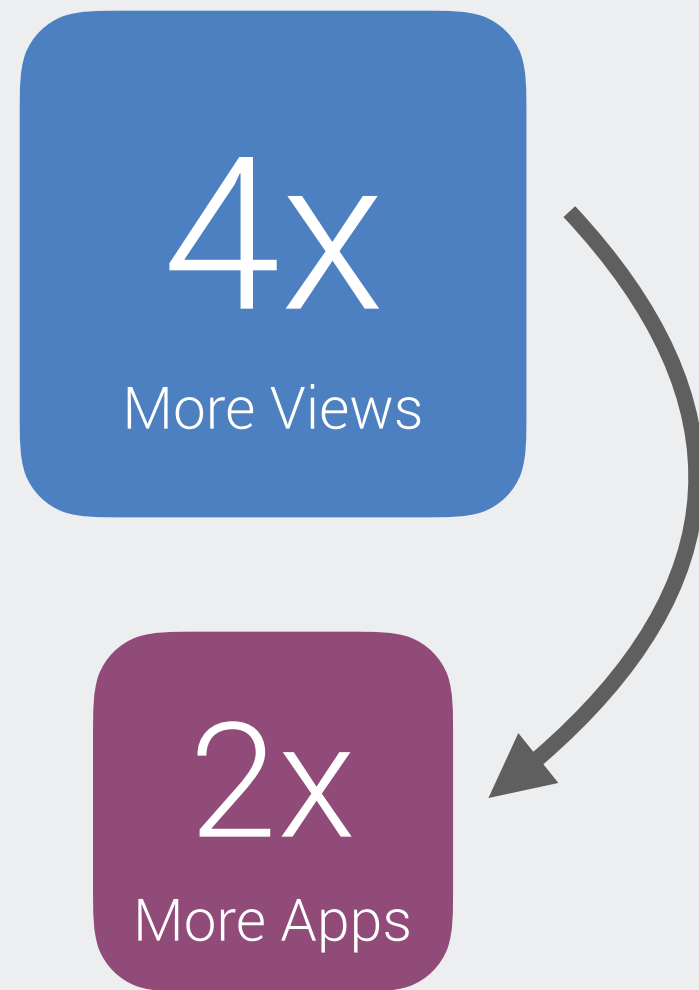
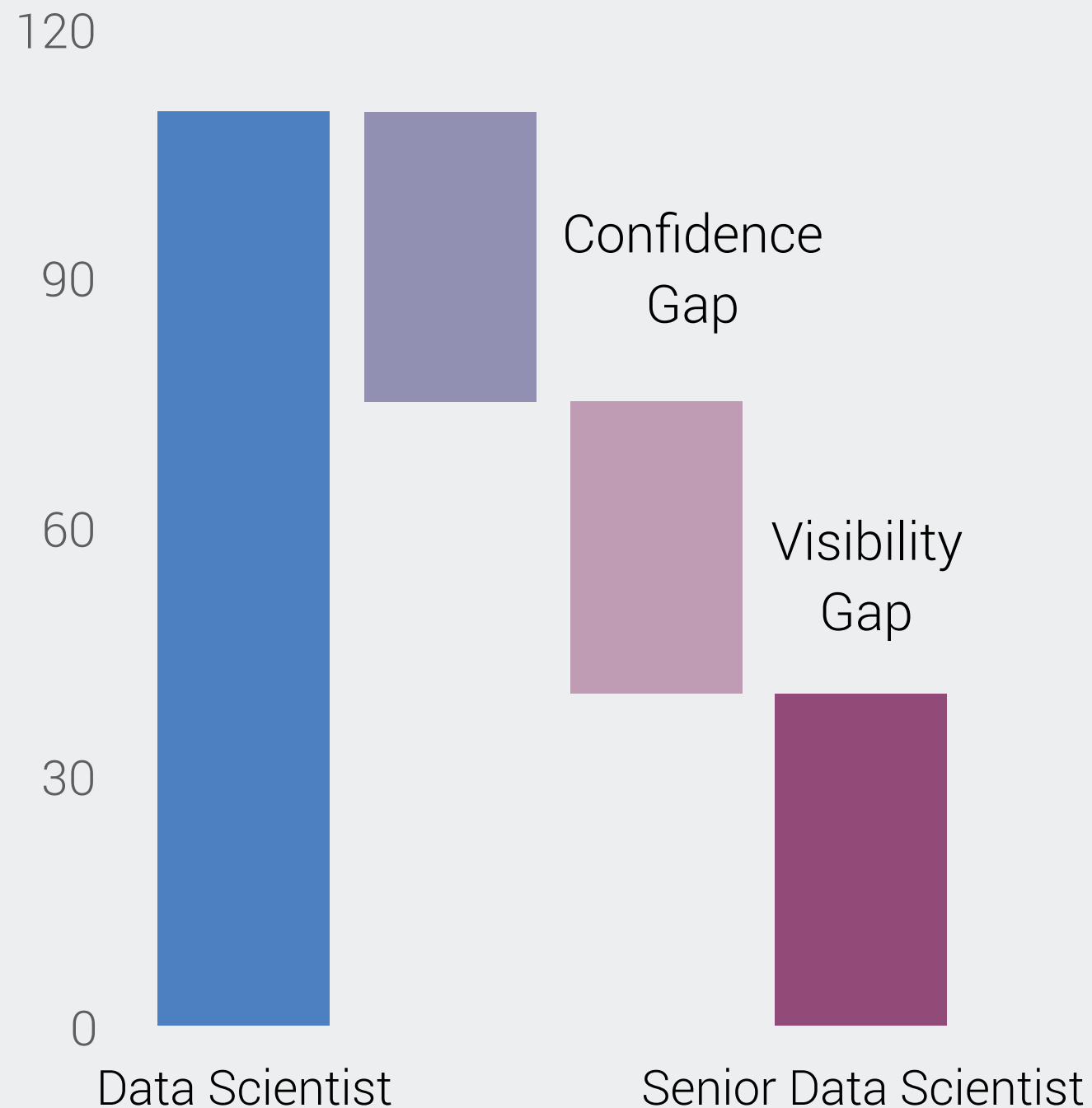
# Jobs with inflated titles are hit twice



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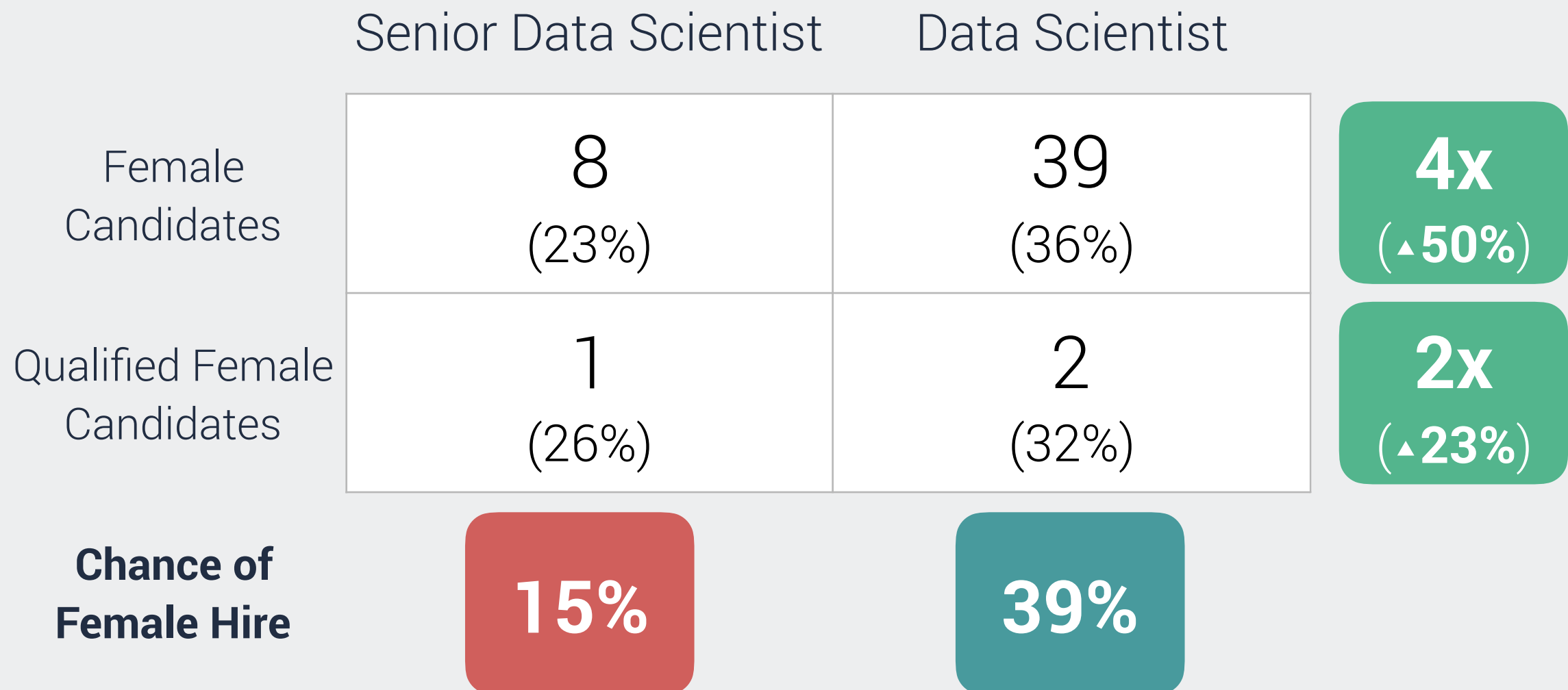


# Jobs with inflated titles are hit twice





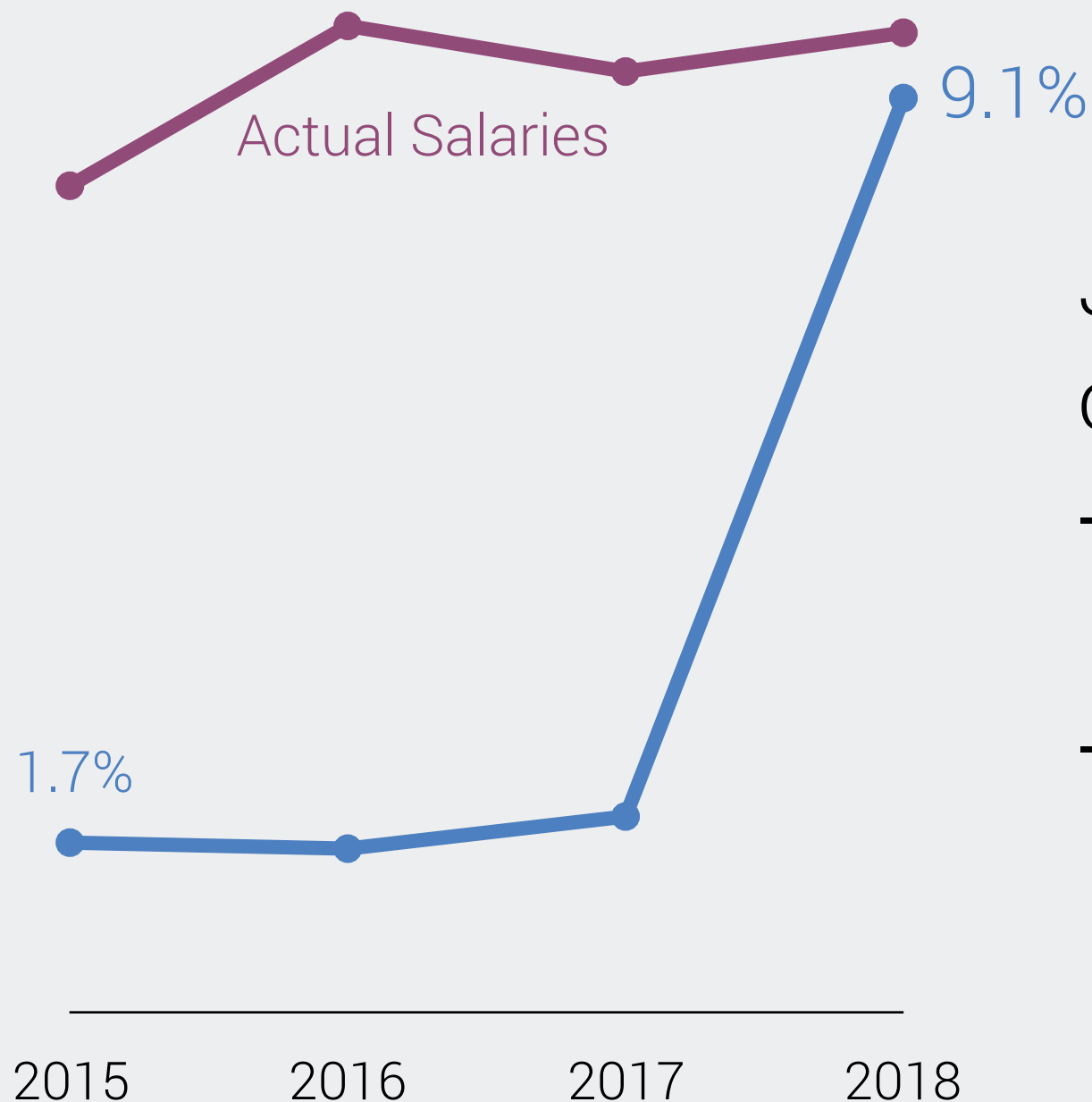
# On representation metrics, Title Inflation underperforms



HEURISTIC 2:

It's all about the  
money

# Growth of the Competitive Salary



Jobs that mention competitive salary typically:

- Attract **20% fewer candidates**; and,
- Take **10-15% longer to fill**

# 62%

of jobseekers consider  
perks and benefits as  
critical factors in  
deciding on jobs

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of jobseekers consider  
perks and benefits as  
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deciding on jobs

but few companies mention  
their perks and benefits

F500 + Public Companies

16%

Unicorns

18%

Startups

40%

# Do unique P&B attract candidates?

## BUSINESS

### Happy Workers, Richer Companies?

There is a free lunch in economics, after all. Companies with perks like complimentary meals clearly outperform competitors in the stock market.

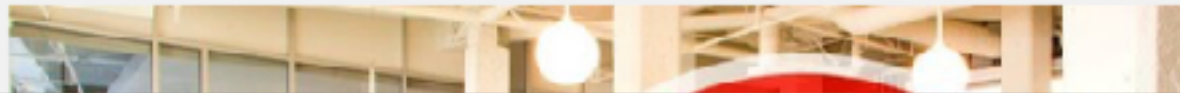
DEREK THOMPSON JUL 28, 2014

### Companies offering unique perks to attract millennials



## FINDING A JOB

### 13 Companies as Amazing as Apple (and Hiring Now!)



Benefits that Resonate:

- **Health/Medical Insurance**
- **401k**

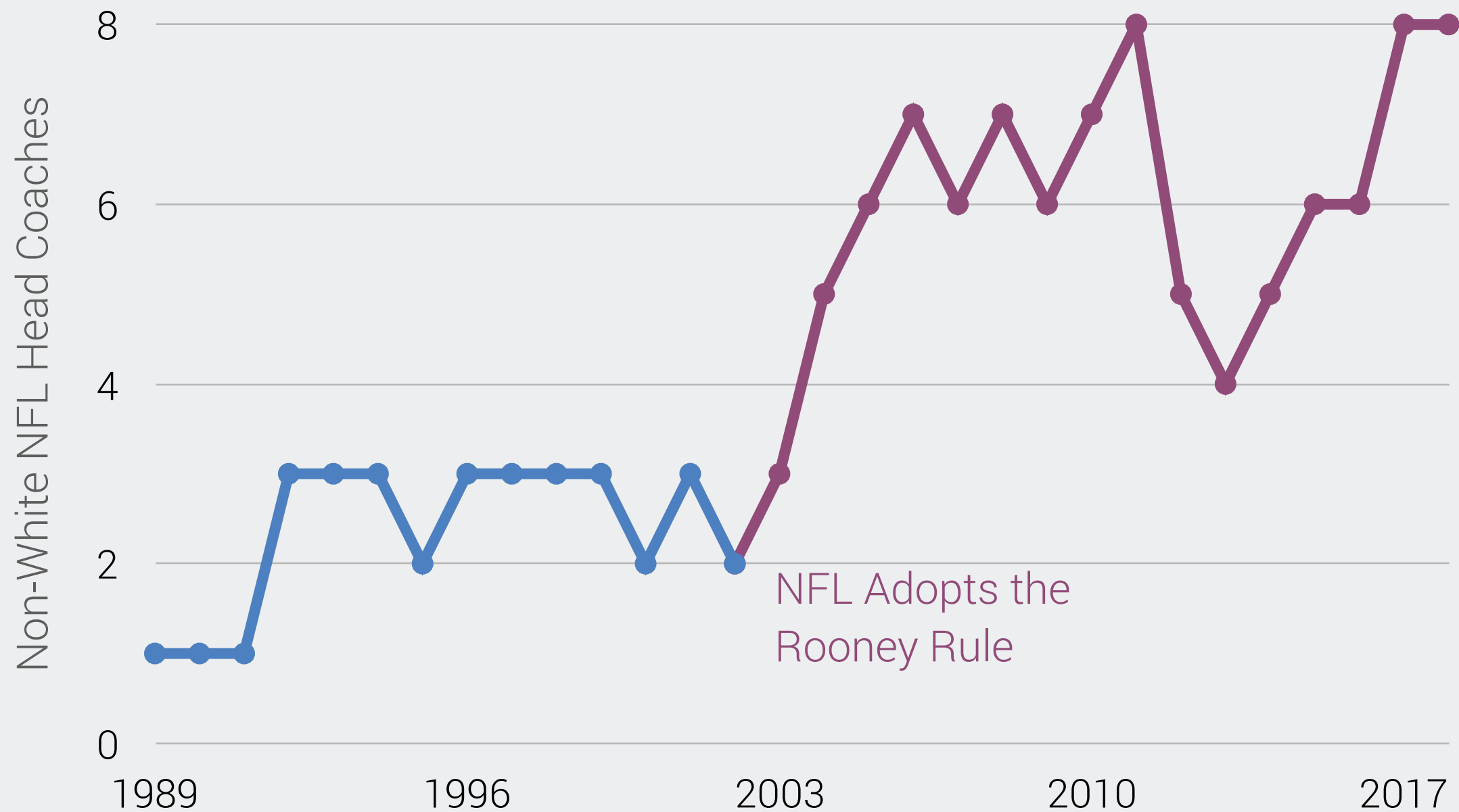
Phrasing matters:

- **Paid time off** vs
- **Unlimited Vacation**

HEURISTIC 3:

Diversity can be  
hacked

# The Rooney Rule Addresses Underrepresentation in the NFL





# Widespread Adoption of the Rooney Rule

SILICON VALLEY

## After Amazon Adopts Rooney Rule, Black Lawmakers Call for More Diversity in Tech

Tech Accountability Caucus co-chair says congressional hearings, meetings can help keep pressure on Silicon Valley

## Facebook is using the same approach the NFL took to increase diversity in the league

Richard Falout Jan. 24, 2016, 10:35 AM



PINTEREST

## What Pinterest is learning from the Pittsburgh Steelers about diversity



BIGLAW

## Get Ready For The Biglaw 'Rooney Rule' As Firms Try To Actually Do Something About Diversity

But will it actually improve law firm diversity?

By KATHRYN RUBINO

DIVERSITY

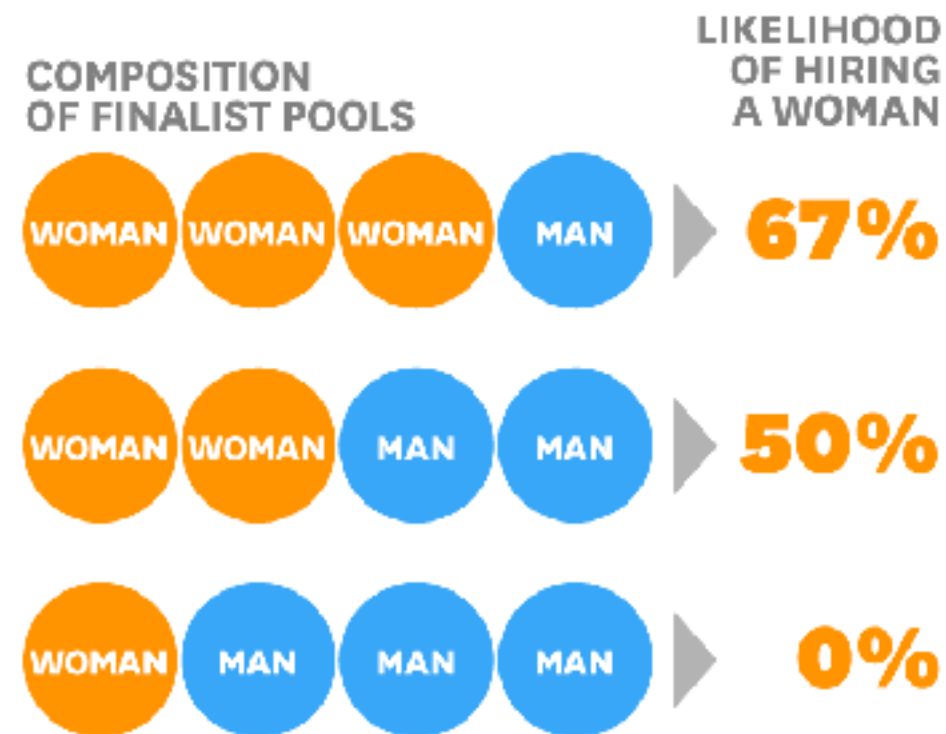
# If There's Only One Woman in Your Candidate Pool, There's Statistically No Chance She'll Be Hired

by **Stefanie K. Johnson**, **David R. Hekman** and **Elsa T. Chan**

APRIL 26, 2016

## The Relationship Between Finalist Pools and Actual Hiring Decisions

According to one study of 598 finalists for university teaching positions.



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**Eddie F of the Boyz**

@Aisha\_CG



Hiring managers and search committees: stop asking POC to apply to your jobs so you can have a diverse pool IF you already have folks in mind for the job. We DO NOT exist to make your search viable. We want to work, get paid, and support users in real and substantial ways

2:34 PM · Jul 8, 2018

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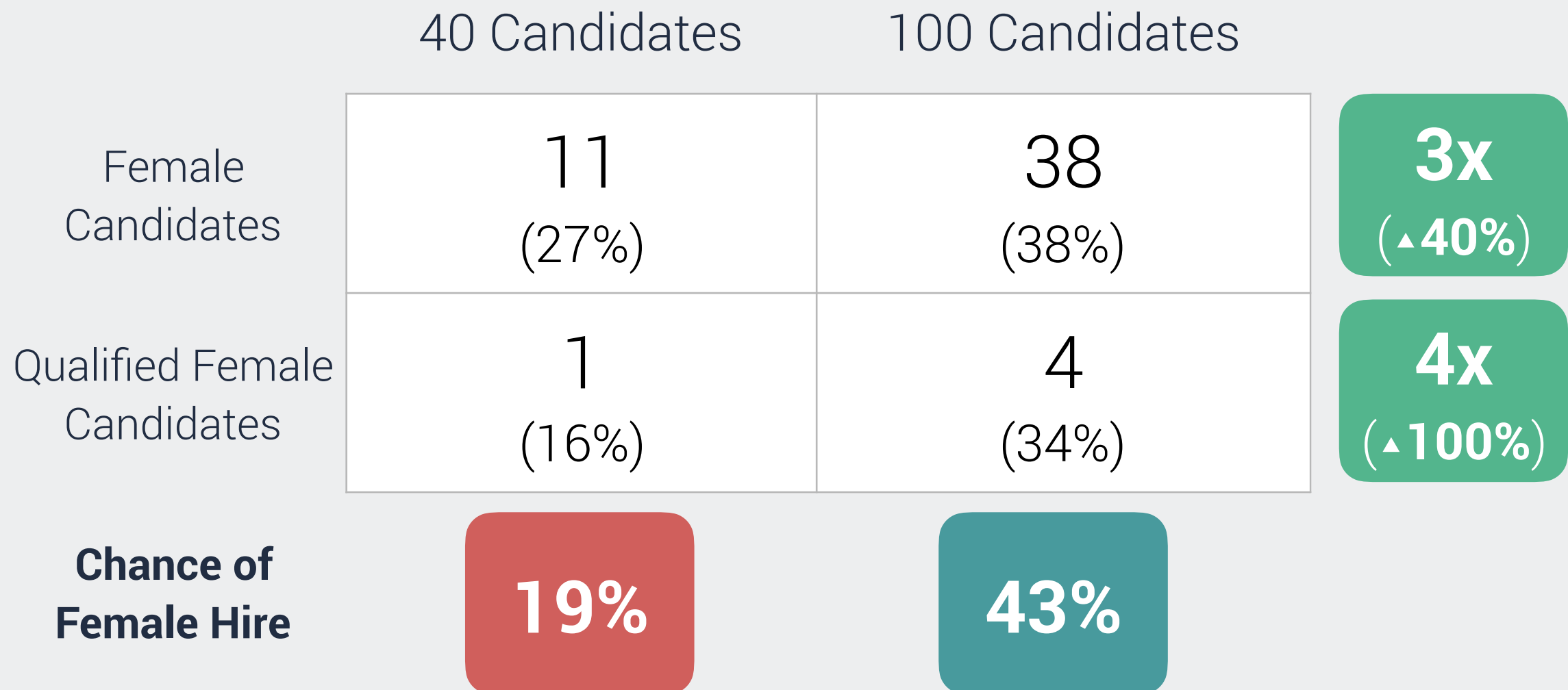
**EricaJoy**

@EricaJoy



Speaking from the perspective of a hiring manager: 100  
Speaking from the perspective of a Black woman who has better things to do with her time than be the Rooney Rule candidate in a sham of a recruiting process: 100 100 100

# Representative candidate pools lead to representative hires



#### HEURISTIC 1:

### Job title inflation improves applicant pools

- Title inflation decreases signal with no change to noise
- The double-whammy of the visibility and confidence gaps

#### HEURISTIC 2:

### It's all about the money

- Competitive salary makes you uncompetitive
- The 'boring' benefits are not boring to candidates

#### HEURISTIC 3:

### Diversity can be hacked

- Representative candidate pools -> representative workforces

# Thank you!

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**tap**Recruit.co  
Write every job perfectly