

Three Ways to Recruit a Diverse and Inclusive Workforce



Diversity and Inclusion are no longer “buzzwords” companies put on their career pages on their websites to try and attract candidates. Recruiting a diverse and inclusive workforce is an absolute must. Companies that are not intentionally attracting and retaining diverse talents will be missing out on the potential to innovate, compete, and thrive. However, it can be difficult for many organizations to know how to recruit a diverse workforce, we’re sharing three ways to get started.



Take a Hard Look at Your Company's Structure

What is the make-up of those who are sitting on the top of your organization? Do they reflect the demographics of the communities they serve? What does their succession planning pipeline look like? Taking a hard look at your company's structure is a good starting point for establishing a baseline on your organization's current state of diversity.

If the top-down make-up lacks diversity, it's a reasonably good bet there's not much emphasis on hiring with DE&I in mind during the recruitment process. This is the first area that needs to be examined if a company is serious about recruiting a diverse and inclusive workforce.

Be Aware of Unconscious Bias

Most people carry unconscious biases with them without realizing it. What matters is knowing it does exist and becoming more aware of how it might be affecting their hiring decisions. Unconscious bias can be as simple as someone's name on a resume or a particular zip code—none of which has any influence on a candidate's ability to perform in a role.

Studies have shown that applicants with “English” sounding names have an increased chance of receiving callbacks than those with “ethnic” sounding names. Companies owe it to themselves and to applicants to train their staff to identify their biases, learn to modify their behavior, and, at minimum, keep these biases in check.



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Avoid Writing Job Descriptions with Biased Language

As your team writes job descriptions, they should filter them through a diverse and inclusive lens. Monitor for language that contains gender-biased language such as “aggressive,” “supportive,” or “competitive.”

Limit the number of qualifications in a job description, or list only the skills that are absolutely necessary for the role. Remember, you can always train for skill! You’ll receive more candidates with a broader range of backgrounds and experiences that could offer new perspectives to solve problems your organization currently gets stuck on. It’s also important to keep in mind that the job description might be the first interaction that a candidate has with the company. So, why not make the experience a positive one?

Companies who earnestly seek to hire a diverse and inclusive workforce will see a return in their overall employee satisfaction, engagement, company culture, and economic bottom line. To get started, first take a hard look at the diversity, or lack thereof in your organization’s structure, be aware of how unconscious bias may affect your hiring decisions, and avoid job descriptions with biased language.

About EG Workforce Solutions

We’ve been in this business for decades and have developed a deep network of professional connections. Whether they’re companies looking for talent, job seekers looking for work, or an up-and-coming store in need of some temporary help, we know the right people to bridge the gap between the hiring and the hired.

But what’s more, we get to know people. From employers hiring to candidates looking, we take the time to listen and learn. We hear your likes, talents, and needs. We gain an understanding, and with it, we’re able to facilitate lasting relationships between businesses and people.



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