

Recruitment's Role in Workplace Diversity

HiringThing™



Be the Change

Diversity and inclusion are at the forefront of the national consciousness. More people than ever are acknowledging how systemic racism impacts our communities and workplaces. Embracing change and welcoming all people to your organizations is an action that lifts up marginalized communities and benefits everyone. Diversity in the workplace – whether racial, sex / gender, religion, disability or otherwise – propels people, organizations and communities forward.

Curating a well-balanced team requires thoughtful action and dedication, starting at recruitment. From the moment a person interacts with your employer brand, they are evaluating how successful they would be in your organization. For example, your perceived employer brand in job descriptions and on your careers page impacts whether a potential hire even applies for your open position.

The process of evaluating, interviewing, and onboarding your candidates will further demonstrate how a potential new hire will be treated on your team. Have standard practices, policies, and technology in place to ensure a welcoming environment while eliminating bias and discrimination, and set your workplace up for success at the same time.

Benefits of a Diverse Workplace

You likely have a vague idea of how Diversity, Equity, and Inclusion (DEI) can benefit your team and your organization, but the positive impacts are proven and measurable. Dedicating yourself to this work will help you attract top talent, ensure employee engagement, encourage innovation, and lead to better financial performance.

Attracting Talent

Showcase your dedication to diversity and inclusion to attract people that share your company values and commitment to DEI. Don't miss out on qualified candidates that don't look exactly like others on your team.



“A full two-thirds (67 percent) of active and passive job seekers said that a diverse workforce is an important factor when evaluating companies and job offers.¹”

If hiring great people is your goal, make sure you're appealing to them with your presentation of your company culture. From job listing to website careers page, potential applicants are evaluating you as a potential employer.



Employee Performance and Engagement

Inviting employees with expansive and different life experiences challenges the group to new ways of thinking and working. Research shows that “inclusive teams outperform their peers by 80% in team-based assessments.”²

When employees are engaged and dedicated to the work they are doing, you will see increased productivity and reduced turnover. Since hiring a replacement “can cost employers 33 percent of an employee’s annual salary,³” retention is important for myriad reasons.

Innovation

When teams embrace diversity, they become open to newness and are more willing to think outside the box. “Companies that reported above-average diversity on their management teams also reported innovation revenue that was 19 percentage points higher than that of companies with below-average leadership diversity —45% of total revenue versus just 26%.⁴”

Many leaders look to crack the code on creating an innovation culture, but the answer is simple – start with a diverse team. In step with hiring the right talent and keeping employees engaged, innovation drives adoption and revenue.



¹ Glassdoor, What Job Seekers Really Think About Your Diversity and Inclusion Stats

² Deloitte, Waiter, is that inclusion in my soup? A new recipe to improve business performance

³ Forbes, The Cost Of Turnover Can Kill Your Business And Make Things Less Fun

⁴ BCG, How Diverse Leadership Teams Boost Innovation

Financial Performance

When your teams are excited about the work they are doing, and the people they are doing it with, success is sure to follow. As shown by the many data points available, diversity is a primary driver of strong teams and orgs.

“Companies in the top quartile for racial and ethnic diversity are 35 percent more likely to have financial returns above their respective national industry medians.⁵”

Building teams of people who do not mimic each other’s lives and professional experiences is good business sense, driving business growth and contributing to a vibrant economy.



Implement Best Practices

Now that you understand the why behind workplace diversity – it’s time to walk the walk. These best practices will give you the fortitude to build a well-balanced team and uphold new recruiting standards indefinitely.

Demonstrate Commitment

You may want to shout your intentions from the rooftops. Do share your commitment publically, but implementing new internal hiring practices will shine through externally in the form of employer reviews, referrals by employees, and demonstrable actions that welcome all candidates. Highlight the value you can offer.

Job Descriptions

Beyond the list of job requirements, here is where you can showcase your company’s unique qualities. Also, be sure the language you use is inclusive - it never hurts to have more than one set of eyes on the draft.



⁵ McKinsey, Why diversity matters

Company and Careers Page

Showcase your company culture to make sure all candidates know they'd be welcome and valued. Set the expectations as an organization for what candidates can anticipate in the process as well as your own renewed dedication to a diverse team. Try adding photos and sharing team building activities, like a volunteer day you participated in, to show what it's like to work for your organization.

Culture Exploration Interviews

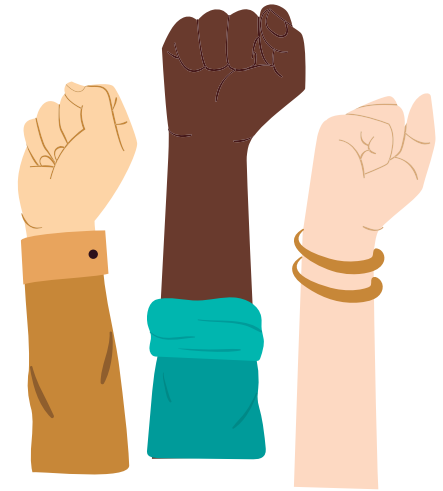
Group interviews are a chance for other team members to get to know your top candidates and for your candidate to meet the team. It's valuable for the candidate and team alike to feel confident in the people they'll be interacting with on a daily basis. Instead of considering whether they fit into your team dynamics, look for what the candidate adds and brings to the table.

Avoid optical allyship by backing your commitments with real action.



Support Employees of Color

The most important aspect of demonstrating a commitment to creating an inclusive and collaborative environment is to ensure your existing workforce is well-supported. Optical allyship for the sake of looking good internally and publically will create a toxic environment in your organization, and have real repercussions for your team members. Here are some of the many ways to support a diverse workforce:



- Train and educate your entire staff (and not just once)!
- Implement clear policies that outline expectations and protect employees
- Listen to and engage with your employees
- Create accountability and disciplinary steps for inappropriate actions
- Only hire and retain candidates that share and live your company values
- Audit your payroll to ensure pay equity

In the next section we'll talk about how to eliminate bias in the recruiting process by educating and implementing policies that protect candidates and employees against every form of discrimination from implicit bias to explicit bigotry.

Eliminate Bias and Discrimination

Committing to workplace diversity is a worthwhile undertaking. It contributes to a just and equitable world, while creating professional success for yourself and your team.

Policies and Procedures

Creating equity in your organization goes well beyond eliminating racist and sexist jokes from the water cooler talk. The number one step you can take to ensure a safe and welcoming work environment is to put the policies and procedures in place that clarify employee expectations and protect your candidates and employees.

In 2020, Marriott International, Inc. earned a perfect score on the Human Rights Campaign's (HRC) 2021 Corporate Equality Index (CEI), measured by policies, practices and benefits pertinent to lesbian, gay, bisexual, and transgender (LGBT) employees⁶.

Committing to this work requires measurable metrics to benchmark your goals, and the policies to support them. Consider consulting with a professional group or inviting your employees to participate in their creation.

⁶ Hospitality Net, Marriott International Earns 100% Perfect Score on 2021 Human Rights Campaign's Corporate Equality Index

Recruiting Technology

Tech tools that automate the process and provide statistical insights can eliminate bias in your hiring decisions. Here are some of the ways an applicant tracking system can support your recruiting process:

- Automated tagging and filtering so the best candidates rise to the top
- Assessments that evaluate candidates on a level playing field
- Collaborative candidate evaluation tools; ensure multiple teammates weigh in
- Hiding data or information that doesn't pertain to skills, such as LinkedIn profile pictures

Interview Standardization

Add structure to your evaluation process with the use of standardized interview questions. By sticking to the script, you and your team can evaluate each candidate on even ground.

Candidate Assessments & References

Pre-employment assessment tools, like SkillSurvey, give you the information you need to make talent decisions based on data-driven insights. Ensure compliance with EEOC and OFCCP in the process.

Visit our guide on Workplace Diversity & Eliminating Bias for additional resources.

Go Forth & Embrace Diversity

“More than half (57 percent) of people think their company should be doing more to increase diversity among its workforce.”⁷ Be the change. Prioritize diversity in the workplace to watch the flourishing of employees, community, and economy.

For HR administrators and technologists, you are in a unique position to help others hire and retain a diverse group of talented employees. Learn more about HiringThing's applicant tracking system, including private label opportunities, by trying it free for 14 days, or scheduling a personalized demo.



⁷ Glassdoor, What Job Seekers Really Think About Your Diversity and Inclusion Stats

HiringThingTM

HiringThing is an easy-to-use, intuitive online recruiting software that makes it easy to post jobs online, manage applicants and hire great employees. Visit hiringthing.com to start a free 14-day trial today or schedule a demo with a product specialist to learn more.