



Virtual HR Consultant Co.

ULTIMATE GUIDE TO ATTRACT, RECRUIT & RETAIN DIVERSE TALENT

THE BASIC DEFINITIONS

DIVERSITY

Understanding and valuing differences in races, ethnicities, gender, ideologies, ages etc. and differences in education, skills sets, experiences, etc.

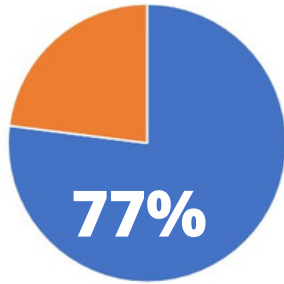
INCLUSION

The practice of including or involving people from a range of different social and ethnic backgrounds and of different genders, sexual orientations, etc.

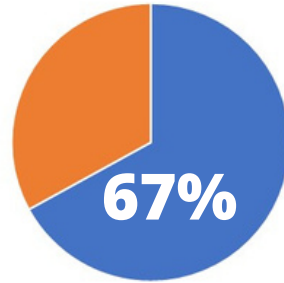
DIVERSITY AND INCLUSION

A company's mission, strategies, core values, norms and practices that support a diverse and inclusive workplace and leverage its effects.

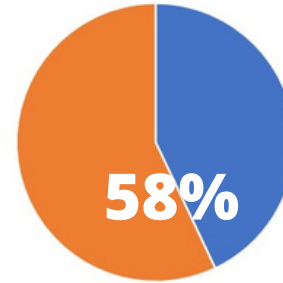
HOW DO COMPANIES MEASURE THE SUCCESS OF DIVERSITY AND INCLUSION?



Employee productivity



Employee moral



Employee turnover

- Forbes Insight Report

HOW DO APPLICANTS MEASURE THE SUCCESS OF DIVERSITY AND INCLUSION OF A COMPANY?

1. **Demographic of Leadership Team**
2. **Website Page**
3. **Core Values**
4. **Company Commitment Statement of Diversity and Inclusion**
5. **Employee Resource Programs**



- Yello Diversity Survey

ULTIMATE GUIDE TO ATTRACTING DIVERSE CANDIDATES

1) Set diversity hiring goals

Setting goals will help guide your company in the right direction, and align your overall business strategy. It is essential to set a realistic timeframe. When do you want to achieve this? In six months? Over three years? What do you want your team to look like in five years? Clear communication must be provided to all hiring stakeholders: hiring managers, Talent Acquisition, HR, and your executive search or recruitment partner. Without briefing them, they won't translate your diversity hiring goals into real-world action. All hiring managers need to be on the same page and be accountable for their part in the hiring process.

2) Review organization brand

Your brand is the reputation of your organization as an employer. Your brand should showcase diversity, demonstrate its values, and encourage participation to attract diverse candidates. When your workforce is made up of diverse employees, this helps to create a more appealing employer brand. Diverse candidates will seek out organizations where they'll feel welcomed and accepted.

3) Develop attractive workplace policies and practices

Your workplace policies could determine whether top talent apply to your positions. Your stances on holiday allowance, time off, and flexibility are all critical factors to consider. If you allow employees time off for religious holidays like Christmas Day and Easter Monday, you should consider doing so for other religious holidays. You have an opportunity to disclose your great company culture, employer brand, and values. Embed your stance on diversity so that you attract diverse candidates.

4) Ensure your website reflects diversity

Your company website is the first place candidates go to look at your commitment to diversity and inclusion. While stock photos are an easy way to show diversity at your organization, but it doesn't represent your true organization, and candidates will know right away. Include photos of your work team to give an accurate representation of who you are and what you stand for. Additionally, you should do this on your social media pages as well. Another great way of attracting diverse candidates is to include employee testimonials on your website.

5) Employee referrals

The easier way to attract and retain diverse candidates is by asking your existing employees for referrals. When positions become available, they can contact their network of diverse and unique networks they have developed over the years. Employee referrals are hired faster, and they can also expose you to diverse talent. It is also vital to offer a financial incentive to the staff that referred to the great employee.

Conclusion

You don't need to follow all of the above tips to attract diverse candidates; it's worth employing at least the first three. It may seem difficult to get diverse candidates to click on the apply button, but with persistence comes rewards. If you need help with recruiting and other HR services, please reach out to Veer Up, a virtual HR Consultant company committed to helping employers improve operations, build strong teams, create a competitive advantage, and drive up business performance.

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