

DIVERSE HIRING 101:

DISCUSSION PANEL

SUMMARY



What do diverse candidates look for as red flags when applying to a company?

- Ensure your company branding reflects diversity in their approach and employee base (LI profiles, Glassdoor, website photos)
- Avoid wording that might appeal to some groups but could be potentially polarizing to others
- If humor is included, needs to be clean and not crude, not aimed at any specific group

What are some common unconscious biases?

- Hiring diverse = Lowering standards
- Physical labor is imperative for most office jobs
- Adding more women to a male-dominant team will be awkward
- Passing on a resume if the name is difficult to pronounce

How do you evaluate current diversity, equality, and inclusion conditions within a company?

- Do you have a diverse staff?
- Do you offer initiatives that support diversity, such as mentorships, sponsorships, or policies that promote equality?
- Review your employees' salaries and look at the gaps between everyone. Are your white cis straight male employees making more than diverse employees in similar roles?
- Look at leadership positions. Who is in the room when the toughest decisions are made?

How can a company attract diverse candidates through a job advertisement?

- Avoid listing "nice to have" skills as a requirement if it is not needed
- Consider not requiring a college degree as if possible - for instance, in art jobs, judge more by the quality of work or their experience
- Provide links to a company page that shows more about the company, that's where you'll really shine if you're showing groups and events relating to diversity and inclusion

How can a company create an interview process that does not exclude diverse candidates?

- Individual who evaluates "culture fit" ideally needs have unconscious bias training
- Utilize a diverse interview panel
- Focus on the portfolio and work experience

How do you influence leaders to embrace diversity and inclusion?

- Encourage leaders not to solely judge on college degrees but on portfolio/experience.
- If you see or know of employers that are acting on conscious or unconscious bias, privately confront them about it immediately.

Does implementing a D&I program require hiring a trained specialist?

- The cost to building D&I programs is passion and doing what's right. There is no cost to pulling the data to learn where you currently are and then set goals, to updating your media outlets to reflect diversity, as well as having open dialogue with employees to learn concerns and address.
- The notable cost to this is unconscious bias training to ensure that you have a healthy work environment.