

Solution Provider Profile

Plum

July 2022



Company At-a-Glance	
Name of Product/Offered	Plum
Headquarters	Waterloo, ON
Year Founded	2012
Geographic Coverage	North America, South America, Europe, Asia and Africa
Industries	IT, Finance, Insurance, Banking, Healthcare, Education, Not for Profit, Construction, Consumer Goods, Automotive, Staffing and Recruiting, Food and Beverage, Real Estate, Government
Website	www.plum.io

Plum OVERVIEW AND VALUE PROPOSITION

Plum is revolutionizing how companies hire, grow, and retain talent with the predictive power of psychometric data. We are giving companies the opportunity to understand the humans behind the work so they can get people to the jobs they're meant to do.

With unmatched scalability, Plum powers more objective and equitable talent decisions across the employee lifecycle.

With Plum, you can:

- Quantify job fit to match the right people to the right roles
- Spot potential to objectively identify and start developing future leaders sooner
- Grow your people by empowering them with personalized career insights
- Work better together by equipping leaders with insights to build high-performing teams

Plum is built on proven science stemming from decades of robust Industrial/Organizational Psychology research, meaning that companies can trust the validity, reliability, and defensibility of Plum Science. Plum's Talent Model reveals people's innate talents by measuring personality, social intelligence, and problem-solving ability.

Unlike other platforms that rely on biased historical data, we use a single assessment to create a dataset that is 4X more predictive of on-the-job success so you can finally look beyond credentials, degrees, and past job titles to discover what candidates and employees are truly capable of achieving if given the opportunity. That means you can build a more diverse talent pipeline by surfacing people for opportunities based on raw talent and potential, regardless of race, gender, or background.

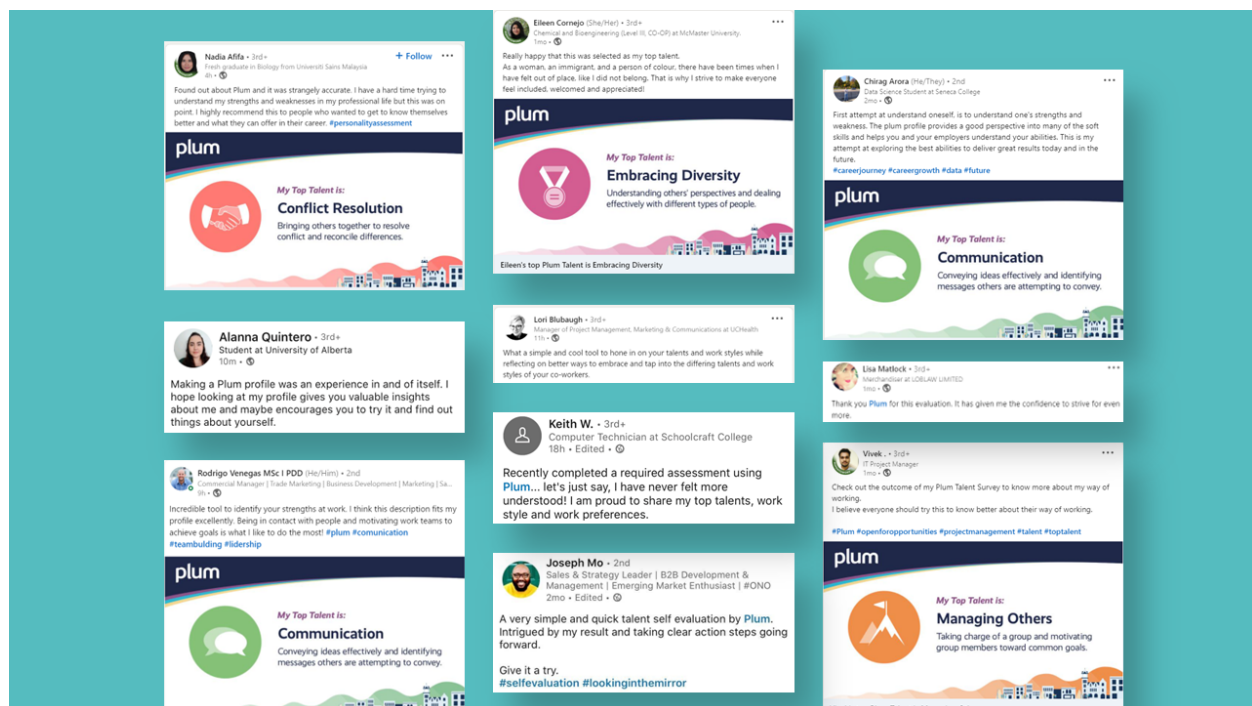
Plum's objective data is helping organizations advance diversity, equity, and inclusion by surfacing people for opportunities based on their true unbiased potential. Plum's customers have been able to raise the hiring of visible minorities to over 60 percent, hiring women to over 50 percent, and doubling the retention rates of new hires.

Learn more about how Plum is helping organizations like Scotiabank and The Canadian Department of National Defense advance DEI.

- [Scotiabank Resume-less video](#)
- [Case Study: Scotiabank Transforms Campus Recruiting](#)
- [Case Study: Advancing Diversity at the Department of National Defense](#)

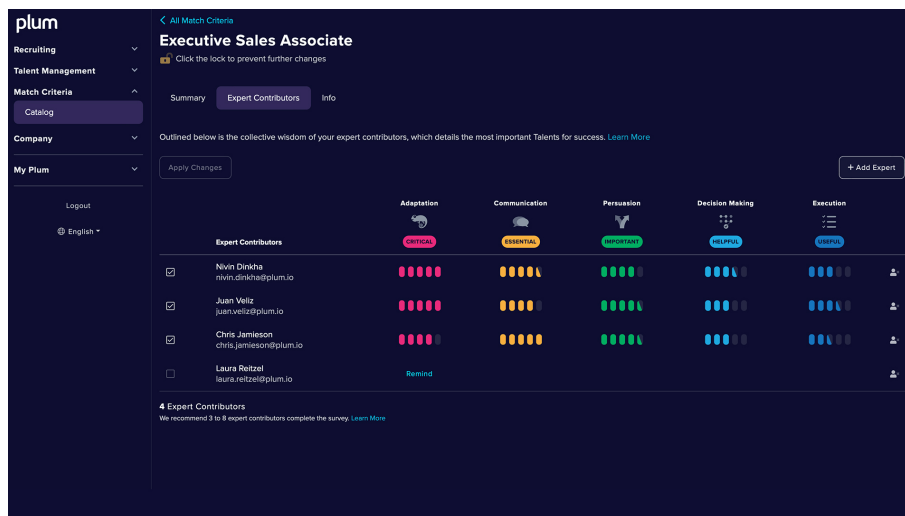
SCREENSHOTS

Insights from Plum's Discovery Survey are empowering people to understand the unique talents they possess and have the opportunity to be seen, heard and understood for who they are.

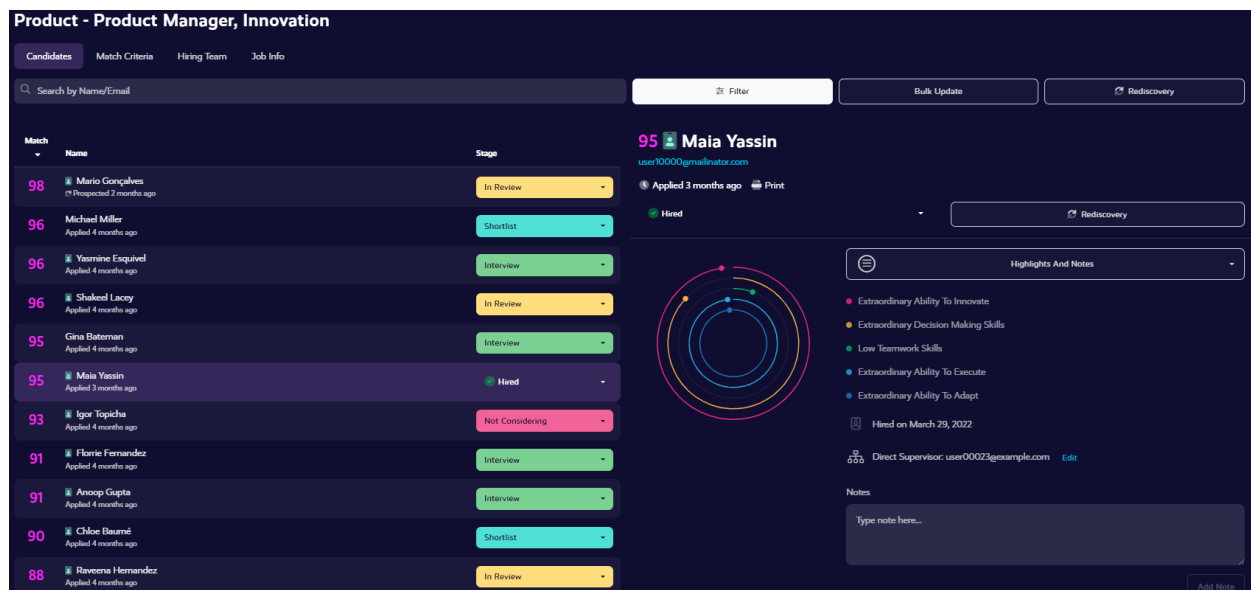


Here's how we do it:

Quantify Job Fit



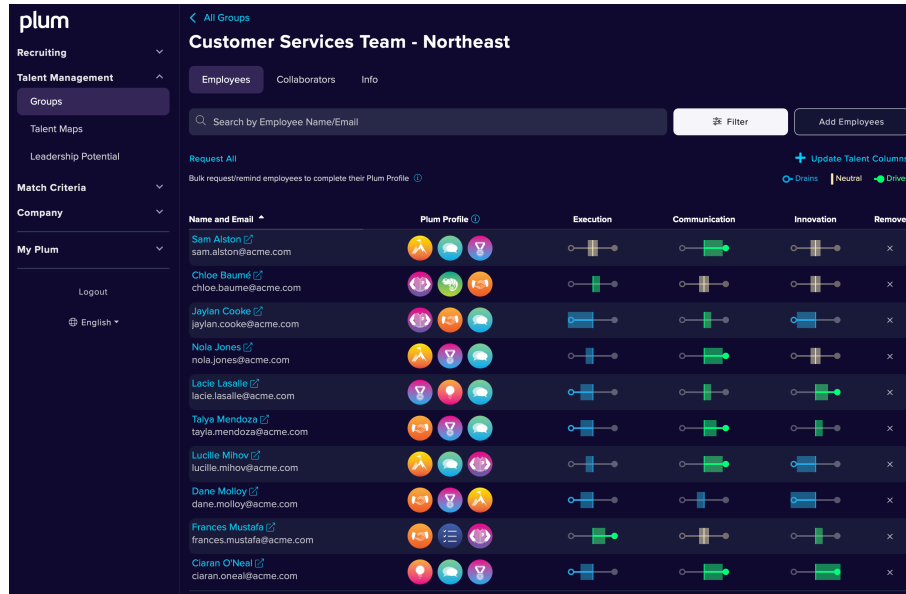
Plum's job analysis allows you to identify the behavioral requirements of any role at any level of the organization in just 8 minutes. By comparing candidate profiles against the behavioral requirements of a job, you can quickly and easily quantify job fit to find the best match for any role.



Gain Visibility Into your Talent Pool

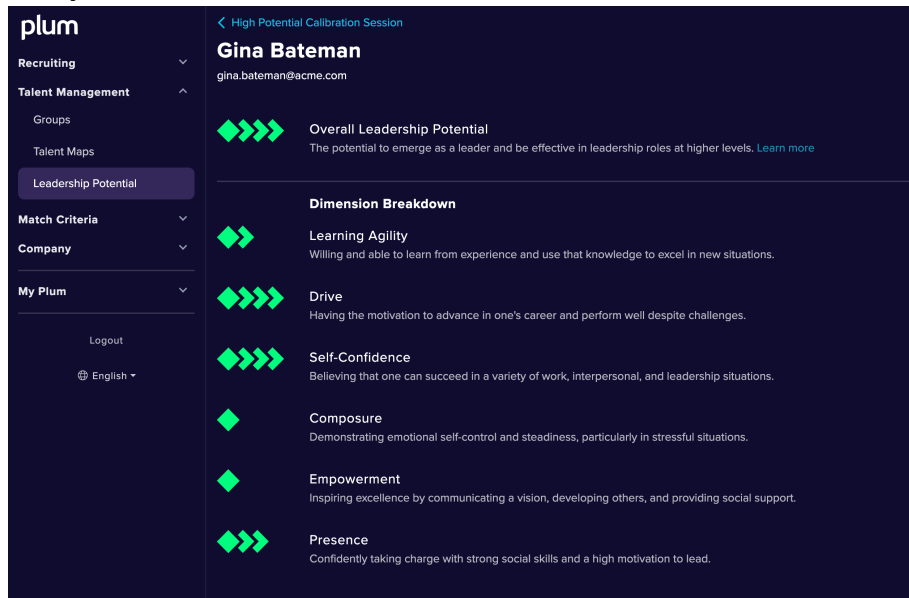
Plum gives you unmatched visibility into the talent within your organization, so you can match existing employees to emerging opportunities and optimally mobilize and grow your people from within.

Work Better Together



Leaders can view their team's talents side-by-side to highlight strengths, gaps, and areas of opportunity to work better together. Gaining insights for individual team members and the team as a whole.

Spot Leadership Potential Sooner



By assessing every employee for Leadership Potential, Plum gives you the objective leadership potential data you need to inform calibration discussions, build succession plans, and prioritize employee development while ensuring that no future leaders get overlooked.

Grow Your People



With personalized Plum Profiles and Talent Guides, Plum empowers every employee with the individual insights they need to own their development and map a career path where they'll thrive.

Analysis by Brandon Hall Group

Situational Analysis

Assessments provide a contextual understanding of a job candidate or employee's current state and future potential. They deliver insights for making critical talent decisions, especially around hiring, development priorities and high-potential identification and succession. However, Brandon Hall Group research shows that only about 20% have a formal strategy to leverage success by utilizing assessments from pre-hire to departure.

Challenges to the Business

Employers struggle to create a consistent, strategic approach to talent assessments for a variety of reasons. The common denominator is a lack of knowledge about the practical business value of assessments; executive disinterest, competing priorities and lack of budget all inhibit widespread assessment use. Stakeholders also struggle to understand differences in providers and assessment types, the language used in reports, the methodologies and science involved, and the extent to which results should be considered in making talent decisions.

Implications for the Business

Organizations that fail to leverage assessments in a consistent, strategic manner miss the opportunity to gain deeper insights into candidates' attributes and cultural fit as well as the interests and potential of current employees. No talent process is free of bias and subjectivity, but science-based assessments from reputable vendors are a critical tool for keeping talent processes as objective as possible.

Questions to be Answered by the Business

- What organizational challenges could a consistent and strategic approach to talent assessments help you address?
- Do stakeholders have enough information and understanding to make informed, strategic decisions that incorporate the high business value of assessments?
- Do we have a well-informed process for selecting assessment vendors?
- Do we have the right technology to effectively leverage assessments?

Plum as the Answer

The talent an organization attracts, acquires, grows, and retains are key elements to success in any business, and Plum seeks to make these all-important decisions be more scientific. Their use of proprietary I/O-backed, objective, data-driven insights into people is what helps make Plum different.

The most telling stat that Plum shares is that 93% of hiring managers that use Plum would hire their Plum-matched candidate again, which is a variation on NPS that speaks volumes about Plum's solution in today's more volatile talent market.

Plum uses data a lot for proving its value, which makes sense considering that at its core, Plum is here to assist companies in making data-based talent decisions. Plum shows measurable results in using their platform to improve retention, diversity, efficiency, and experience. The dashboards, analytics, and reporting that Plum provides to users reflect their commitment to being a data-insights company, as the visual analytics are sharp and easy to use for decision-making.

Plum understands that at the most basic level, hiring and retaining talent is truly about solving business problems, whether that be solving high turnover or hiring for diversity. This is in line with Brandon Hall Group's own HCM Outlook Study, which showed that 44% of organizations rated both retaining top talent and DE&I were critical to the business moving forward.

Plum's assessments are created in a way that makes them difficult, if not impossible, to fake or "game", giving a true picture of the candidate or employee. In the same way, Plum's transparency with their methods and technology makes it very easy to see that they are completely honest about both their methods and their exceptional results.

-Cliff Stevenson, Principal HR and TA Analyst, Brandon Hall Group

- Michael Rochelle, Chief Strategy Officer and Principal HCM Analyst, Brandon Hall Group

About Brandon Hall Group

With more than 10,000 clients globally and 28 years of delivering world-class research and advisory services, Brandon Hall Group is focused on developing research that drives performance in emerging and large organizations, and provides strategic insights for executives and practitioners responsible for growth and business results.



ORGANIZATIONAL EXCELLENCE CERTIFICATION PROGRAM

recognizes world-class HCM programs that transform their organization and achieve breakthrough results. This designation is the next step beyond the HCM Excellence Awards, which focus on a single program, and looks at the department as a whole.



SMARTCHOICE® PREFERRED PROVIDER PROGRAM

uniquely places HCM service and technology companies at the top of organizations' consideration list of vendors. It adds an unmatched level of credibility based on BHG's twenty-eight-plus years' experience in evaluating and selecting the best solution providers for leading organizations around