



TIPS FOR DIVERSITY AND INCLUSION IN RECRUITMENT EFFORTS



While diversity and inclusion typically refer to differences in race and gender, it can (and should) go beyond demographic factors when it comes to how you recruit and hire. Acquired diversity includes a divergence in education, experience, values, skills and knowledge. An organization comprising both inherent and acquired diversity creates a team that has a broader range of skills and experience along with increased language and cultural awareness. Additionally, a [PWC survey](#) found that 85% of CEOs with diverse and inclusive cultures experience increased profits.

We have provided several recruiting tips for enhancing your diversity and inclusion efforts.

INVOLVE EMPLOYEES

The first step to a diversity-led recruitment strategy is to educate your team. Host ongoing learning opportunities for hiring managers and your recruitment team to learn what biases might look like and the [varying forms of bias](#) that might prevent them from hiring top candidates. [Pandologic](#) reported that candidates with minority-identified names received 30-50% fewer callbacks and job offers. This education can even extend beyond recruitment and HR teams so all departments understand the importance of a diverse, inclusive environment.

You'll also want to encourage diverse employees to share company job ads and posts to their network (consider bolstering your employee-referral recruiting programs). This will help reach people with similar backgrounds, especially if you are seeking a specific demographic. It is also equally essential to have a diverse hiring team that reflects the type of employees you want to attract and hire. Seek feedback, perspectives and opinions from different individuals throughout various departments. This inclusive team should consistently be consulted to limit bias and to gain a holistic view of the candidate. Plus, when applicants engage with a diverse group of people during the hiring process, they will inherently understand that diversity and inclusion is a priority for your organization.

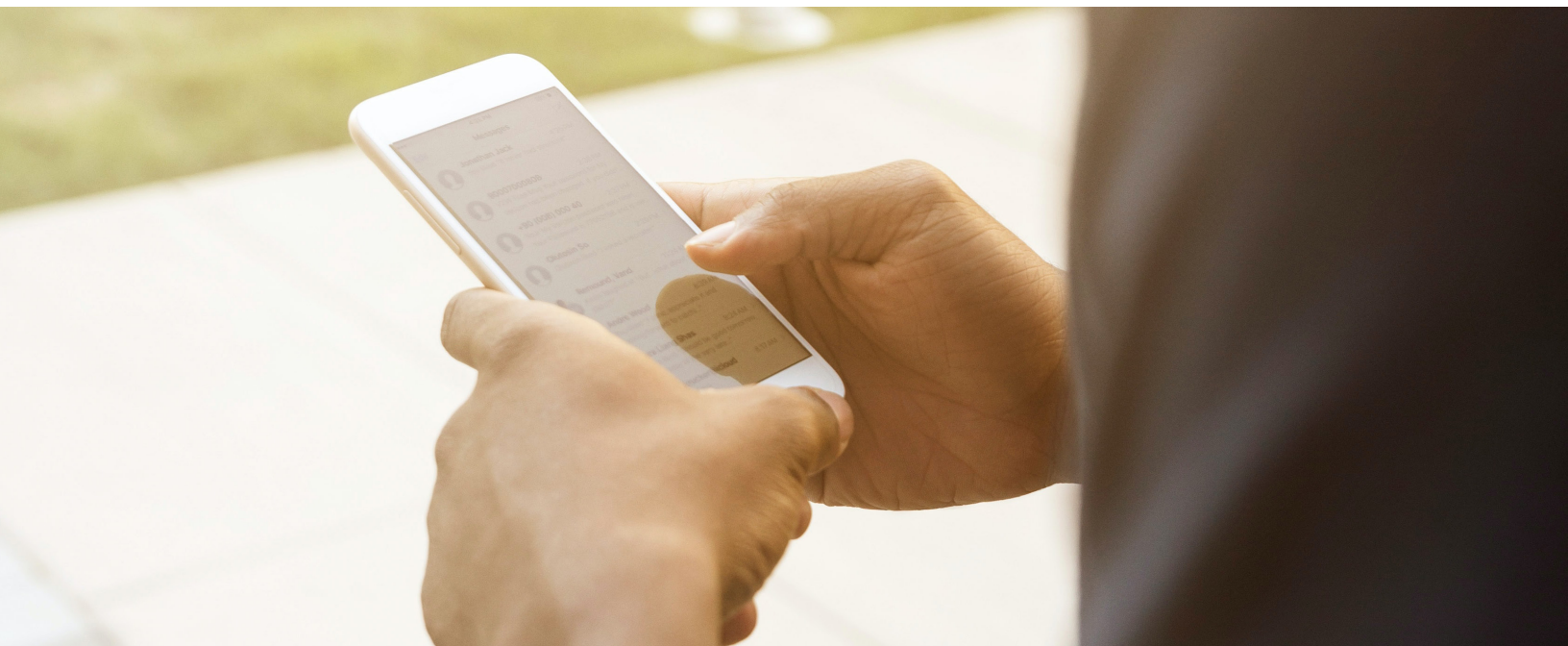
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REACH THEM WHERE THEY ARE

To recruit diverse candidates, you need to target them where they interact professionally, socially, or where they are looking for jobs. Expand your talent pool by changing up where you post and advertise jobs. Proactively reach out to underrepresented talent with positions that range from internships to C-suite level openings. Create a strategy for diversity sourcing and consider utilizing online or offline groups such as [Women in STEM](#) or the [NAACP](#) to reach your target audience.

When recruiting, make sure your language is inclusive to appeal to those of different backgrounds. A [LinkedIn report](#) found that female job seekers find words like “demanding” and “aggressive” off-putting when applying. Write job postings with a specific demographic in mind to illustrate that you are seeking them out. Additionally, including a message about how your business seeks a diverse workforce and its importance will go a long way.

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SHOW COMMITMENT

If your company lacks significant diversity and inclusion initiatives, now is the time to create those. If you already have them, prominently showcase them on your website (especially on the careers page) and on all social media channels. Some examples include:

- A diversity vision or statement of commitment

- Images, videos and testimonials of employees of all backgrounds

- Demographics statistics

- Any diversity award/public recognition of your organization's D&I efforts

- Including a diverse group of employees from all levels at events

- Holiday leaves for employees based on cultural or religious reasons

Companies can also show its commitment to diversity and inclusion through philanthropic activities that support those efforts. Whether partnering with an already established organization or creating a program that benefits diverse groups, your efforts will show prospective applicants your dedication to D&I.



SCREEN IN, NOT OUT

One of the major changes HR can make is to shift their mindset to “screening in” as opposed to “screening out”. Screening out focuses on the negatives and reasons not to hire someone instead of looking at all of the great qualities they bring to the table. This approach can bring in candidates that may not have all of the desired skills initially required, but recognizes their potential to impact your team.

Using a tool like VIZI allows companies to highlight its diverse employees and culture through authentic photos, videos and messaging.



MEASURE EFFORTS

To guide your diversity recruiting endeavors, you'll need to use the right metrics to track your progress. Set up your metrics to align with your goals. For instance, if you'd like to have women make up 50% of leadership positions in five years, focus on the areas that are lacking. In addition to the broader metrics, evaluating non-obvious measures such as dads vs moms taking parental leave will create a broader picture of the differences that exist among employees.

Evaluating the results will help lead to progress by determining which areas are performing well and which areas need more development. Be sure to continuously measure so you can focus on additional focus areas. Regularly send out surveys and get feedback from employees to continue to inform your efforts. Some key metrics to consider are:

- Percentage of diverse candidates at each recruiting stage
- Average diverse applicants' satisfaction rate (from a survey)
- Percentage of job offers extended to diverse candidates
- Turnover rate of diversity hires within a year
- Percentage of minorities at different levels in your firm

A diverse and inclusive workforce is something that takes effort and dedication from the entire team. By using these tips you'll be on the right track to getting top talent from a range of backgrounds.

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