



Diversity Metrics: Bunnings gets visibility at the top of the funnel

Improving diversity and inclusion in your recruitment starts with data. Understanding the diversity of your applicant pool is easy with Weirdly's diversity module - as DIY retail-giant, Bunnings, recently found out.

The Challenge:

It's always exciting to hear about huge employers taking their diversity seriously so we were buzzing when Bunnings approached us late last year.

As Australasia's biggest DIY retailer, the team at Bunnings were facing two major challenges for 2018:

1. Find a way to streamline and manage large application volumes
2. Get real, quantifiable visibility over their

Establishing A Diversity Benchmark:

Like most large corporations, diversity data during the recruitment process had been either extremely complicated to gather or in some cases, just not available at all. Establishing a clear and accurate benchmark to help inform their diversity and recruitment strategies was vital.

Starting with candidate scores against the company's organisational values, we could analyse demographic data and cross

application diversity metrics

Working closely with the Bunnings team, we created a custom Weirdly quiz that integrated into their ATS and gave candidates an awesome experience of the Bunnings brand.

Including our diversity module (additional questions designed to gather key diversity data) allowed us to capture and report back on valuable application pool data.

reference against candidates who were hired and those who didn't progress.

And with this analysis conducted by the Weirdly system and our in-house organisational psychologist, the team at Bunnings could be secure in the knowledge they were establishing a firm benchmark they could use to do consistent analysis with over time.

In Brief

Before Weirdly:

- No visibility of diversity metrics for strategic or executive reporting on gender, age or ethnicity.
- Missed opportunity for bias reduction and improvement within the recruitment process.

With Weirdly:

- Key diversity metrics broken down by region.
- Clear data to inform and support specific diversity recruitment strategies.
- Reduced bias in screening stage.
- Simple reporting for circulation amongst stakeholders (store managers as well as corporate recruitment heads)

The Results:

Diversity

It was immediately clear that Bunnings' hiring practices are consistent and largely bias-free across all of their regions within Australia and New Zealand.

More specifically, the data showed gender was not a significant factor in their hiring consideration - brilliant news for a retailer in a traditionally male-dominated sector. We broke this data down per region so the team have a birds-eye view of each location - letting them quickly assess how successfully each one is attracting a diverse applicant pool.

Then, analysing the age-group application success in the same way provided similar insights - allowing the Bunnings team to check that the spread is even for each location and spotting areas to focus on for deeper analysis.

Volume screening:

The other important requirement for Bunnings was that Weirdly can help manage those applicants who were unlikely to be successful at the interview stage.

Basically, the team needed to reduce volume, but they wanted to make sure they were funnelling out the right people. And it's working!

Want to get deeper on the science? Take a peek under the hood:

For any curious psychometricians out there, here's some detail about the data and analyses we did to uncover these results:

- Our data set was large, encompassing approximately 0.6% of all working age Australians and New Zealanders (around 1 in every 170).
- To check for bias in age and gender we used both a T test for independent means and compared samples by effect size.
- To investigate the relationship between individual organisational values and job application success we used a Binary

Logistic Regression, which found a range of B weights from .25 to -.02. All but one were statistically significant with a 99% confidence interval (we used 99% because of the large data set).

- Volume reduction in recruitment is achieved using a previously established threshold based on the results from a sample set of Bunnings' key Culture Ambassadors.

Without anyone in the Bunnings team needing to read a single cover letter or open a single resume, Weirdly identifies the applicants most likely to be successful and passes them through to the ATS instantly.

This means the in-store recruitment teams have a more targeted, pre-qualified pool of candidates to work with and makes the screening (and hiring) process far more efficient.

Bunnings values had value:

The juiciest stuff came when we looked at the connections between organisational

values and the candidates' likelihood of being hired.

It was obvious right from the start that candidates who aligned more strongly with Bunnings values overall were more likely to be hired.

That's brilliant for us (and the candidates) obviously, but most importantly, it supports the Bunnings team's goal of keeping values at the centre of their hiring strategy.

By breaking down the individual values into separate data streams it was possible to see which ones were better predictors of application success.

Bunnings focusses on seven organisational values and we found that one in particular was well-connected with hiring success. We can't tell you which one obviously - that's the special sauce for the Bunnings crew to revel in now but you can rest assured, there were high fives all round when that discovery fell out of the data. Having this "key predictor" value identified creates the potential to explore it as a quick indicator of role suitability.

In terms of the the other values, five had a moderate connection. This kind of insight strengthens our customers' understanding of their own values and can demonstrate the true worth of assessing values and culture, particularly in the field of high volume recruitment.

