



## WeWork's Mission

**When WeWork launched in 2010, the company wanted to build more than beautifully-designed shared office spaces.**

Its mission was to build a community where entrepreneurs and creators work to make a life, not just a living. Now, WeWork serves 265,000+ member in 285 custom-built work spaces across 20+ countries.

*“Right now we’re in hyper growth, and there is no end in sight.”*

India Lopez  
Senior Recruiter, New York City

## Their Hiring Challenge

**Hyper growth has put immense pressure on recruiting, with new spaces constantly opening in new markets.**

And with WeWork's unique brand, it's critical to not only find skilled talent, but people who fit the company's personality and mission. So when WeWork expanded to Detroit with two incredible spaces, **WeWork Campus Martius** and **WeWork Merchant's Row**, Senior Recruiter India Lopez needed to hire a critical front-of-house role: a Community Associate.

**She interviewed nearly 30 candidates, none of which were hired.**

## Partnering With re:purpose

Currently, India is responsible for recruiting in WeWork's entire Northeast region. To hire 10-20 new team members a month, she interviews 40-50 candidates, and sources and screens even more. She also has 6 weeks from when a job req goes live to get new hires started. Talk about needing an extra set of hands.

### 1 Align

It's all about continuous feedback. Re:purpose takes constant input on the company's values and mission to truly gauge fit, working as an extension of the company vs. directing the recruiting.

*“When we got the green light to work with re:purpose, I was excited. They have access to Detroit's best talent, and they understand our culture at WeWork.”*

### 2 Screen

Re:purpose accepts just 9% of the hundreds of monthly applicants to their community. From there, we take on concise and thoughtful screening to produce a quality, curated list of potential candidates for each specific employer.

*“It took re:purpose less than 2 weeks to send us 2 quality candidates for the Community Associate. And we hired one.”*

### 3 Hire

Re:purpose is your behind-the-scenes assistant, helping you be more effective in finding the talent you want, but letting you own that relationship.

*“I let re:purpose know I wanted to make an offer, and I handled it within the week. I like to drive that conversation because there is so much more to our package than salary.”*

### Take a look at the results

**30:2**

WeWork vs. re:purpose initial candidates

**50%**

decrease in time to hire (6 weeks to 3 to make an offer)

**2:1**

ratio of re:purpose's candidates to hire

*“I've worked with recruiting agencies in the past who would throw me a thousand candidates just to get people in front of me. Re:purpose got to know us. And I feel like they really believe in making sure we have the right people on our team.”*