



DIVERSITY HIRING

3 STEPS TO HIRING MORE DIVERSE CANDIDATES



DIVERSITY HIRING TRENDS

People analytics thought leader Josh Bersin has stated that workplace diversity and inclusion is a top priority for 2021.

Companies have notably stepped up. Intel CEO Brian Krzanich has pledged \$300 million to increase the diversity hiring of women and underrepresented minorities.

WHAT IS DIVERSITY HIRING?

How do you attract diverse candidates to help you achieve your diversity hiring goals?

DIVERSITY HIRING: THE GOAL

The goal of diversity hiring is to identify and remove potential biases in sourcing, screening, and shortlisting candidates that may be ignoring, turning off, or accidentally discriminating against qualified, diverse candidates.

DIVERSITY HIRING: A DEFINITION

Diversity hiring is hiring based on merit with special care taken to ensure procedures are free from biases related to a candidate's age, race, gender, religion, sexual orientation, and other personal characteristics that are unrelated to their job performance.



THE 3 STEPS



STEP 1: CONDUCT A DIVERSITY HIRING AUDIT ON YOUR CURRENT HIRING PROCESS

Assess the diversity of your current hiring process and identify any potential bottlenecks and discrepancies. Is it a top of the funnel issue? Or is it more of a leaking pipeline issue? Until you analyze your diversity hiring data, you can't get an accurate picture of how to move the needle.

Ask yourself:

WHAT ARE THE STRENGTHS OF MY DIVERSITY HIRING?

WHAT ARE THE CHALLENGES IN MY DIVERSITY HIRING?

STEP 2: INCREASE YOUR DIVERSITY HIRING IN YOUR CANDIDATE SOURCING

If your diversity hiring audit reveals that you're failing to find and attract diverse candidates in the first place, there are several things you can do.

TIP 1: RE-WORD YOUR JOB POSTING

Studies found that the language you use in your job description helps to attract or turn off diverse candidates from applying to your open role.



TIP 2: SHOW YOUR EXISTING WORKPLACE DIVERSITY

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

TIP 3: OFFER WORKPLACE FLEXIBILITY

Research has found a strong predictor of employees' quitting is a long commute. Because distance from downtown office locations is often correlated with more diverse neighborhoods, offering work from home options and flexible work hours not only attract more diverse candidates, it helps decrease expensive turnover.

TIP 4: ENCOURAGE REFERRALS FROM MINORITY EMPLOYEES

In general, people's social and professional networks are made up of people who are demographically similar. You can leverage this network similarity effect by encouraging minority employees to make referrals since they are more likely to refer members of their community.

STEP 3: INCREASE YOUR DIVERSITY HIRING IN YOUR CANDIDATE SCREENING

Many of the usual criteria for candidate screening such as their prior company, their school, or their personal connection, often decrease the diversity of the candidate pipeline. If your diversity hiring audit reveals that you have a leaking pipeline at your candidate screening, there are a couple great tools you can try.

TIP 1: PRE-HIRE ASSESSMENT

Research has found that companies that use a pre-hire personality assessment have workplaces that are more racially diverse. Personality assessments help increase workplace diversity because personality scores do not significantly differ for minority group members (i.e., no adverse impact).

TIP 2: PARTNER WITH A DIVERSITY STAFFING EXPERT

In order to attract and potentially hire the best talent available, you need the support of expert recruiters backed by a dedicated sourcing team, the latest tools in recruitment, and up to date strategies in order to build a candidate pipeline that matches what you're looking for.



MAVEN'S APPROACH



As a certified MBE/EDGE Business based in Columbus, Ohio, Maven is an IT Integrator which provides professional consulting and staffing solutions, dedicated to the unbiased placement of high-quality job candidates. We work closely with employers to strategically meet their staffing and supplier diversity needs in alignment with their business growth goals.

Through countless diversity initiatives, we have helped companies change their culture from the top down to be more inclusive.

Suresh Rachuri, Founder and CEO of Maven, has over 15 years' experience helping companies with diverse talent acquisition. His goal has always been to help employers solve the problem of hiring a workforce that reflects the diverse communities they serve.

LEARN MORE ABOUT MAVEN'S STAFFING SOLUTIONS AT: CHOOSEMAVEN.NET