Recruit at Yale School of Management

Interactive • Interpersonal • Inclusive

These are key criteria to consider when recruiting Yale SOM students based on feedback from career professionals and Yale School of Management students. To learn more, visit our website.

As you plan your recruiting strategy keep in mind:

Successful recruiting is Interactive - Interpersonal - Inclusive
- Spend time with students building connections
- Share in advance presentation materials and organization facts
- See Yale SOM Employer Guide to Diversity and Inclusion on the next page for ideas to build inclusivity into all recruiting touchpoints

Students view recruiting as a staged process – they want new information at each stage

<table>
<thead>
<tr>
<th>Stage</th>
<th>What to share</th>
<th>How to share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Get to know... the organization</td>
<td>• Values, culture, priorities • Growth Plans • Structure • Clients/customers • Locations • Employee Benefits • Contact information of recruiter</td>
<td>• Update website content • Post short videos online • Email prospective candidates ID'd from resume book • Share link to virtual office tours • Hold Open Hours with recruiter • Host Trivia Night with prizes • Highlight organization’s expertise via a workshop</td>
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<tr>
<td>Get to know... the role</td>
<td>• Impact on organization/clients • Definition of success • Contact information of hiring managers</td>
<td>• Hold Q&amp;A with hiring managers • Schedule Coffee Chats with those in role • Conduct case workshop on a real world challenge - include cross-functional colleagues • Email links to videos that deep dive into role/s</td>
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<tr>
<td>Get to know... each other</td>
<td>• How an employee succeeds in organization • Cultural elements • Contact information of colleagues</td>
<td>• Schedule Coffee Chats with cross-functional colleagues • Scenario play a recent experience, with students playing various functional roles • Organize panel discussions themed by functions, locations and/or affinity groups • Host Happy Hours/casual networking • Hold Fireside Chat with student asking questions</td>
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<tr>
<td>Get to know... how to get hired</td>
<td>• Application process • Interview format • Key success criteria • Timeline</td>
<td>• Hold Open Hours with recruiter • Conduct case workshops • Organize mock interviews • Host interview invitee prep sessions</td>
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Easy wins!

Keep it Short & Sweet ● Gamify Engagements ● Open with Icebreakers

Focus on the Three I’s: Interactive - Interpersonal - Inclusive
Yale SOM is committed to fostering a diverse and inclusive community

The Yale SOM Career Development Office is committed to facilitating inclusive recruiting that is welcoming to all students. We recommend you share your perspective on diversity and inclusion throughout the recruiting process, as this is highly valued by the Yale SOM student community. To further support your efforts, we share below best practices that we’ve adopted internally. To learn more visit Diversity and Inclusion and our recruiting policies.

Create a Welcoming Environment

- Plan the when and where: avoid religious/cultural holidays; pick accessible platforms
- Select inclusive and welcoming messaging and images when marketing
- Allow for self-expression; encourage your team to share pronouns and/or how they identify to set inclusive example for students
- Provide a variety of networking opportunities for different personality and learning styles

When recruiting returns to in-person, also

- Offer event accommodations, such as elevators, an all-gender restroom, a lactation room, and menu considerations
- Include diverse suppliers and vendors

Ensure Diverse Representation in Every Recruiting Touchpoint

- Start with a diverse recruiting team
- Include colleagues with ‘visible’ diverse affinities (e.g., gender, race, ethnicity, national origin, age) – whether or not Yale SOM alumni
- Include colleagues with ‘invisible’ diversity dimensions (e.g., sexual orientation, socioeconomic status, education, religion) – whether or not Yale SOM alumni
- Ensure colleagues are comfortable speaking about diversity and inclusion in your organization
- Educate colleagues on how to ensure all students are engaged, including how to ask questions, encourage participation across different styles, etc.

Partner with your Employer Partnership Manager for more specifics, such as how to:

- Connect with student clubs to understand what resonates with Yale SOM students
- Use the Resume Books strategically, whether trying to broaden your reach to new students, or to tailor your messages based on student interests and experiences
- Build a recruiting strategy that incorporates an array of touchpoints to connect with a variety of student learning & networking styles
- Adjust and adapt recruiting strategy and messaging to optimize your success hiring at Yale SOM