




10 Ways to Incorporate Diversity, Equity & Inclusion into your Talent Acquisition Strategy

Featuring DE&I is key in any talent and retention strategy. However, creating a diverse and inclusive workplace takes effort, commitment, and regular review. Here are our top tips that will set you up for success.

1.

Set up for success by getting organisational buy-in from the start!


D, E & I is not only a recruitment goal – an impactful D, E & I strategy contributes to business outcomes as well. Getting buy-in from your executive leaders is critical for any D, E & I initiatives to be successful and inclusive workplaces need to be inspired by inclusive leaders. Start with the ‘why’ diversity is good for your business, customers, employees and the bottom line! Follow through by proactively implementing policies that appeal to diverse candidates and help your employees understand how your policies enhance diversity.

 **Tip:** Identify champions and examples of diversity and inclusion that are working across your business and communicate the impact it is having to help drive change and influence behaviour.

2.

Develop an employer brand that showcases your diversity


Diverse candidates seek out companies who value diversity. Update your recruitment marketing materials to communicate and show your commitment to D, E & I. This will help you attract more diverse candidates but make sure it is authentic and real!

 **Tip:** Hudson RPO can work with you to ensure your employer brand showcases diversity in your organisation. You can read all about our services [here](#).

3.

Equip your people with the right training

Whether it's Unconscious Bias or any other diversity training, it is essential everyone involved in the hiring process has undertaken relevant training. Helping hiring managers and those in the recruitment process to identify and understand their biases will ensure equality and fairness throughout.

 **Tip:** Hudson RPO can provide tailored D, E & I training to your teams and hiring managers to help ensure that everyone involved in a recruitment process at your organisation is best placed to facilitate outcomes that meet your D, E & I objectives.

4.

Create equity via the job brief


The job brief creates the ideal opportunity for recruiters to influence D, E & I outcomes. Challenging the design of roles and targeting under-represented groups can help increase diversity in specific areas. Remove bias from the conversation at the outset and set the foundations for a process that gives all applicants an equal opportunity.

 **Tip:** Make sure your job brief template includes questions on how best to attract and proactively find diverse candidates.

5.

Review your approach to job design


Look at roles across your business through a D, E & I lens. Some roles will easily meet D, E & I goals and others may need more commitment to achieve impact. Your business should have a framework in place that ensures all roles have been considered from a D, E & I perspective.

 **Tip:** One way to make sure your job descriptions are inclusive is by seeking feedback from diverse representatives across your organisation.

6.

Make your job ad speak to a broad audience


Review your job ads and make sure they are inclusive by removing bias, that the language is gender-neutral and appeals to candidates from different backgrounds and that you clearly communicate your D,E & I statement. You can also use your ads to target a specific group to boost your diversity recruiting strategy.

 **Tip:** Tools such as **Gender Decoder** and **Textio** can help you remove bias from your ads so that you don't unknowingly put candidates off of being interested in your opportunity.

7.

Identify alternative sourcing channels to proactively engage with diverse talent


It's not always enough to rely on diverse talent applying to your roles. Be proactive in your approach by researching alternative on and offline sourcing channels such as Meetups, Linked in and other networking groups.

 **Tip:** Partnering with dedicated external diversity organisations are a great way to broaden your reach and help you achieve your goals.

8.

Build diversity into your candidate screening and assessment process


Look at ways to remove bias in your candidate screening and assessment process to ensure fairness and equity for all candidates. AI technology such as online text-based assessments can support diversity in the recruitment process by eliminating bias at the early stages of the process.

 **Tip:** Hudson RPO regularly reviews technology that supports equity and inclusion in the recruitment process and can provide best-practice recommendations to your organisation.

9.

Design an interview process that allows all candidates to shine.


Allow for reasonable adjustments as part of your process and prepare for an inclusive interview. This could include a diverse panel of interviewers from the business or a D, E & I champion who participates in the interview process. A structured interview process also creates consistency of assessment for all candidates, giving decision makers less room for unconscious bias when assessing individuals against discrepant data, notes and/or feedback.

 **Tip:** Whilst a structured process is recommended, it's important to remember that not every candidate will succeed if taken through a 'traditional' interview. For more ideas check out our **'Just Start'** web series.

10.

Create a bias-proof offer and onboarding process

The offer process can be fraught with inequity so make sure you have governance in place to ensure fairness around remuneration and that it is appropriate for the role level and the existing peer group. Think about employee resource groups and networking opportunities during the on-boarding process as well as digital content that supports diversity throughout your candidate communications.

 **Tip:** When considering your on-boarding process look at a buddy program and how you communicate to new starters about diversity in your organisation.

If you are interested in a discussion on how we can help you build diversity and inclusion into your talent strategy **start the conversation with one of our experts today**, or visit our website for more information.

