

**GBS WORLDWIDE**



FEATURED CASE STUDY

# Transforming Representation in **STEM** Recruitment

From 11% to 58% in under 3 years—how we  
turned inclusive storytelling into measurable ROI.

SWIPE FOR MORE





# THE PROBLEM



## A Gender Gap in STEM Talent



Current reality: less than 10% female application rate for manufacturing/science roles



Goal:  $\geq 50\%$  female applicants and hires within 3 years



Starting point: 11% female audience

**They weren't just burning through budget.**

They were burning out their team trying to fill seats that stayed stubbornly empty. 🤔





# THE GBS FIX



## A Multi-Tiered Strategy with Behavioral Science at the Core

- “Women of Manufacturing” storytelling series
- Programmatic & social targeting of women in STEM
- Branded landing page + drip campaigns
- Referral amplification via UTM + employee voices
- Real-time funnel monitoring + optimization



Our inclusion strategy wasn't performative.  
It was predictive.





# THE RESULTS



## Performance That Beat the Clock—and the Benchmark

### Metric

### Lift

Female Applications

↑ from <10% → 58%

Female Audience Growth

↑ +116.8%

Career Engagement

↑ +183%

Application Volume (All)

↑ +60%

Conversion (All Genders)

↑ +20%

Advocacy Engagement

↑ +102%

➔ That's I/O-psych strategy on steroids.



# GBS INSIGHTS



## What This Proved



**Inclusion isn't cosmetic:** Representation in visuals drives representation at work.



**Data-backed optimization wins:**

Psychographic + geographic targeting accelerated outcomes.



**Authenticity scales:** Testimonials and internal champions elevated brand trust.



We mapped motivation,  
not just demographics.





# TL;DR



## How We Made Equity Tangible

- 📌 Representation isn't just visual—it changes outcomes
- 🧠 Behavioral segmentation works more effectively than broad, generic "spray-and-pray" campaigns
- 🎤 Employees are the most credible brand storytellers
- ✅ EVP work built on person-environment alignment isn't fluff—it drove 58% female application share

➔ We didn't just close the gap. We opened doors.

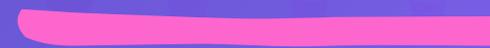


**“This campaign drove more change in 2 years than our previous 5 combined.”**

**VICE PRESIDENT, TALENT ACQUISITION**  
MANUFACTURING SECTOR



*Built on behavior, not buzzwords.*





# Let's Fix What's Broken 🔥

Ready to Build Your Own Talent Transformation Story?  
Let's talk EVP that delivers equity, outcomes, and awards.

*This is what EB looks like when it earns its paycheck.*

**CONTACT US TODAY**

**WE DON'T JUST POSITION BRANDS.  
WE SHIFT OUTCOMES.**

