



A STEP-BY-STEP GUIDE
**to Improve your
Diversity & Inclusion
Strategy**

Studies have proven time and time again that diversity in the workplace has a direct impact on the overall success and performance of any company. Diversity and inclusion help companies achieve a competitive advantage as well as unleash its employees' creativity and innovation as it directly affects the overall performance of the company. In addition to that, diversity in hiring helps companies achieve equality in the workplace.

Follow this step-by-step guide to know more about diversity and inclusion in hiring practices so you can improve your own diversity recruiting strategy.

WHAT IS DIVERSITY RECRUITING?

Diversity in recruiting is all about giving all qualified candidates the opportunity to become members of your company, regardless of the inherent characteristics such as gender, age, and race, and the acquired characteristics such as values, skills, knowledge, and experience.

The goal of diversity recruiting is to remove any conscious or unconscious biases in all stages including but not limited to sourcing, screening, shortlisting, and selection of candidates throughout the entire HR cycle.

BENEFITS OF HAVING A DIVERSITY RECRUITING STRATEGY



Wider Pool of Talent



Better Hiring Decisions



Variety of Viewpoints



Increased Cultural Awareness



Increased Creativity



More Innovation



Improved Performance



Better Company Reputation



WAYS TO RECRUIT FOR A DIVERSE WORKFORCE

1. Write Inclusive Job Descriptions

A diverse and inclusive workplace begins with using **PROPER WORDING** in your job descriptions.

The language that you use in your job descriptions makes a huge difference on the number of applications you receive. Write your job postings in a way that is appealing to everyone regardless of their gender, background, religion, age, etc... Avoid using gender-centric words, avoid unnecessary requirements, and make sure that you demonstrate your company's values by showing your commitment to diversity and inclusion.

2. Expand your Sourcing Methods

Don't rely on the same candidate sources every time you want to hire a new employee; instead, explore different, unconventional sources so you can reach a more diverse group of candidates. Although employee referrals are considered to be one of the best recruitment sources, it's not recommended that you solely rely on them. Try to use online and offline communities and networks, third party recruitment websites, and social media channels.

3. Build an Employer Brand that Showcases your Diversity

When potential candidates view your company as a place that values diversity and respects all of its employees regardless of their differences, this will make it much easier for you to attract and retain the best people out there. Start by creating a solid brand that includes people from all walks of life and make sure that you communicate your values and what you stand for online and offline.

4. Create Company Policies that are Appealing to Diverse Candidates

If you wish to improve your diversity strategy, the first thing that you need to do is **“RETHINK YOUR FLEXIBILITY POLICY”**.

Attracting diverse candidates requires implementing company policies and benefits that are encouraging for candidates to apply for your company. For example, work from home and flexible working hours policies will give you access to working mothers and people with disabilities who need special time arrangements during their working days.

5. Implement a Blind Hiring Program

A BLIND HIRING PROGRAM can guarantee that your hiring decisions are free of any conscious or unconscious biases.

Improving your diversity recruiting strategy requires eliminating any conscious or unconscious hiring biases in screening candidates. You can opt for blind hiring practices and solutions to improve this strategy. You can use some (or all) of the below solutions:



PRE-HIRING ASSESSMENTS AND TESTS

Using valid and reliable pre-hiring assessments is a great tool to identify your candidate's personalities and job-related skills without being blinded by his/her personal information and background.



BLIND CVs

By removing the candidate's name and personal information from CV, you will be able to objectively evaluate his/her skills, knowledge, and competencies without any potential biases.



LEVERAGE ARTIFICIAL INTELLIGENCE (AI) TO FILTER AND REVIEW CVs

If you are using an Applicant Tracking System (ATS) with a built-in AI technology, you can filter candidates based on the required experience and skills, and let the robot review the candidates' CVs and job applications according to the selected factors.

6. Include More Diverse Candidates in your Pipeline

A research conducted by Harvard Business Review, came up with a strategy called **“get two in the pool effect”** which means that when the final candidate pool has only one minority candidate, he or she has zero chances of getting hired. For example, if there’s only one woman in your candidate pool, there’s statistically no chance she’ll be hired. So you should have at least two minorities in your pipeline.

“GET TWO IN THE POOL EFFECT” represents an essential step for overcoming unconscious biases and ushering in the racial and gender balance that is needed in organizations.

TECH TOOLS NEEDED TO IMPROVE YOUR DIVERSITY AND INCLUSION STRATEGY



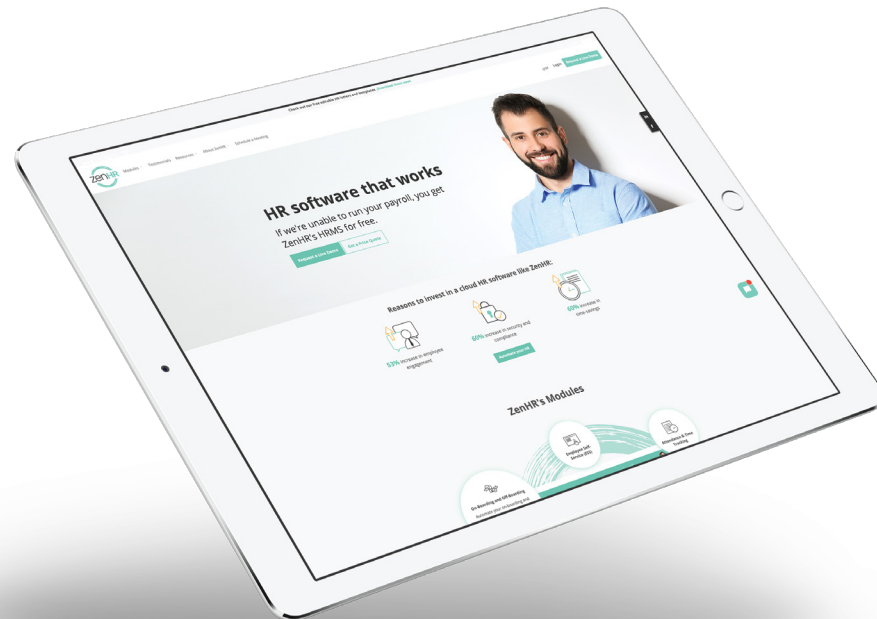
Third Party
Recruitment Websites



Applicant Tracking
System (ATS)



Pre-Hiring
Assessments and
Tests



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