

Nomination: 6799

Plum: When People Flourish, Business Thrives

Page: General Information
Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.
Name of Organization/Company Plum
Additional Contacts I do not wish to list additional contacts
Page: Entry Information
Entry Title Plum: When People Flourish, Business Thrives
Category D01 - D08 Solution Provider > D07 - Talent Acquisition & Retention Solution Provider of the Year
Solution Provider Submission Format Written Answers

a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required

Revolutionary talent assessment platform, Plum, knows that when people flourish, business thrives. Plum enables employers to make better talent decisions using the predictive power of psychometric data. To do this, Plum created a solution that aligns talent potential with growth opportunity throughout the entire lifecycle, starting with hiring and supporting internal career mobility.

Plum redefines how to match people to opportunities, not based on what they have accomplished to date, but what they could do if given the right opportunity. Plum is unique in its accuracy, combining the predictive modeling of a first-rate science company and the scalability of a SaaS platform. With matching criteria 4X more predictive than a resume, Plum can match the right person to the right role in eight minutes versus the 140+ hours it would take a consulting firm without a scientific backbone.

Plum's universal design and unmatched scalability empower organizations to quantify job fit, improve quality of hire, identify potential, provide personalized care insights, and create high-performing teams from one platform. Plum supports democratized access to highly predictive psychometric data that offers a new lens for predicting on-the-job success – using innate talents to match people to the jobs they're meant to do.

b. Outline the organization's achievements since the beginning of 2021 that you wish to bring to the judges' attention (up to 250 words). Required

In February 2023, Plum announced the details of its \$6 million round of growth funding. Caitlin MacGregor, Plum's co-founder and CEO, commented, "At Plum, we know that when people flourish, business thrives. Our investors focus on innovation that ensures companies are ready for the ever-changing world of work while watching how the quality of work connects the employee to the employer. Building on Plum's 100 percent ARR growth year-over-year, these funds will help us boost sales, marketing, and product development to accelerate growth and further Plum's positive impact.

In 2022, Plum shared that demand for its solutions skyrocketed 300 percent in 6 months, with 118 percent growth year-over-year. New customer wins compounded by company growth, and industry recognition propelled Plum forward in its journey.

Moreover, Plum has garnered significant attention, earning awards for its product and team. Plum won Best Innovative/Emerging Tech Solution in Talent Management in the 2022 HR Tech Awards. Plum was also named a Top HR Product of the Year by Human Resource Executive® and HR Technology Conference & Exposition®. For his leadership, Jason Putnam, CFO at Plum, received a Silver Stevie award for National Sales Executive. Caitlin is a gold GLOBEE® Women World Awards winner for Achievement in Innovation. She was also named an Inspiring Leader by Inspiring Workplaces™ and recognized as one of TAtch's 100 Most Influential Talent Acquisition Thought Leaders.

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words). Required

To optimize the hiring process to be fair, objective, and data-driven, Scotiabank sought to establish an approach enabling them to know the whole human – hiring individuals for their potential and behavior skills they bring, not necessarily just education and previous work experience. Scotiabank uses Plum to look beyond resumes – credentials, degrees, and past job titles – to discover what candidates and employees can achieve. Going “resume-less” is a bold move for the business.

Plum offers Scotiabank a level of visibility into the potential performance of candidates that analyzing resumes can't match. The organization has increased confidence in attracting and retaining quality talent from universities across Canada and abroad.

Scotiabank's initial investment in Plum was just over \$100,000, and it achieved yearly cost savings of \$280,000, resulting in a three-year ROI of 182 percent and a payback period of just over six months. In this time, Scotiabank also increased the number of women hired by 50 percent and visible minorities by 60 percent. From there, Scotiabank's costs lowered its yearly licensing fee while the benefits of its on-campus recruiting efforts continued.

Moreover, upon implementing Plum's unique talent assessment capabilities, Scotiabank increased retention of campus hires by approximately 20 percent across the organization. The increase in retention is attributed to Plum's ability to identify candidates that fit the role and the organization long-term.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

It's a dynamic labor market – from the Great Resignation to quiet quitting and tech layoffs – attracting, engaging, and retaining high-performing talent is increasingly challenging. Moreover, businesses suffer when organizations don't match the right people to the right roles.

Plum's Talent Model reveals people's talents with a single psychometric assessment that measures personality, social intelligence, and problem-solving ability. While job titles, experience, and education merely show what a person has done in the past, talents predict what someone can achieve in the future – four times more accurate at predicting on-the-job success than a resume. Using a single assessment, Plum offers unmatched scalability to power multiple talent decisions and a first-of-its-kind automated behavioral analysis.

Plum provides value to the applicant, providing rich insight into their top talents, such as innovation, execution, or teamwork, regardless of whether they get the job. Candidates are also matched to all jobs at a company, beyond just the job they applied for, allowing the maximum matching of candidates to roles. For people hired, Plum's complete professional development guide helps onboard new hires ensuring they have personalized onboarding and support from their managers.

Evelyn McMullen, Research Manager, Nucleus Research noted, “Scotiabank's deployment of Plum for its campus hiring efforts underscores the quantifiable – and scalable – return on investment that organizations can achieve by implementing the vendor's Talent Assessment Platform and ditching antiquated means of assessment to expand applicant reach and improve DE&I strategy.”

Webpage Link

<https://www.plum.io/hubfs/Nucleus%20Research%20Plum%20ROI%20Case%20Study%20-%20Scotiabank.pdf>
(<https://www.plum.io/hubfs/Nucleus%20Research%20Plum%20ROI%20Case%20Study%20-%20Scotiabank.pdf>)

Would you like to add an additional webpage link?

Yes

Webpage Link 2

<https://www.youtube.com/watch?v=ocdNyv3fRKU> (<https://www.youtube.com/watch?v=ocdNyv3fRKU>)

Would you like to add an additional webpage link?

Yes

Webpage Link 3

<https://www.plum.io/hubfs/Scotiabank%20Transforms%20Campus%20Recruiting%20Case%20Study.pdf>
(<https://www.plum.io/hubfs/Scotiabank%20Transforms%20Campus%20Recruiting%20Case%20Study.pdf>)

Would you like to add an additional webpage link?

Yes

Web Page Link 4

<https://www.constellationr.com/media/disruptv-episode-316-caitlin-macgregor-chris-shiple>
(<https://www.constellationr.com/media/disruptv-episode-316-caitlin-macgregor-chris-shiple>)

Would you like to add an additional webpage link?

Yes

Web Page Link 5

<https://www.nytimes.com/2023/03/05/business/remote-work-personality-tests.html>
(<https://www.nytimes.com/2023/03/05/business/remote-work-personality-tests.html>)

Would you like to add an additional webpage link?

Yes

Web Page Link 6

<https://1worktech.com/exclusive-interview-plums-6m-series-a-with-ceo-caitlin-macgregor/>
(<https://1worktech.com/exclusive-interview-plums-6m-series-a-with-ceo-caitlin-macgregor/>)

Would you like to add an additional webpage link?

Yes

Web Page Link 7

<https://www.youtube.com/watch?v=VCuEPvSgeY> (<https://www.youtube.com/watch?v=VCuEPvSgeY>)

Would you like to add an additional webpage link?

Yes

Web Page Link 8

<https://use.plum.io/tg> (<https://use.plum.io/tg>)

Would you like to add an additional webpage link?**Supporting Document**

No File Uploaded

Would you like to add an additional supporting document?

By your submission of this entry to The Stevie Awards, you verify that you have read and agreed to abide by the regulations, terms and conditions of the competition. (<https://stevies-sage.secure-platform.com/a/page/enter/Rules-terms>)

Terms and Conditions

I Agree