

URL: <https://ecorner.stanford.edu/in-brief/the-network-problem/>

There's plenty of diverse leadership talent out there, observes Blendoor founder and CEO Stephanie Lampkin, and yet many companies seem to have trouble finding diverse candidates for executive positions. She poses that this is not a pipeline problem, but rather a network problem, and explains how Blendoor has shifted its focus toward facilitating diverse leadership, particularly by creating a proprietary scoring system that tracks how well companies foster diverse leaders and teams.



Transcript

- There is a need for finding people like me.. 00:00:04,749 And other executives that a lot of companies seem to not have access to, which I think is primarily due to their social networks.. A lot of executives go from boarding school to Stanford, to Google, to Facebook, to starting a company.. And they're interacting with the same people over and over and over again.. Continuously validating the thesis that they have, that it's a pipeline problem.. And it's not a pipeline problem.. It's just that you don't know us.. And frankly, we don't wanna work for companies where we're not likely to succeed.. Because we have been succeeding in almost every other facet of our lives, but this one.. And so I've tried to map, our original sort of Bias Mitigating Technology, but enabling companies to strictly focus on identifying diverse leadership that can help guide them, in a very operational way..

And not just this intense focus on hiring.. So fundamentally what we're trying to do is create a recognized brand.. That gives companies sort of like a badge of approval, around being a fair company to work for.. And we've seen this with US News World Report, and the way that they use rankings to help people find colleges.. We've seen this with Lead, in terms of finding a green building.. Our goal now is strictly focused on employer branding.. And the timing is right.. Right, we've seen a ton of 'Black Lives Matter' statements in pledges.. We've even seen this in the Financial Sector.. Institutional Shareholder Services wrote a letter to all of their clients, that they now have to publicly share the racial and demographic makeup of their board, and their executive team..

We see a lot of pledges, probably the biggest one last year was Nasdaq, proposing to the SCC, that they would delist companies who do not publicly share the demographics of their board.. So that's big.. And you know, I believe in, you know, drinking our own Kool-Aid.. So our team reflects exactly the mission that we are going after.. In terms of diversity, in demonstrating the benefits of diversity...