

DIVERSITY & INCLUSION

# Best Practices



women  
tech  
council®

## PROGRAM

### Diverse Tech Hiring

#### IMPLEMENTATION

Pluralsight uses a myriad of methods to ensure they attract competitive, diverse applicants for every position. Every job description is written to be inclusive. Research shows men apply for jobs even if they only meet 60% of the listed criteria while women only apply if they meet 100% of the criteria. To overcome this and attract all competitive applicants, postings emphasize experience such as, "has executed email marketing campaigns" over checklist items like, "3+ years of marketing experience." Every job description is also reviewed by a gender decoder to ensure it does not sound too masculine or feminine.

#### OUTCOME

- > Within months of implementing these practices, applicant pools have already become more diverse and the first of many women has been hired in offices previously that only employed men.

"Building a team with diverse views and experiences is critical to our business and important to me as a human being."

Aaron Skonnard, CEO Pluralsight

## CATEGORY

Development & Executive Sponsorship



**PLURALSIGHT**

#### TYPE OF COMPANY

Pluralsight is an enterprise technology learning platform that delivers a unified, end-to-end learning experience for businesses across the globe. Through a subscription service, companies are empowered to move at the speed of technology, increasing proficiency, innovation and efficiency. Founded in 2004 and trusted by Fortune 500 companies, Pluralsight provides members with on-demand access to a digital ecosystem of learning tools, including adaptive skill tests, directed learning paths, expert-authored courses, interactive labs and live mentoring. For more information, visit [pluralsight.com](https://pluralsight.com)

#### SIZE OF COMPANY

1000+

#### HEADQUARTERS

Farmington, Utah