

this
must be
the place



**APPLYING A DIVERSITY,
EQUALITY & INCLUSION
LENS TO YOUR TALENT
ACQUISITION STRATEGY**

A FU⁺UREPLUS GUIDE



+ INTRODUCTION

Diversity Equality & Inclusion (DEI) and applying a DEI lens to your talent acquisition strategy should play a key component in a business's sustainability journey. FuturePlus partnered with Candidate X to produce this co-branded guide to help guide organisations to a more inclusive and equitable hiring process. As a key theme in the FuturePlus indicators, CandidateX supports businesses with inclusion-focused hiring solutions to increase opportunities for underestimated talent.

CandidateX removes bias from the hiring process through its AI-enabled anonymisation technology and its e-Learning bias training which creates 'inclusive recruiters'. CandidateX increases diverse candidate engagement and provides actionable diversity-data insights within application processes to inform company DEI initiatives better and provide an elevated candidate experience.

+ EMBEDDING DEI INTO YOUR BUSINESS MODEL

DEI should be the non-negotiable cornerstone of every organisation's talent acquisition strategy, and by now, it's fair to say that most ambitious businesses have a DEI plan which comes from a place of 'we must do better'.

However, organisations must resist the temptation to adopt a knee-jerk 'hire diverse candidates at all costs' strategy.

Diving headlong into short-term fixes without first assessing and analysing existing problems will inevitably lead to the same old homogenous results.

To achieve a winning DEI-centred talent acquisition strategy, a two-pronged attack is required, to understand current inclusion sentiment from employees, and also the perception of your business from the talent pool you're actively looking to attract and hire.

Seek to understand the change required from the inside out and the outside in. This will provide clarity on the long-term talent acquisition objectives to unlock far-reaching long-term benefits for company prosperity.



The goal of your talent acquisition strategy should not only be to hire bright, diverse minds, but to hire bright, diverse minds who will thrive and grow in a work culture which has been designed to instil deep-rooted feelings of employee community and belonging.

Sounds like a lot of work, right? Well yes maybe, nobody said company cultural change will be a walk in the park but starting your DEI talent acquisition strategy from the right place will stand you in good stead to achieve your hiring goals.

+ COLLECTING DATA & UNDERSTANDING SENTIMENTS

Employee feedback

Your DEI policies should outline your company's commitment to creating a fair and inclusive working environment, and they should be reviewed and updated regularly and include objectives, action plans, and measures of success.

Ask your current diverse employees about their experiences working at your company and seek their feedback on the company's DEI policies and practices. This can help to identify any obstacles that may be preventing diverse candidates from applying or progressing within the company.

Evaluate your recruiting metrics

Review your recruiting metrics, such as the diversity of the candidate pool and the number of diverse hires, to determine whether your company is attracting and retaining diverse talent.

Gather DEI data

Use DEI data from your employees to establish key areas of focus for hiring underrepresented talent. Where possible, gather DEI data from candidate application pools, as this provides valuable insights into the diversity of the talent pool and helps identify areas where your company can improve its outreach.



Evaluate your employee turnover

Look at employee retention rates, especially among diverse employees, to determine whether you are experiencing a higher rate of turnover than non-diverse employees. High turnover rates can indicate a lack of engagement, a sense of belonging, and dissatisfaction.

Understand external perception

Research and track your company's reputation and external perception in the market and in the communities you are targeting for diverse recruitment. Look for awards, rankings, accreditations, sponsorship opportunities and feedback from external organisations and experts.

+ ESTABLISHING COMPANY-WIDE ENGAGEMENT

Form a DEI Committee

Ideally, you will have board-level commitment, who are prepared to communicate company-wide the gravity of this committee and their efforts. It should be a collective of people from all walks of life and from all levels of seniority.

N.B. if you do not have top-level commitment to DEI then you should consider whether you're working in the right environment to succeed.

Promote ambassadors

Promote ambassadors within your business who can vouch for an inclusive working environment. Encourage employees from underrepresented groups to speak openly about their experiences and to serve as ambassadors for the company.

Visibility counts a lot for inclusion-conscious job seekers.



Train recruiters & hiring managers

Provide guidance on how to identify and avoid bias in CV and interview questions, and how to create an inclusive and welcoming interview environment. Make sure you create diverse interview panels.

Promote DEI initiatives & employee resource groups

These initiatives can help to create a sense of community and support among underrepresented groups and can also serve as a valuable resource for employees looking to connect with others who share similar experiences or perspectives.

+ IMPLEMENTING CHANGE

Expand your talent pipeline

Attract diverse talent by reaching out to underrepresented groups through targeted recruiting efforts, such as working with diverse professional organisations, using diversity-focused agency suppliers, partnering with schools/colleges/universities with highly diverse populations, and attending diverse job fairs.

Use unbiased language in job postings & descriptions

Focus on the skills and qualifications required for the job, rather than using language that could be interpreted as biased.

Use anonymous hiring processes

Anonymous hiring processes can help to reduce bias in the recruitment process by removing information that might unconsciously influence a hiring decision, such as the candidate's name, age, and education. CandidateX's AI-enabled redaction tool automates this process as part of your job application process.



+ ENSURING LONG-TERM RESULTS

Communicate & promote your values

Communicate the company's DEI values and strategies to the public, candidates, and employees to promote transparency, fairness and trust.

Conduct regular progress assessments

Regularly review your DEI policies and practices, gather feedback from employees and candidates and use this to identify areas for improvement. Use metrics to measure progress, such as the diversity of the candidate pool, diverse hires and employee retention rates, and report them regularly to the management and stakeholders, and publicly if you're proud of your results!

By following these steps, your company can create a more inclusive and equitable talent acquisition strategy, which can help you attract and retain the best diverse talent and drive innovation and success in the long term.

Remember that creating a DEI culture is an ongoing process that requires constant attention and effort, and it is important to involve all levels of the company to be successful.

+ NEED MORE HELP?

If you'd like more information on how you can apply a DEI lens to your talent acquisition strategy, you can contact the Candidate X team [here](#).

You can also contact the FuturePlus team at info@future-plus.co.uk.