

How to build inclusive GTM teams in 2026



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Pinpoint: The *ATS* for complex hiring



Plan

Get less reactive and more proactive



Attract

Reach the right candidates wherever they are



Engage

Build a pipeline of qualified talent for future roles



Select

Bring every selection process into the ATS for better decisions, faster



Onboard

Personalize new hire onboarding at scale with less admin



Recruitment teams that choose Pinpoint...



Recruiters are under pressure to...

Hire fast

Support wider business
growth targets

Deliver a competitive
candidate experience

**All whilst keeping hiring fair and
inclusive**

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**Inclusion fails most often when
companies can't clearly explain why it
exists and what they're trying to change.**

The real “why” is historical and structural, not personal:

- ▶ Most hiring and people systems were built in a different era
- ▶ They relied on informal networks, subjective judgment, and familiarity
- ▶ This is about fixing systems, not blaming individuals

**Inclusion only works when it's translated
into clear criteria, consistent processes,
and documented decisions**

**Inclusive hiring is not about “doing
more”**

**It’s about doing fewer
things better, earlier,
and more consistently**

**The cost of inconsistent hiring
shows up as...**

Slower hiring

Poorer quality outcomes

Higher attrition

So, what does inclusive GTM hiring mean in
2026?

Get specific on job
requirements early so you
don't need to fix the role later

Force them to define:

- ▶ What success looks like at 3, 6, and 12 months
- ▶ What can be learned vs what must be present on day one
- ▶ Inclusive hiring starts with the idea that if someone can do the job, the process should give them a fair chance to show it

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Structure interviews for
decision velocity and resist
'gut feel'

Structuring interviews for inclusion

Interview using the same questioning

Building a formal interview structure enables recruiters to push back “safely” and constructively with hiring managers.

Move from gut-feel to clear criteria

Decisions are less “vibes” based and more on concrete signals of a strong candidate

Formalize documentation

Use scorecards in interviews to standardise notetaking, and give you as a recruiter data to push back on HM decisions

Standardise scoring to keep decisions consistent

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CANDIDATE CURRENT STAGE
All stages

SCORECARDS
All scorecards

ORDER BY
Select option...

SHOW DETAIL
SHOW

Filter...

- OVERALL
- Overall score
- COMPANY VALUES
- Future Focused
- Encourage Excellence
- Take Ownership

Alden Hintz Overall score **71%**
Offer

COMPANY VALUES FEEDBACK **4.8**

Future Focused	5.00
Encourage Excellence	5.00
Take Ownership	5.00
Keep It Simple	4.00

JOB SKILLS FEEDBACK **3.5**

Intellectually Curious	3.50
Self Motivated	3.10
Communication Skills	3.70
Analytical & Product Minded	3.50
Previous Experience	3.70
Previous Organisational Size	3.20
Prior Seniority	3.40
Relevancy of Prior Experience	3.60

Penni Herzog Phone Screen

COMPANY VALUES

Future Focused	
Encourage Excellence	
Take Ownership	3.44
Keep It Simple	3.89

JOB SKILLS FEEDBACK **-**

Intellectually Curious	
Self Motivated	
Communication Skills	
Analytical & Product Minded	
Previous Experience	
Previous Organisational Size	
Prior Seniority	
Relevancy of Prior Experience	

Edwin Hirthe Overall score **63%**
HM Interview

COMPANY VALUES FEEDBACK **-**

Future Focused	
Encourage Excellence	
Take Ownership	
Keep It Simple	

JOB SKILLS FEEDBACK **3.2**

Intellectually Curious	3.10
Self Motivated	3.20
Communication Skills	2.70
Analytical & Product Minded	3.80
Previous Experience	3.67
Previous Organisational Size	3.56
Prior Seniority	3.33
Relevancy of Prior Experience	2.00

Candidate expectations for hiring in 2026

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9 in 10 employers have
had candidates decline
offers in the last 12
months

**They don't expect perfection, but
they do expect**

**Clarity, fairness,
responsiveness, and
follow-through**

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Inconsistency quickly reads as chaos

- ▶ **Use automations to standardise next steps**
- ▶ **Tie TTH to pipeline risk with internal stakeholders**
- ▶ **Ensure purposeful hiring stages and timely communication**

Respect candidates for their time and effort

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After the final interview
matters just as much as
during it

67%

of candidates who had a positive post-application experience would reapply to the same company.

40%

of job seekers have been ghosted after a second-or third-round interview.

61%

of TA leaders plan to invest more in nurturing tools in 2026.

Keep all final stage candidates engaged

For the person you offer to:

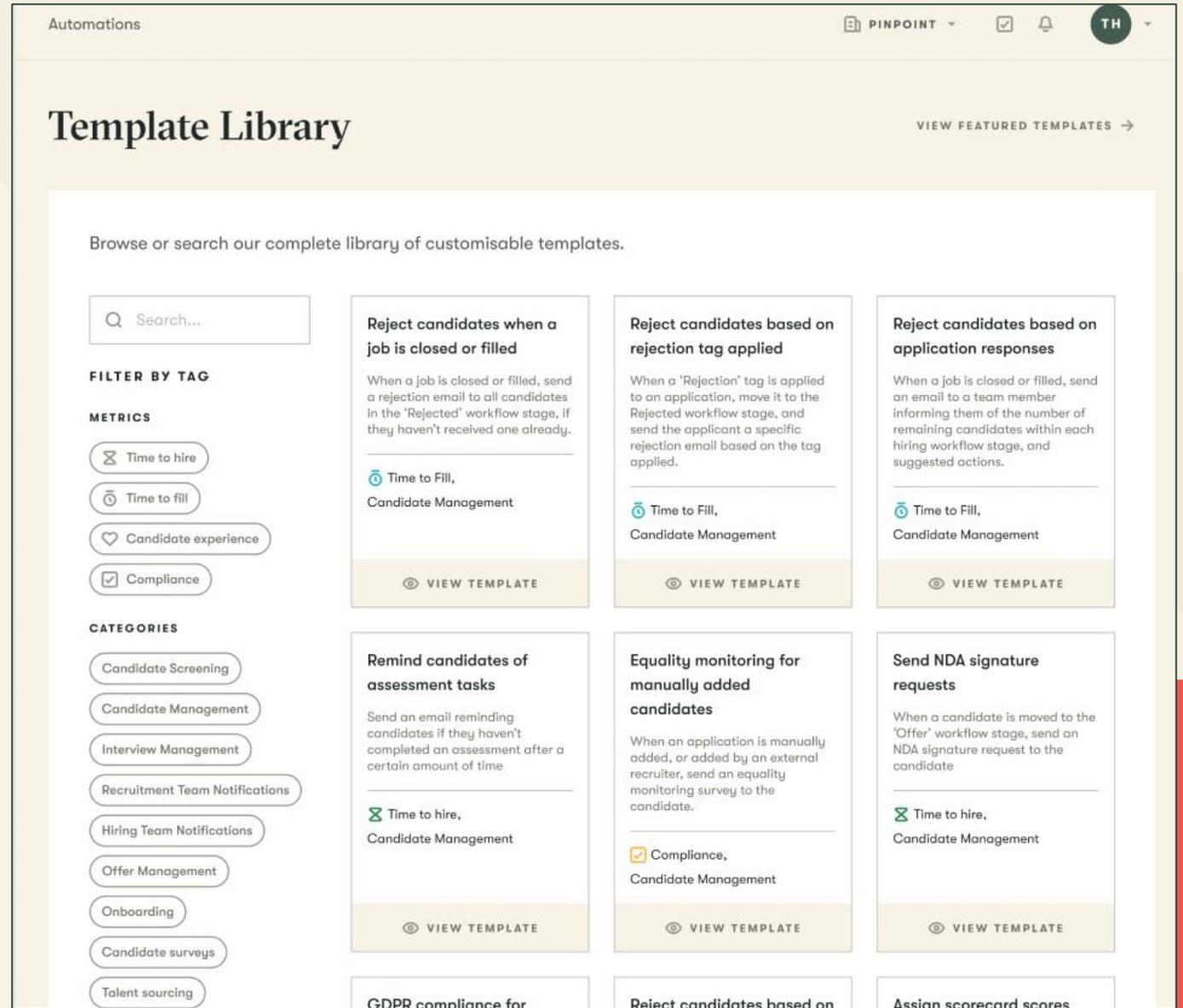
- ▶ Fall back onto your skills-based reasoning to make ultimate hiring decisions (this should all be accessible in your ATS)
- ▶ Provide transparency on things like salary bands
- ▶ Record all decisions for pattern-matching

For other final stage candidates:

- ▶ Keep the candidates engaged 1-1
- ▶ Nurture this talent through your systems
- ▶ Reach back out to this talent consistently, especially when new roles are opened

The right systems help get you to candidates faster

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JOB REQUIREMENTS

Understand what needs to be there on day one, or can be learnt

INTERVIEWS

Consistent and standardized, not based on 'gut feel'

OFFER STAGE

Nurture all final-stage candidates so you don't have to start from scratch again

**Key metrics of success =
employee retention and
satisfaction**



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