

SUMMARY

Pinterest: Increased Diversity of Engineering Talent through Targeted Employee Referral Program

THE CHALLENGE

Creating a diverse referral pool can be difficult because people's networks tend to be homogenous and because people tend to apply certain stereotypes and patterns when making referrals. Thus, Pinterest's pool of referral engineering candidates was not as diverse as their overall goal for the organization.

THE SOLUTION

Pinterest prompted engineers to refer candidates from underrepresented backgrounds, engaging more of the organization in taking ownership for their diversity efforts. They established a baseline by taking referrals over a six-week period and then encouraged their engineers over the next six weeks to refer more candidates that specifically were from underrepresented ethnic backgrounds and more women.

THE RESULTS

During the period of the challenge, they saw an impressive increase of referrals from these targeted groups.

- The percent of women referred increased 24 percent.
- Referred candidates from underrepresented ethnic backgrounds increased by a factor of 55.

As a result of the successful outcomes related to hiring process for reservations agents, JetBlue has been working to apply a similar process for all customer-facing positions.

CASE STUDY SOURCE

medium.com/pinclusion