

Bright Network

Using data to drive your diversity strategy

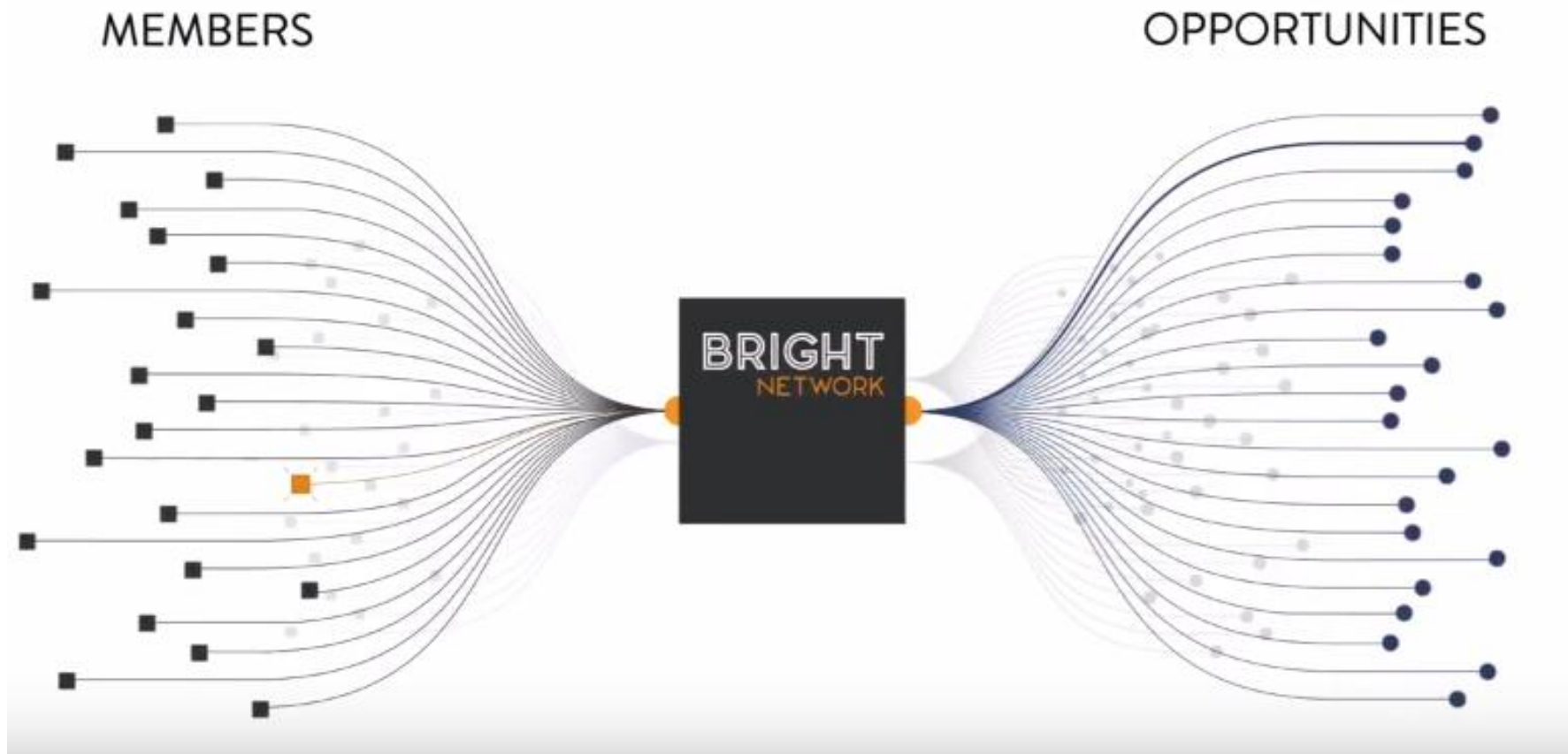


***“We have to be rigorous in measuring what works.
We can’t hang on to programs just because they’ve
been around a long time” – Barack Obama,
December 2016***

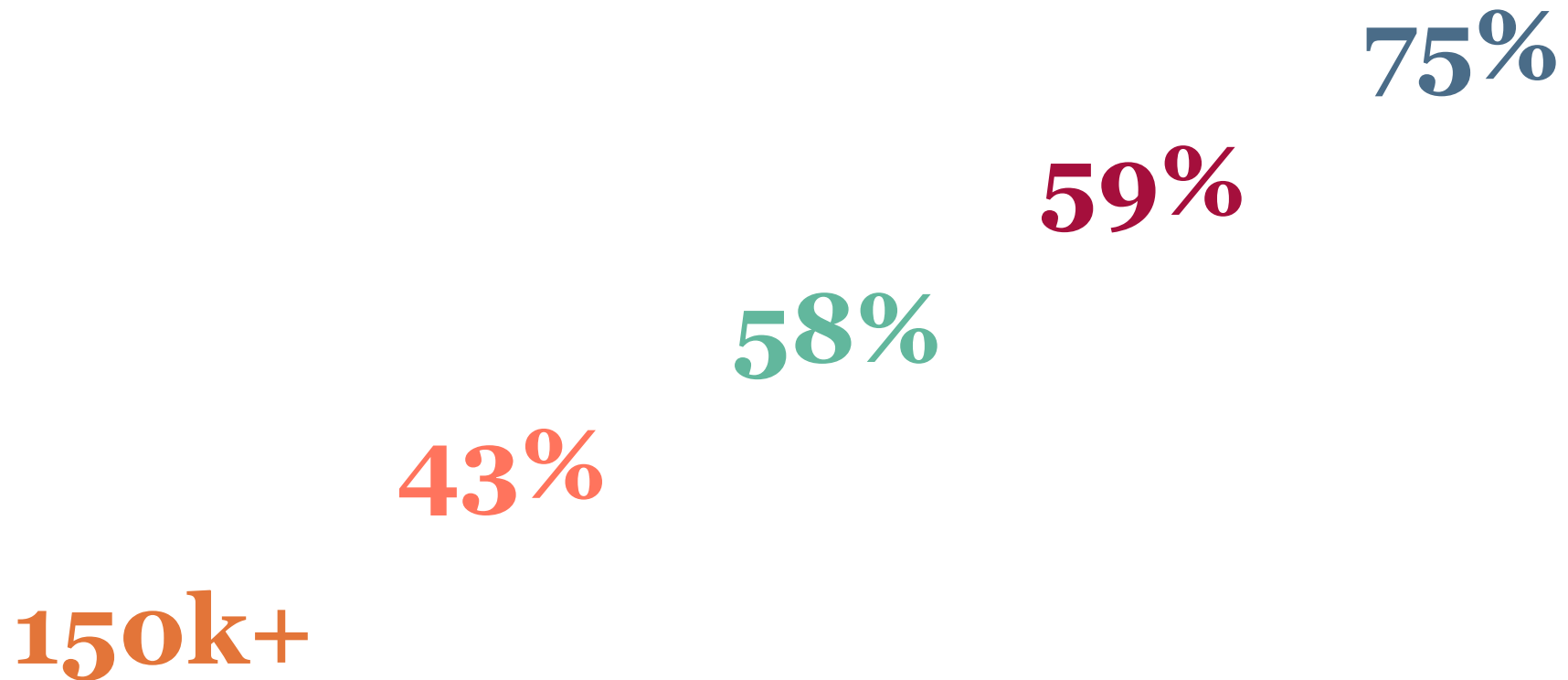
What you will leave with...

- 1. Understand diversity challenges today**
- 2. How Bright Network have addressed recruitment issues**
- 3. Practical measures to improve diversity**

Who we are



Who are our members?



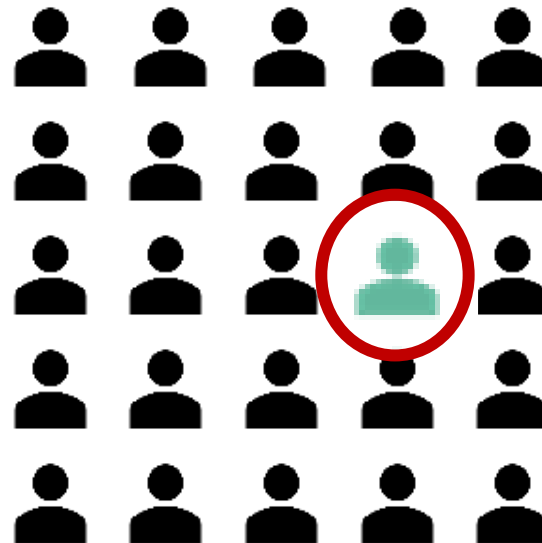
Diversity: challenges in graduate recruitment

74%

48%

11%

Diversity: challenges in graduate recruitment



We asked...

What do you understand when an employer states they have a specific diversity initiative?

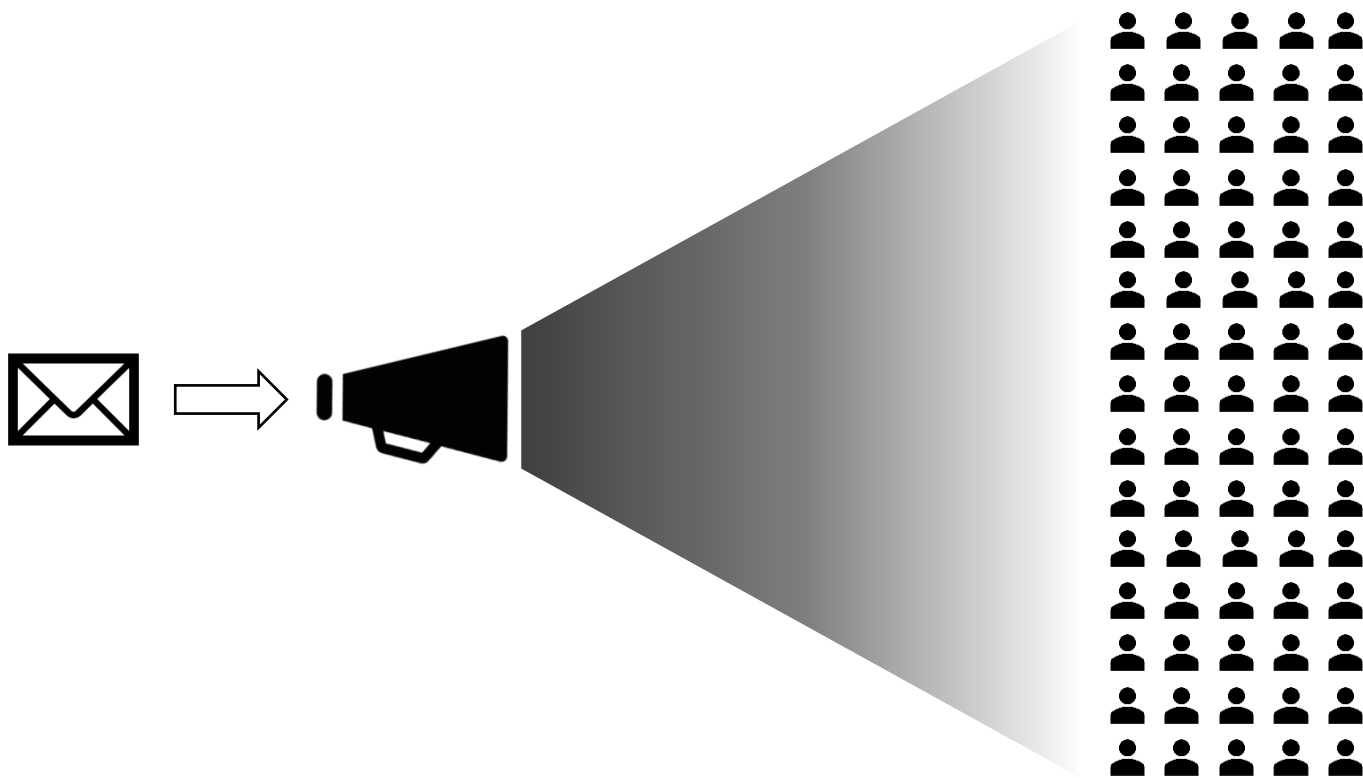
28% of our members believe this means the firm has a diversity quota

56% of our BME members believe this is a box ticking exercise

54% of our LGBT members have the same opinion

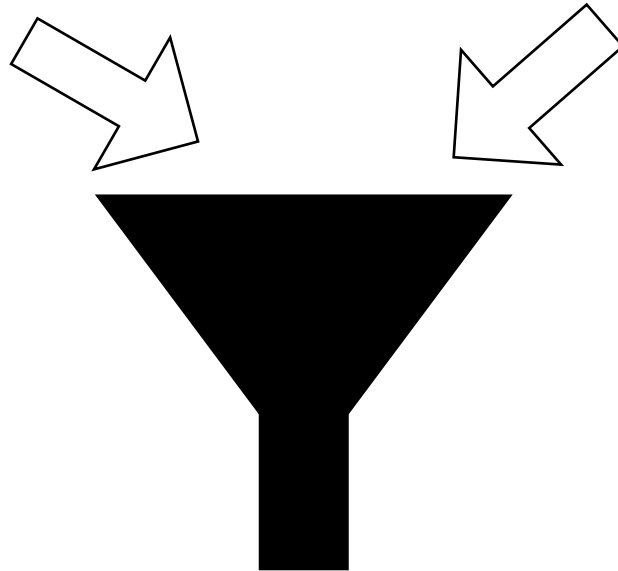
What data?





DECLARED DATA

BEHAVIOURAL DATA

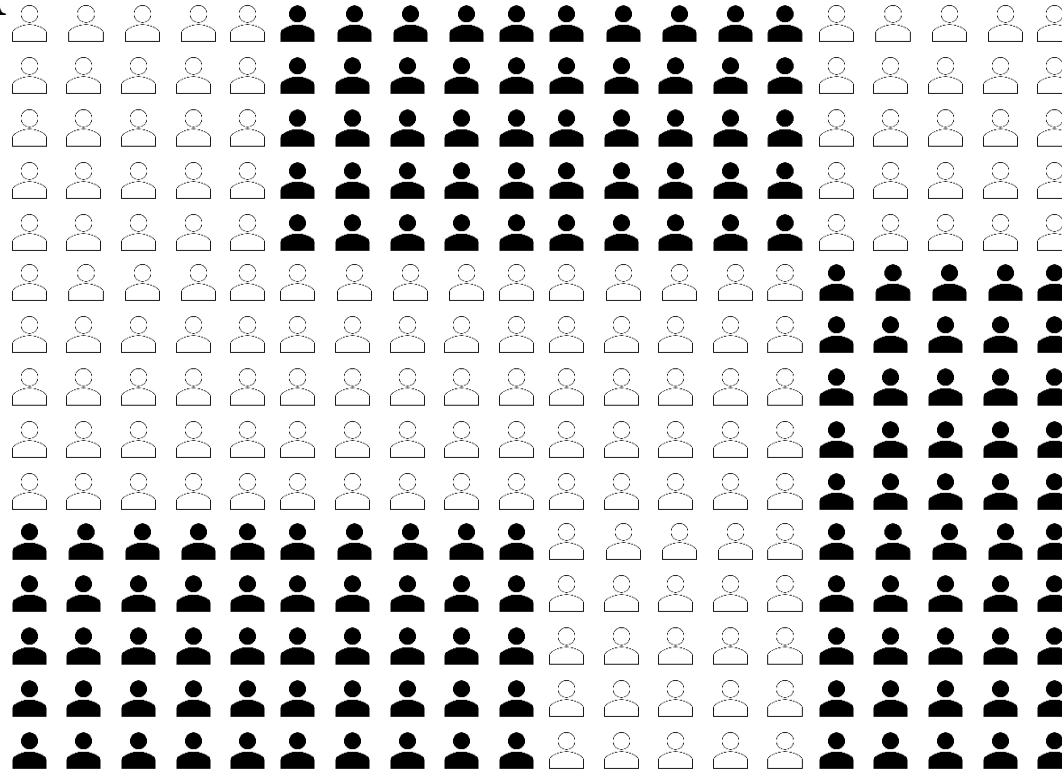


INSIGHTS ENGINE

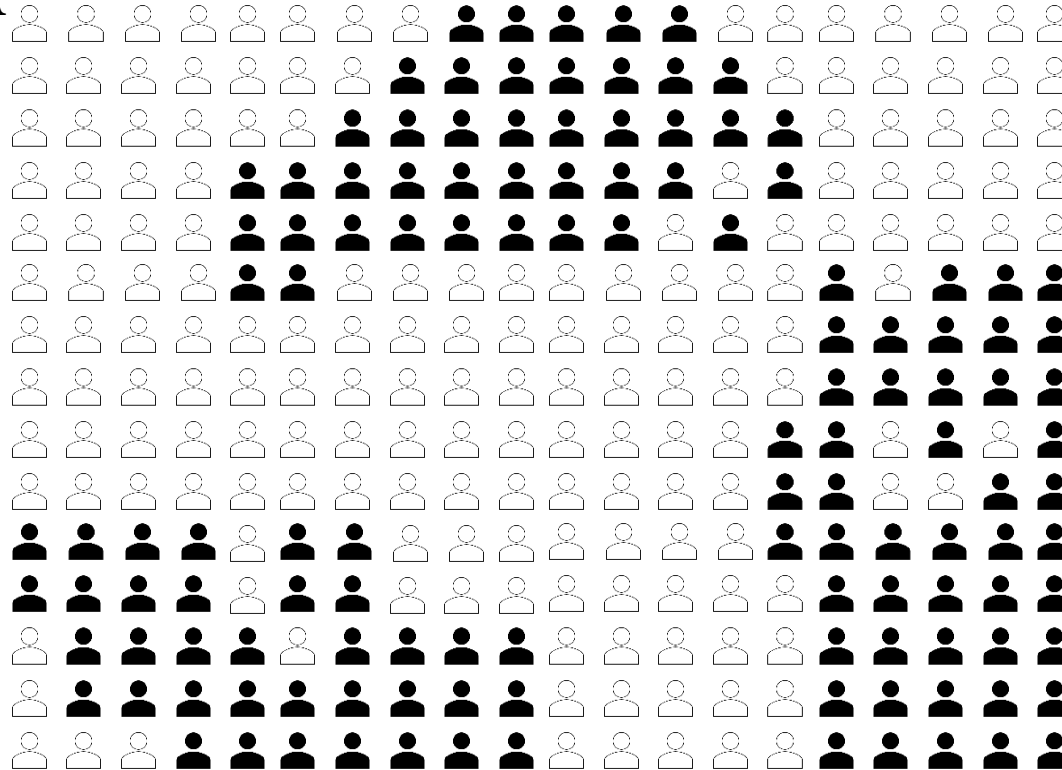
Analysing **10m+** pieces of
data a year



DECLARED DATA



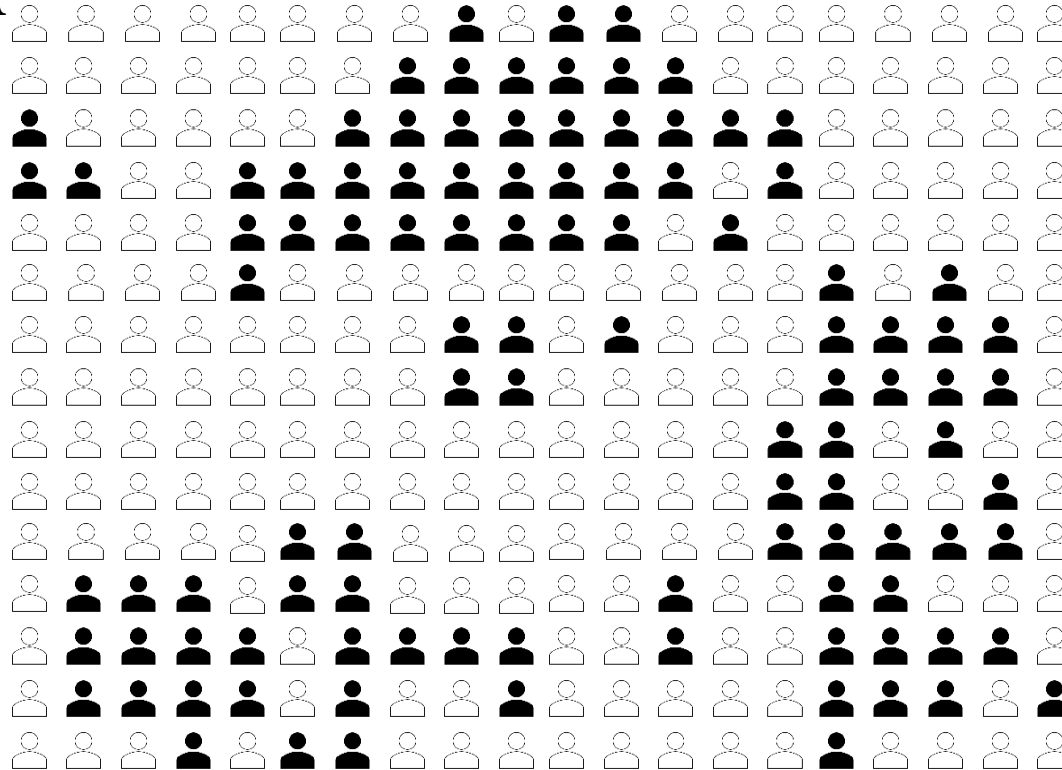
DECLARED DATA



BEHAVIOURAL DATA



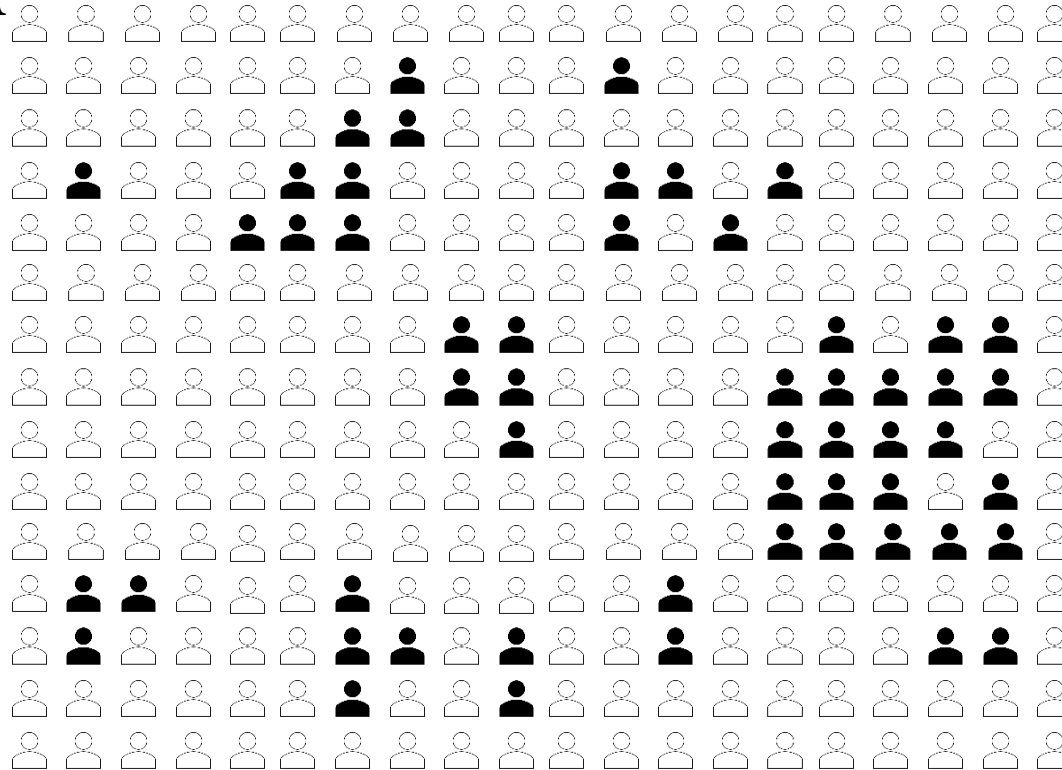
DECLARED DATA



BEHAVIOURAL DATA



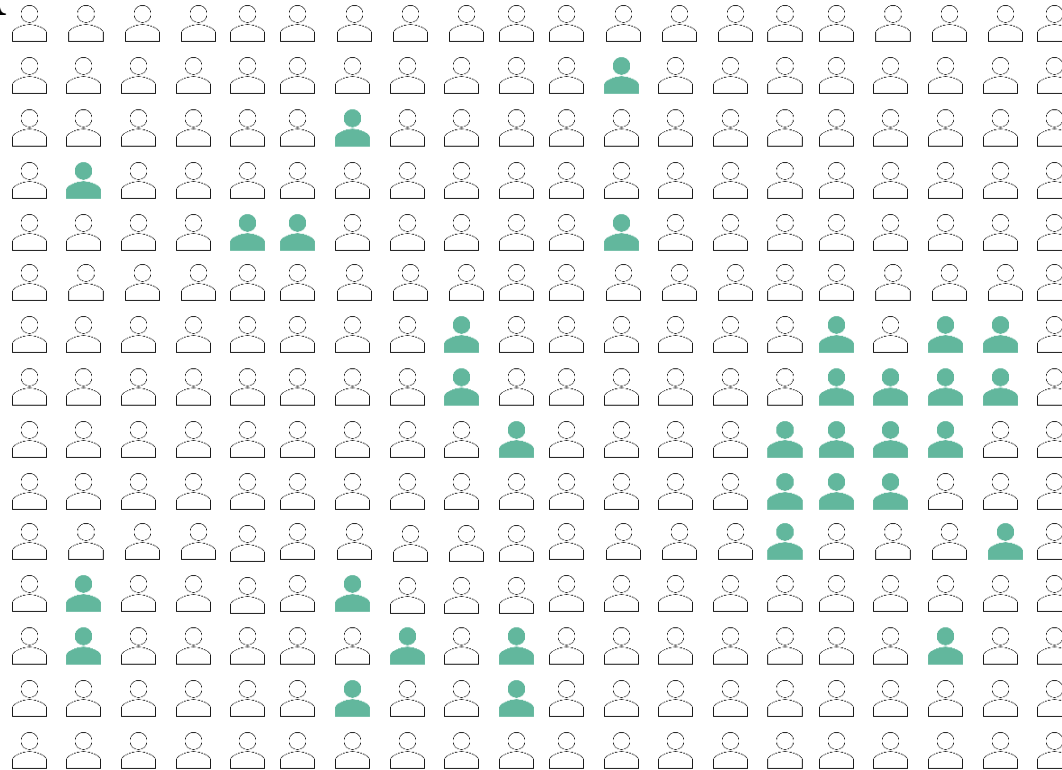
DECLARED DATA



BEHAVIOURAL DATA



DECLARED DATA



INSIGHTS ENGINE

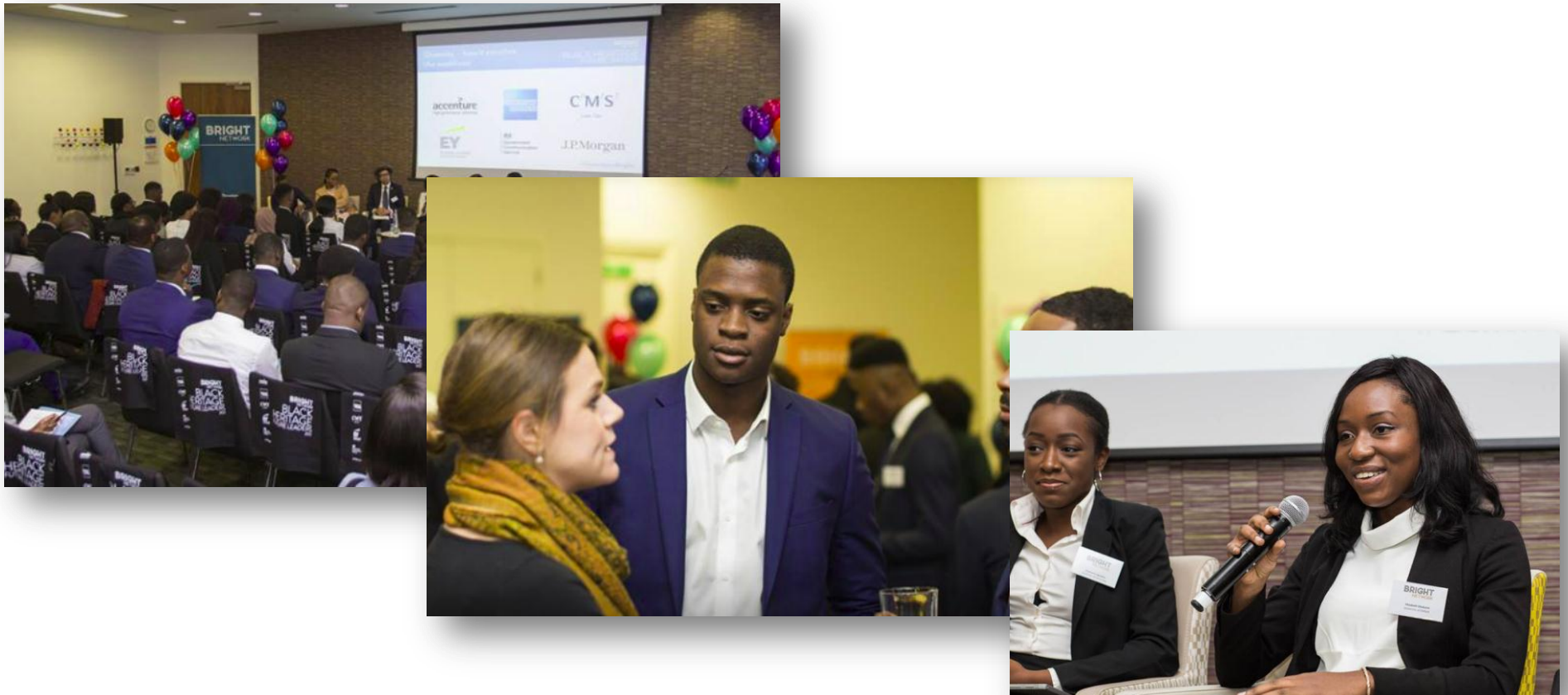


Addressing challenges



How data works: Bright Network event

Black Heritage Future Leaders – 24th October 2017



Case study: Client recruitment

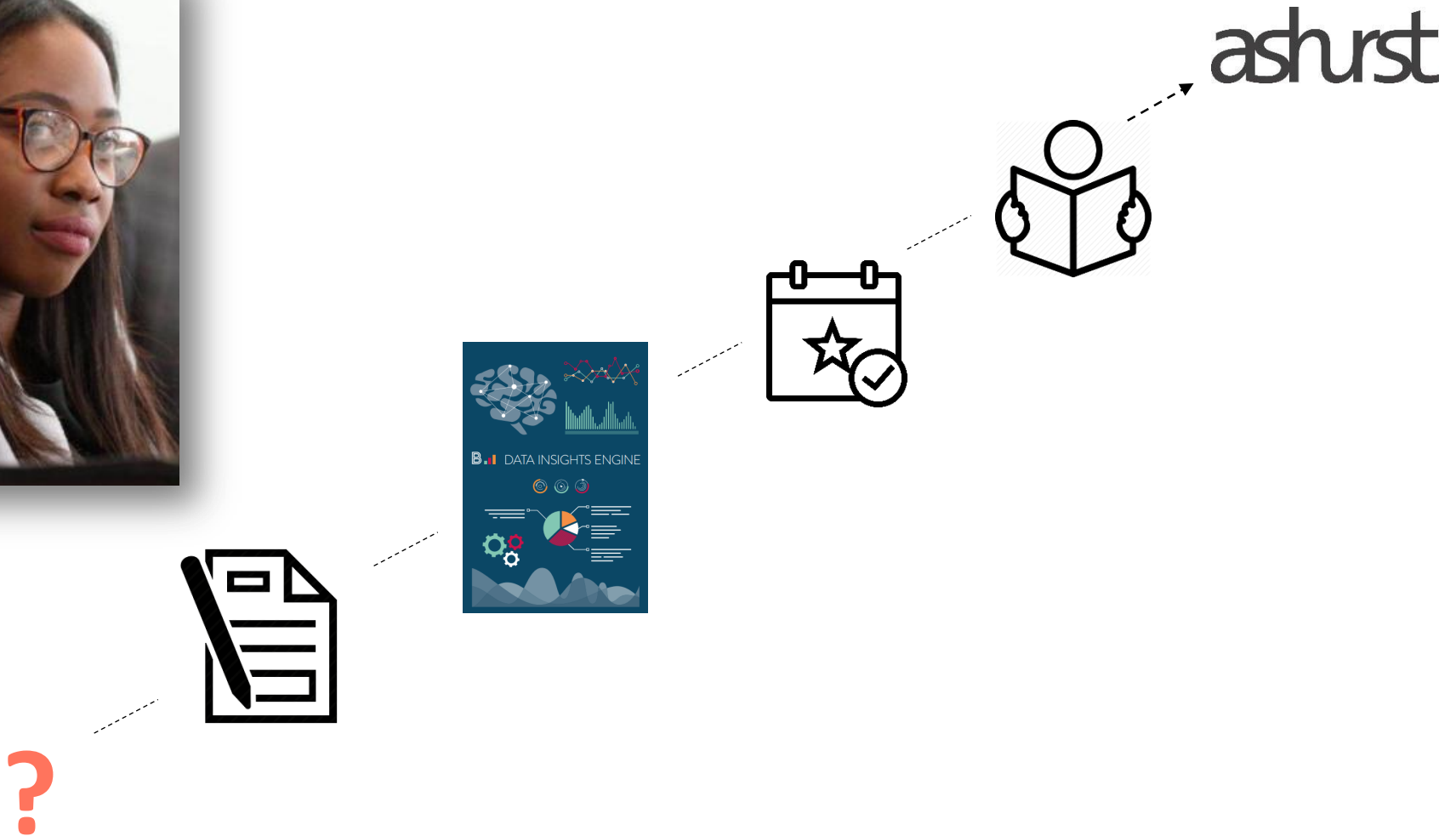


Challenge: Female talent attraction

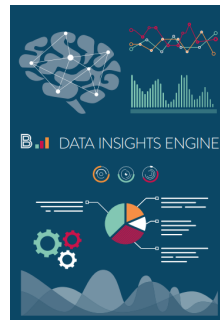
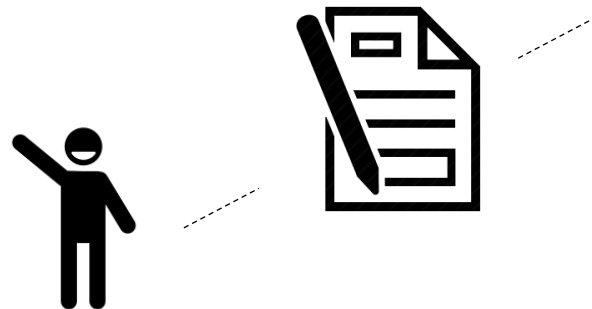
Solution: Bespoke targeting

Results: 10 female, technology hires

Chelsea's journey: History student, University of Cambridge



Hawo's journey: Pharmacology student, KCL



Deloitte.

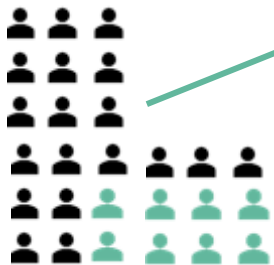
How to use data



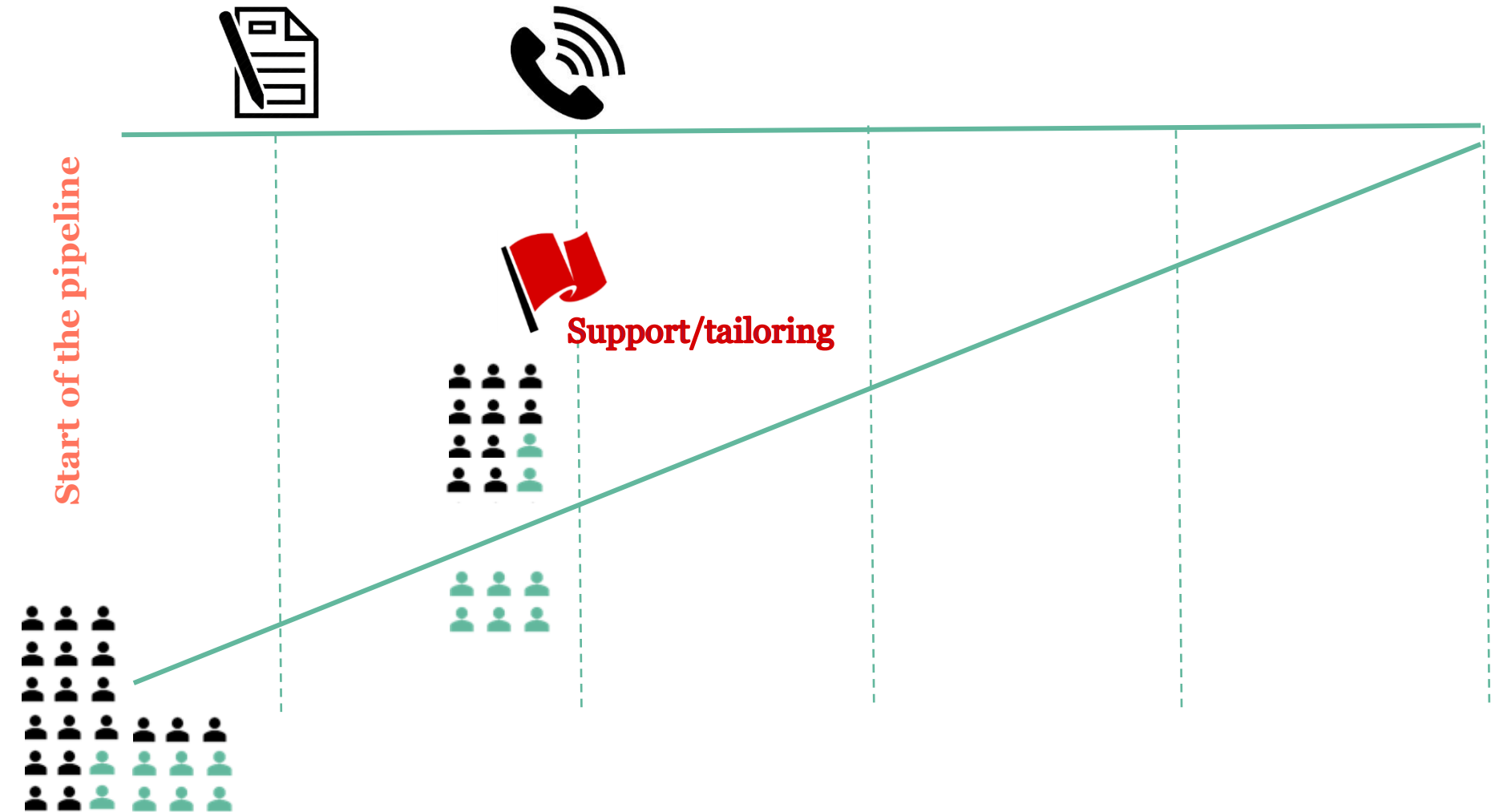
Start of the pipeline



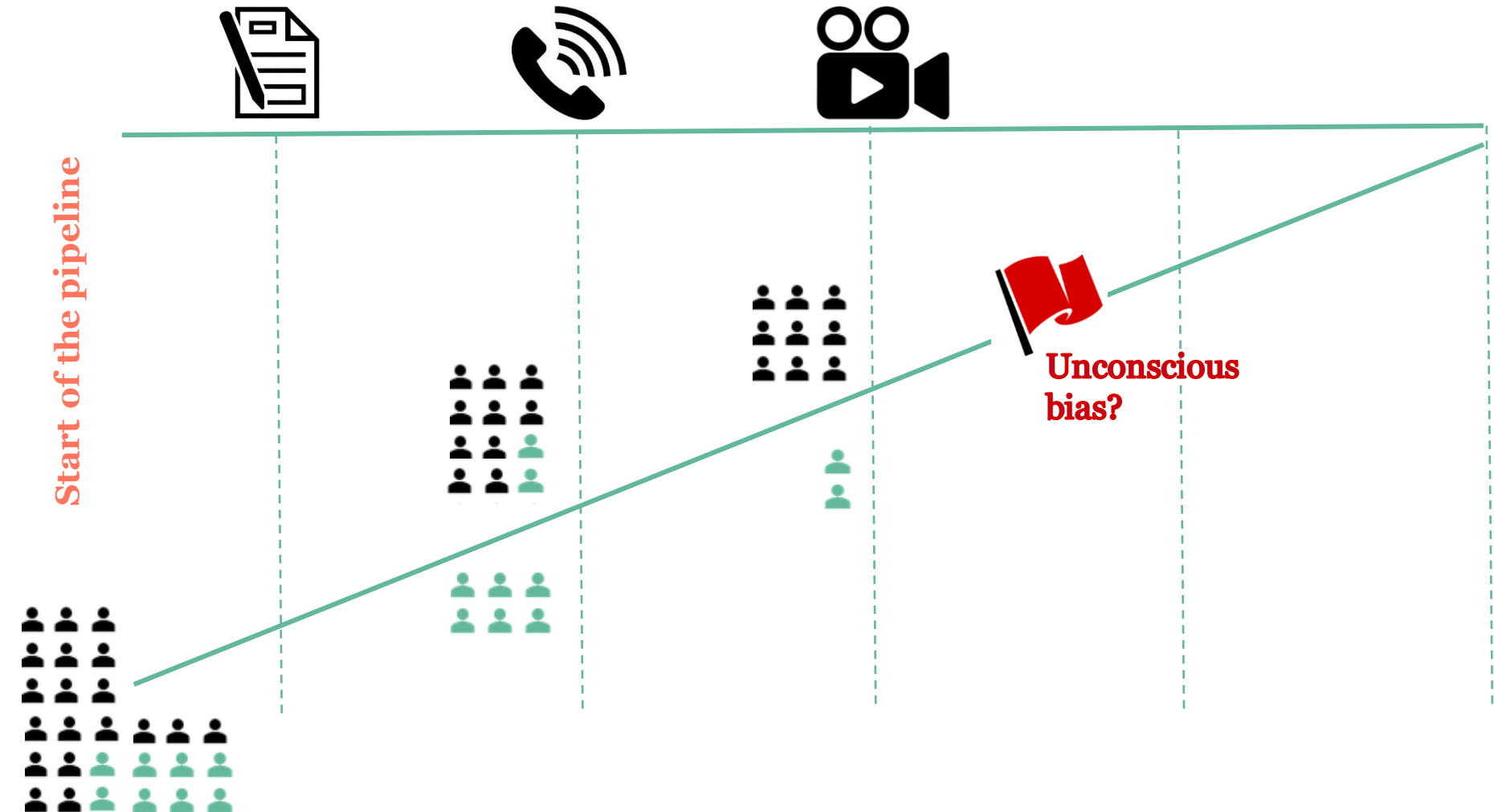
Attraction?



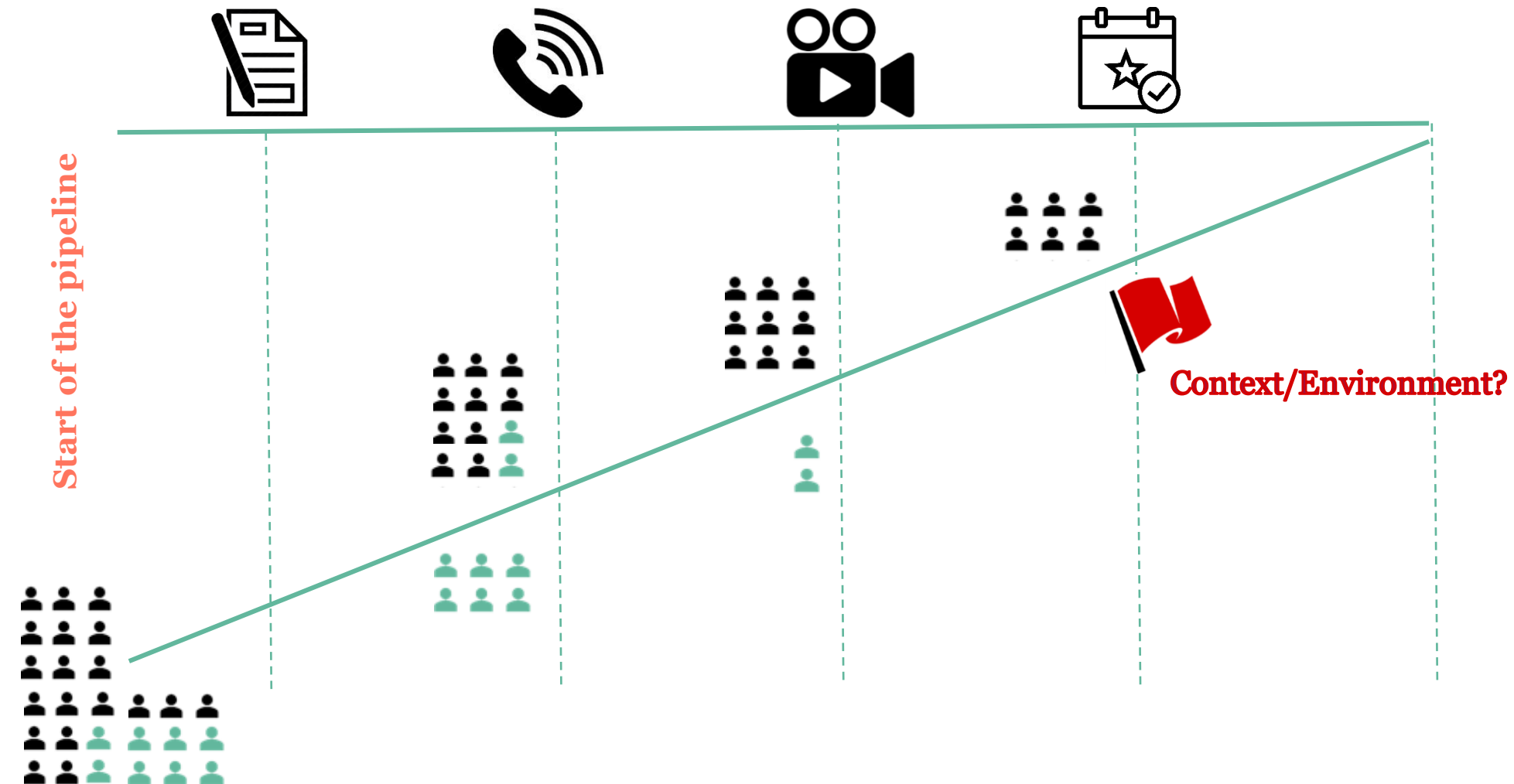
How to use data



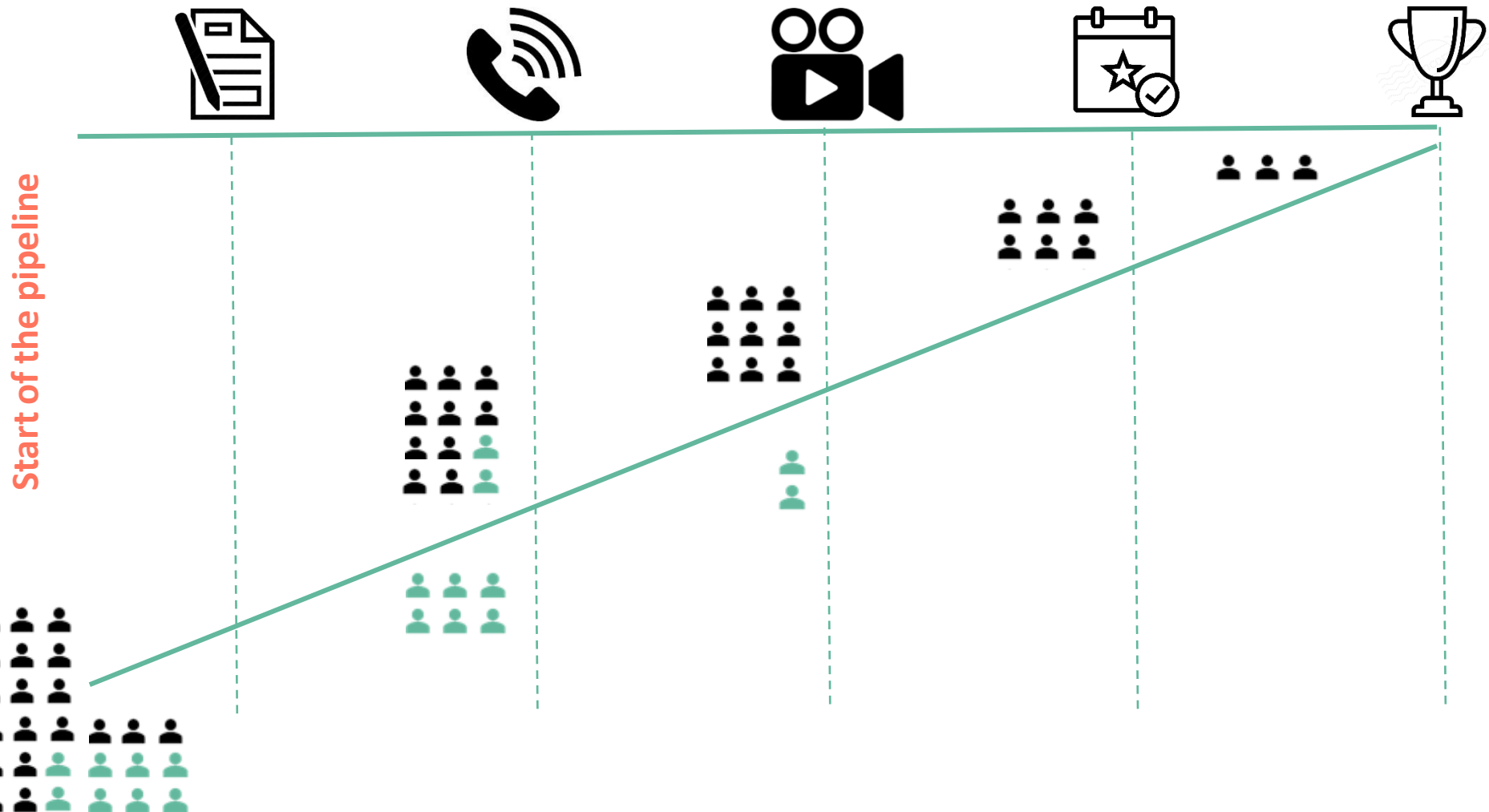
How to use data



How to use data



How to use data



How we can help

Do you need more help with how you can use data to improve your diversity initiatives?

We will offer all GED Conference attendees a free consultation. Just drop us a line.

 ***employers@brightnetwork.co.uk***