

Framework 6: Selection Criteria for Entrepreneurs

OBJECTIVE

Remove bias from selection process in order to create equal access to your program by all genders, and recruit a more gender diverse cohort.

WHY IT MATTERS

Even if you have awareness of your own biases, it can be difficult to completely remove bias when you make the decision of which entrepreneurs to accept to your program. That's because bias is unconscious. Adapting your selection process to remove items that can promote bias can therefore help you and your team to make better selection decisions.

KEY OUTCOME/USES

Strong, predetermined selection criteria that does not promote bias and helps you fairly and effectively evaluate applicants with different but equal experiences.

REFERENCE BACK TO MAIN SECTION

Selection Process

FRAMEWORK

1. Review your existing selection processes and look out for the following:
 - How do you currently select your cohort enterprises? Is there a set of criteria in place? If so, do these promote bias?
 - Agree to criteria in advance of seeing applicants. This helps you fairly and effectively evaluate enterprises. Disregard unnecessary criteria that can promote bias.
 - How do you prioritise the skills and abilities of the entrepreneurs, as well as characteristics of their enterprises that you are looking for? What do you value most? Is it a strong team, traction, or certain factors that show potential?
 - Agree on and prioritise the elements you are looking for before you start the selection process interview.
 - How do you currently compare one applicant against another? Is there a strong process in place?
 - Use data and facts to evaluate applicants in the same way. Create a standard evaluation system and metrics and train staff involved in the selection process to use them the same way.
2. Test your new selection criteria and revise as needed.