Danaher PID leverages candidate data to increase female applicants by 8%

SUCCESS STORY

Like many companies, **Danaher**'s Product Identification Platform (PID) line of business is on a mission to further diversify their workforce, which includes hiring more women. Danaher PID's recruitment team used market data and research to identify talent pools and change their sourcing approach to be more inclusive of female candidates.

Benchmarking with Data

LinkedIn talent pool data provided a real-time snapshot of available candidates based off hiring criteria. Job post data showed women viewed but didn't apply to roles as much as men.

Hiring Manager Alignment

Recruiters were able to negotiate hiring criteria with managers based off of talent pool data. Danaher PID also changed job post language to increase female applicants.

Female Applicants Increase 8%

Within a six-month period, Danaher PID saw an 8% increase in female candidates within the USA as a result of incorporating insights gained through LinkedIn Gender InMail Reporting in their job descriptions.

THE CHALLENGE
Further increase female workforce

In an effort to further diversify their workforce, Danaher Product Identification Platform (PID) set out to increase their amount of female employees. Their own LinkedIn job post data reflected **research** that shows in order to apply for a job, women feel they need to meet 100% of the criteria, while men usually apply after meeting 60%. This observation pushed Danaher PID to rethink the language of their job posts, job titles and their hiring criteria.

THE SOLUTION
Inclusive job posts and data-driven sourcing

With the help of LinkedIn Talent Insights, the recruitment team at Danaher PID was able to negotiate hiring criteria with managers to widen candidate pools. They also updated job titles such as Technical Sales Engineer to Sales Engineer, in an effort to reduce an applicant's own competency concerns. In just 6 months, Danaher saw an 8% increase in female applicants, with 5% more getting to interviews and 4% more getting to offers.

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> Our LinkedIn Jobs performance metrics showed that we had a lot of people viewing our jobs, but not applying. That really helped jumpstart internal conversations on how we could make changes in our approach to be more inclusive of women.

Vivian Maerker
Global Director of TA, Product Identification Platform Danaher