

# DIGITAL REPUBLIC

Market Leader in Data Driven Digital Recruitment

## Creating a diverse workforce



# What's the point of really championing workplace Diversity as an employer?

Yes, it's about 'getting the right person for the job' first and foremost but there are compelling commercial reasons as well as altruistic reasons why the data suggests creating a diverse workforce makes sense;

- ✓ Companies with diverse management teams have 19% higher revenues.
- ✓ Diverse companies are 1.7 times more likely to be innovation leaders in their market segments.
- ✓ 67% of job seekers say diversity is an important factor when considering a company.
- ✓ 85% of CEOs say that having a diverse workforce improved their bottom lines.

But where do you start if you want to create a workforce that represents an increasingly important aspect of workforce management? The rest of the presentation will hopefully give you some ideas!



# FIRST CONSIDER YOUR TARGETS/OUTCOMES

Diversity recruitment targets for senior and line managers can have a positive impact on diverse candidate attraction and recruitment, although there is often hesitation around introducing formal target outcomes.

For those open to this strategy, targets can ensure an attraction and selection process is purposefully inclusive by mitigating the impact of unconscious bias. Taking some time to think about what good might actually look like and making sure all key stakeholders are clear on the ideal eventualities is a good idea.





# Pick one metric at a time to improve your diversity hiring...

Trying to overhaul your diversity hiring metrics can be overwhelming. Intel's CEO has set an aggressive goal of diversity parity by 2020 but you don't need to be so ambitious. The simplest way to improve your diversity hiring is to pick one metric to improve upon.

For example, maybe it's increasing the percentage of qualified female employees in tech-related roles by 10% within 6 months. Or increasing the percentage of qualified visible minorities on your sales team by 15% within 12 months.

**Some other KPIs an organisation could consider include:**

- ☒ The total volume of applications
- ☒ Candidate registration/application gender splits
- ☒ Ethnicity gender split
- ☒ Retention/ churn rates across minority groups
- ☒ Senior Management/Promotion data within minority groups



# RUN UNCONSCIOUS BIAS TRAINING FOR HIRING MANAGERS...

While there is greater awareness of the impact of unconscious bias in the recruitment process, key stakeholders should still be provided with training to recognise and mitigate the their impact. After all, we all have biases, and they are a fact of life. Helping hiring managers and interviewers identify and understand theirs can positively encourage equality in candidate selection.

It will also encourage a better uptake and positive PR around your diversity agency. Running such training does not need to be difficult, complicated or expensive. Simple sessions around do's and don'ts in interviews, being objective when reviewing candidates and even role plays can make a meaningful difference.



# REWORD YOUR JOB ADVERTS AND DESCRIPTIONS TO FIT YOUR D&I OBJECTIVES...

Studies have found that the language you use in your job description helps to attract or turn off diverse candidates from applying to your open role. To attract more female candidates, avoid using too many “masculine-type” words (e.g. ambitious, dominate, challenging) in your job posting. Check out if your job posting might be turning off female candidates using a Gender Decoder Tool.

It's not just about masculine or feminine words, it's also important to talk about the things in your job description that indicate that you are a committed D&I employer. Items such as prayer rooms, disabled facilities, and creches will help create a positive employer brand image.





# SHOW YOUR EXISTING WORKPLACE DIVERSITY (OR THE DIVERSITY YOU ASPIRE TO)

One of the biggest barriers to increasing workplace diversity is that diversity attracts diversity. Glassdoor found that 67% of job seekers use diversity as an important factor when considering companies and job offers.

An older person is unlikely to apply, even if they would excel at the work, if everyone they see associated with your company is in their twenties. A person of colour may feel alienated if they see nothing but white faces and so on.

Design your social media channels, recruitment videos, advertising materials, and other external communications to feature a diverse range of people! Encourage underrepresented candidates to apply by creating targeted messages.



# BLIND CV/RESUME SCREENING

Blind hiring is a technique that anonymises or “blinds” personal information about a candidate from the recruiter or hiring manager which can lead to unconscious (or conscious) bias about the candidate.

Anonymising resumes by removing names, schools, addresses, and even educational backgrounds are showing promising signs of reducing unconscious bias. You can also buy software that helps if you need to do this on a mass scale.

The technique does come with a note of caution as sometimes it can hinder the diversity process as you risk diverse applicants not being selected or being promoted for selection



# USE JOBS BOARDS AIMED AT UNDERREPRESENTED GROUPS

Don't stick to just posting your job ads on LinkedIn and the large job boards. Did you know that there are also job websites aimed specifically at candidates from underrepresented groups?

To help you diversify the talent pool, here's a list of the six best UK diversity job boards to use in your next recruitment placement.

Rank	Job Board	Pricing*
1.	MyDiversity.com	From £29.00 +VAT /post.
2.	DiverseJobsMatter	From £150.00 +VAT /post.
3.	Diversity Jobsite	From £575.00 +VAT /post.
4.	DiversityLink	From £349.00 /post.
5.	The Diversity Dashboard	Contact for quote.
6.	Evenbreak	From £115.00 +VAT /post.
7.	BMEjobs.co.uk	Contact for quote.
8.	Pink Jobs	Free.
9.	Ethnic Jobsite	From £575.00 +VAT /post.
10.	Reed.co.uk	From £89.00 +VAT /post.

*\*Prices may be different to what has been published and companies may offer discounted rates for monthly, annual, and bulk packages.*





# USING PARTNERSHIPS WITH THE EXPERTS

Think about how you can use partnerships with different institutions to learn about employer diversity and inclusion to attract diverse talent. There are lots of organisations and groups out there who consult employers on adapting their culture and processes, promote apprenticeships, neurodiversity, and talent from the LGBTQ community or parents in the workplace for example and it does not always have to be costly.

Connect with local groups, go and talk to colleges and training institutions, work with specialist partners and encourage your team to invest.

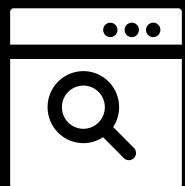




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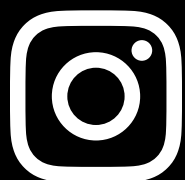
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