

# Make attractive job offers

with Avivah Wittenberg-Cox



One company that was not getting female respondents found that discussing their mission and vision was key to improvement. It also helped **to drop bullet-point job requirements** and **to feature their female executives** in the ads.



## Takeaways:

- Research has shown that women may not respond to employment ads if they don't meet 100% of the listed criteria, whereas men may respond if they meet only 60%.
- We need to change the way we talk about what we do to make it attractive to both women and men.

## Apply this:

- What can you do to make your employment advertising more attractive and exciting?
- Are you overemphasizing specific criteria that are not truly necessary and could be exclusionary, and underemphasizing your larger mission? What can you do to update this?



## Personal notes: