



AI-POWERED PLATFORM FOR RECRUITING DIVERSE TALENT

12 Tips to Level Up Your Diversity Recruiting Efforts



Introduction

Diversity is an important and urgent issue for our times, and it's finally getting the attention it deserves. The spotlight on civil rights has made many companies reevaluate their recruitment practices, among other areas, and place an increased emphasis on building diverse workforces.

But with so many moving parts, how do we build and maintain momentum for this important work? SeekOut's resident Diversity, Equity, and Inclusion Strategist Jackye Clayton is here to share her top tips and best practices.

In this short book, you will learn ways to accelerate your diversity recruitment program and ensure its long-term success. Each tip is also accompanied by a corresponding video to further expand upon each topic. Whether you're just getting started or looking for ideas to level-up your diversity and inclusion program, this tip book is for you.



Jackye Clayton

Diversity, Equity, & Inclusion Strategist

With acclaimed expertise in diversity and inclusion, recruitment technology and a global network of non-profit, human resource and recruiting professionals, Jackye Clayton is a servant leader, uniquely inspirational speaker, and a revered thought leader.

Jackye was named one of the 9 Powerful Women in Business You Should Know by SDHR Consulting, one of the 15 Women in HR Tech to Follow in 2019 by VidCruiter, 2019 Top 100 list of Human Resources Influencers by Human Resource Executive Magazine and one of the Top Recruitment Thought Leaders that you must follow in 2019 by interview Mocha Magazine.

Why Diversity and Inclusion Matters

Diversity and inclusion is, quite simply, the right thing to do. People from marginalized groups face many obstacles in the workforce, from higher [unemployment rates](#), [lower wages](#), and even overt [harassment](#). Diversity and inclusion is an important social issue that must be handled with intentionality and consistency in order to right many of these wrongs.

When companies prioritize diversity and inclusion, they reap many benefits. They see better [innovation](#), higher [revenues](#), and more [profitability](#). Team members who feel a sense of belonging [demonstrate](#) a 50 percent reduction in

turnover risk, a 56 percent increase in performance, and a 75 percent decrease in employee sick days.

Be the diversity champion at your organization. The moral imperative can light the fire for a diversity and inclusion program, while the business case can help you advocate for company leaders to make an investment in this important work. The more you put in, the more you will get out.



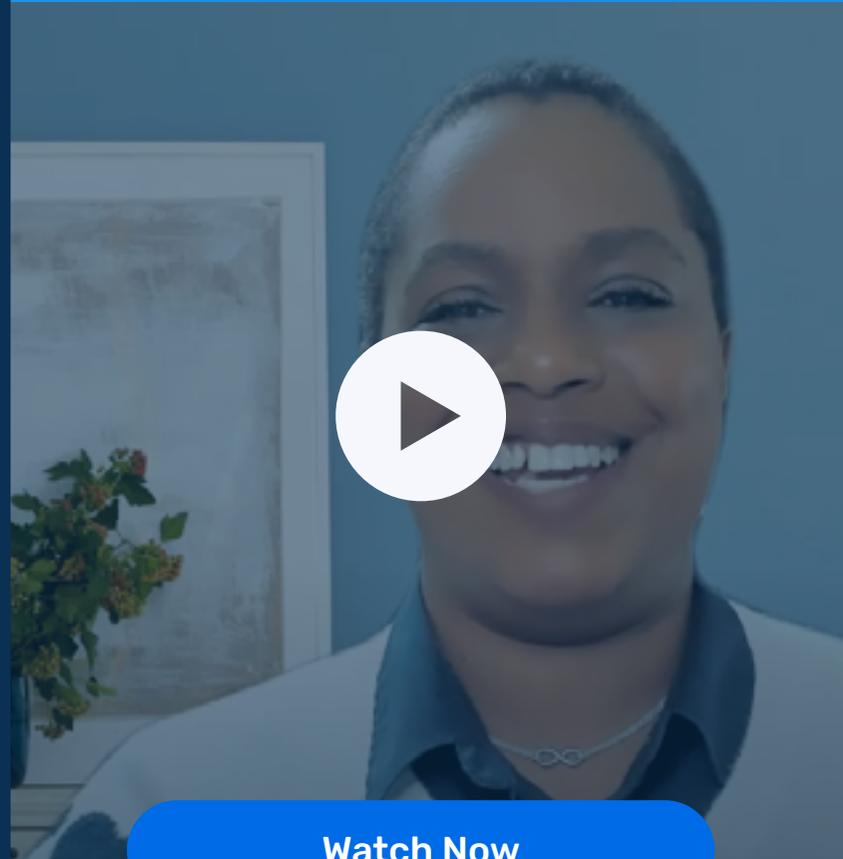
1

Understand the what, who, when, where, and why of diversity recruiting

What is diversity recruiting? Who is responsible for diversity? When should you be thinking about diversity? Where can you find candidates from underrepresented groups? Why is diversity important?

The 5 Ws of diversity recruiting—what, who, when, where, why—are important considerations in your D&I journey. Use the answers to these questions to guide your diversity recruiting efforts, decisions, and key performance indicators.

Watch this short video for insights around how to think about—and answer—these important questions.



[Watch Now](#)

2

Supercharge your diversity recruiting efforts with data

Are you struggling to source a diverse candidate pipeline? What if you knew where the most female software engineers went to college? Or where the most veterans live? Or which of your competitors have the most diverse workforces?

The right data can help you answer these questions, so you and your team can think more strategically about diversity hiring. For example, you could set realistic diversity targets, and provide valuable talent insights to hiring managers and company leaders.

Want to learn more about how a data-driven approach can help focus your diversity efforts? Watch this short video.



Watch Now

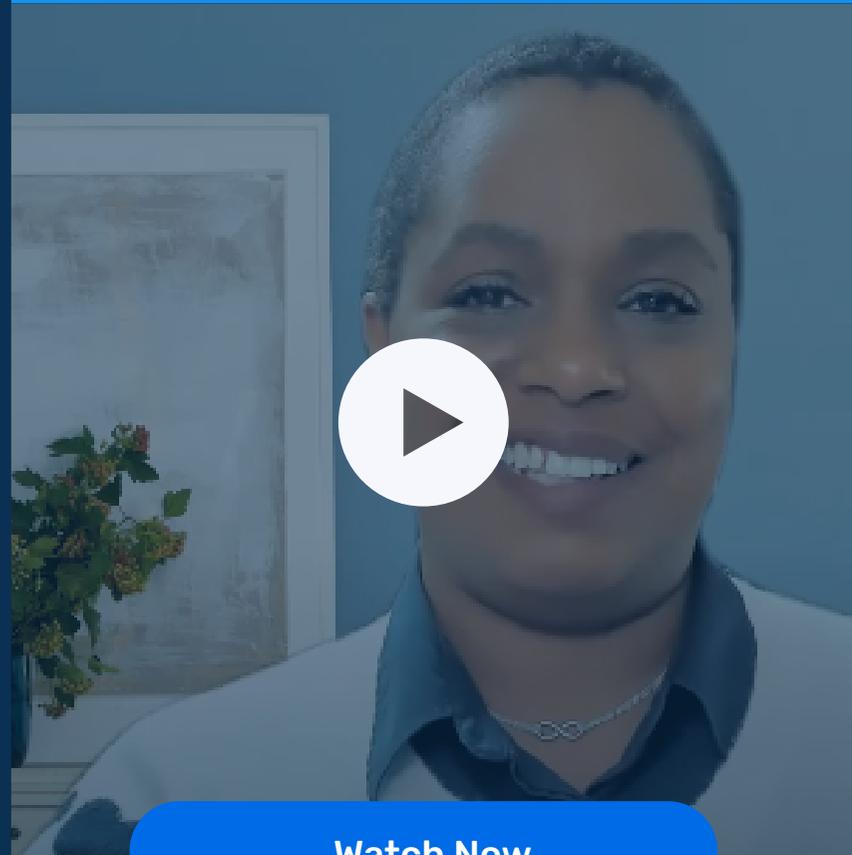
3

Be transparent; your candidates are watching

When it comes to recruiting for diversity, authenticity is key. Your candidates are evaluating your organization as much as you are evaluating them.

Show what your company culture is all about—even if you know you still have a lot of diversity and inclusion work to do. For example, share real pictures of your team and include a diversity statement on your career site. A transparent, authentic view of your company culture can help you make a strong first impression with diverse talent so they will be more open to engaging with you.

Want to learn more about how to make a great impression on diverse talent? Watch this short video.



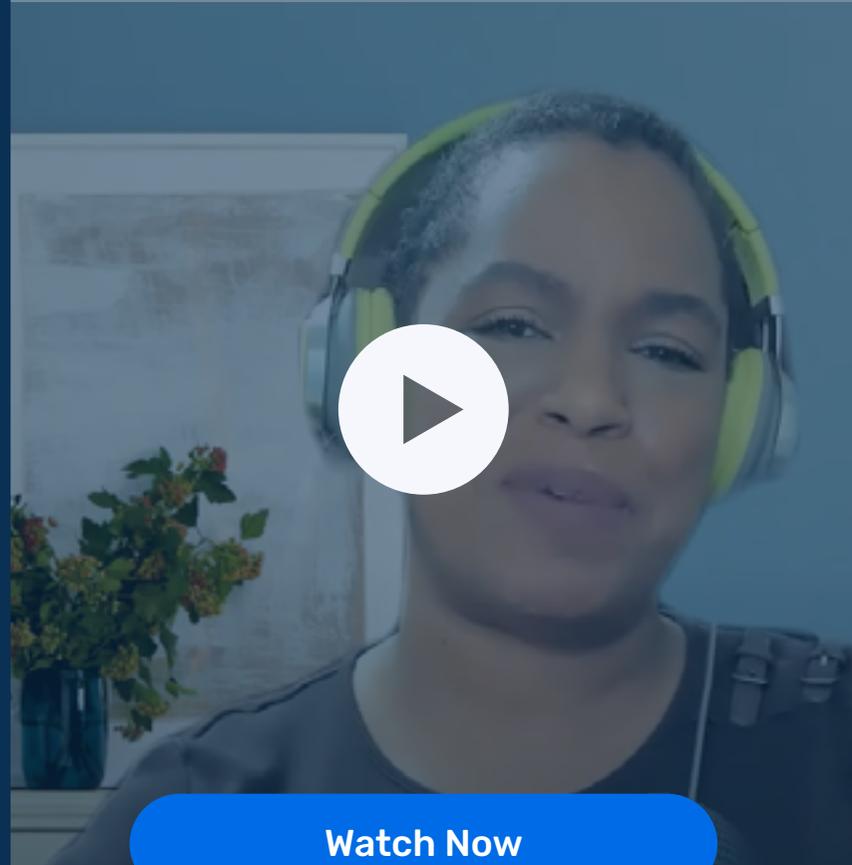
4

Attract diverse talent

Candidates from underrepresented groups may be self-selecting themselves out of your recruitment process well before you've even had an opportunity to speak with them. For example, men will usually apply for a role if they meet [60 percent](#) of the hiring criteria, while women will usually only apply if they meet 100 percent of the criteria.

Stick to must-have skills and use inclusive language in your job postings to help them appeal more to candidates from underrepresented groups. Then, make sure you have a diverse recruitment team to engage those candidates in your recruitment process.

Want to learn more about attracting the right talent to build a more diverse talent pipeline? Watch this short video.



Watch Now

5

Proactively and strategically source a diverse talent pool

A diverse slate of candidates increases the probability of hiring someone from an underrepresented or marginalized group. For example, one [study](#) found that the odds of hiring a woman was essentially zero if there was only one female finalist. When half of the finalists were women, the likelihood of hiring a woman was 50 percent. And, when there were three female finalists, the likelihood of hiring one was 67 percent.

If you don't have a diverse applicant pool, it's important that you put in the work to proactively source additional talent. And the sooner you get started, the better.



Watch Now

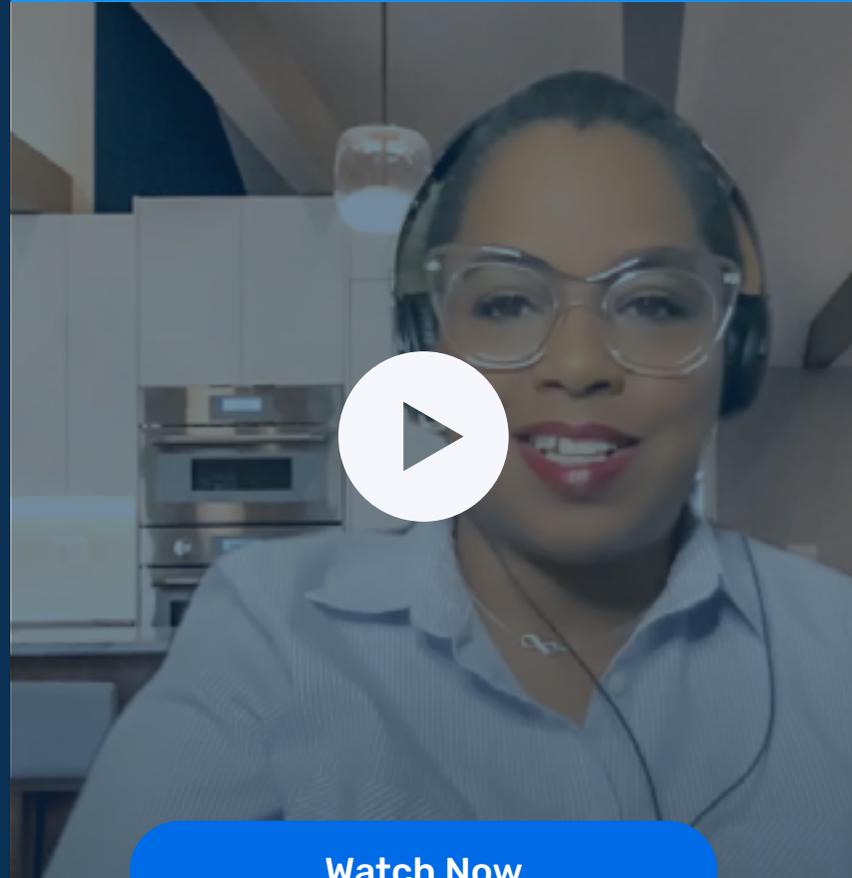
6

Put your HR Tech stack to work for diversity recruiting

Sourcing a highly qualified and diverse slate of candidates can often require more time than you're able to realistically dedicate. In fact, finding more diverse candidates to interview is cited as one of the [biggest barriers](#) to improving diversity. Modern technology can help.

With the right HR tech stack, you can quickly source, engage, and ultimately close great candidates. For instance, your applicant tracking system can organize past candidates so you can resurface them for future roles. Make your technology work for you.

Want to learn more about what kinds of HR technology will make it easier to recruit diverse candidates? Watch this short video.



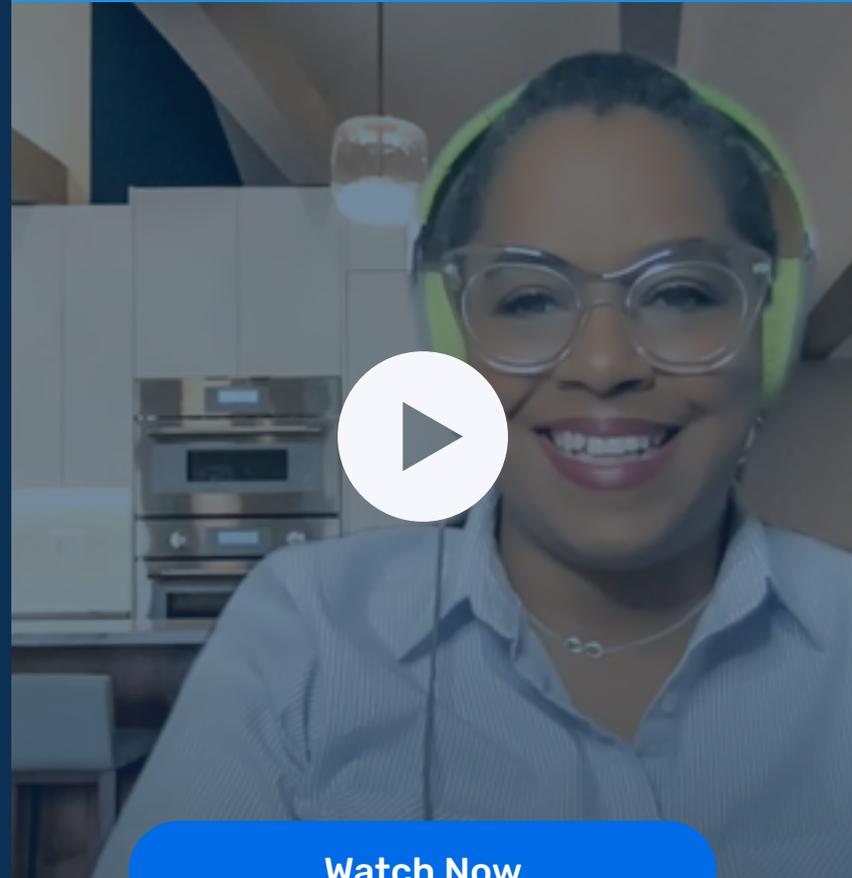
Watch Now

7

Build strong relationships with candidates

Do you struggle to build a diverse candidate pipeline, especially when hiring managers are eager to get roles filled as quickly as possible? Perhaps the right mix of candidates aren't applying. Or maybe the candidates you proactively source aren't responding. When you need to get the interview process rolling, diversity recruiting efforts can often fall by the wayside.

That's why it's so important to begin building strong relationships with your candidates well before you need to hire. Help potential candidates get to know your company by sharing a bit about your culture, the team, and your goals. This works particularly well for evergreen roles you hire for frequently.

[Watch Now](#)

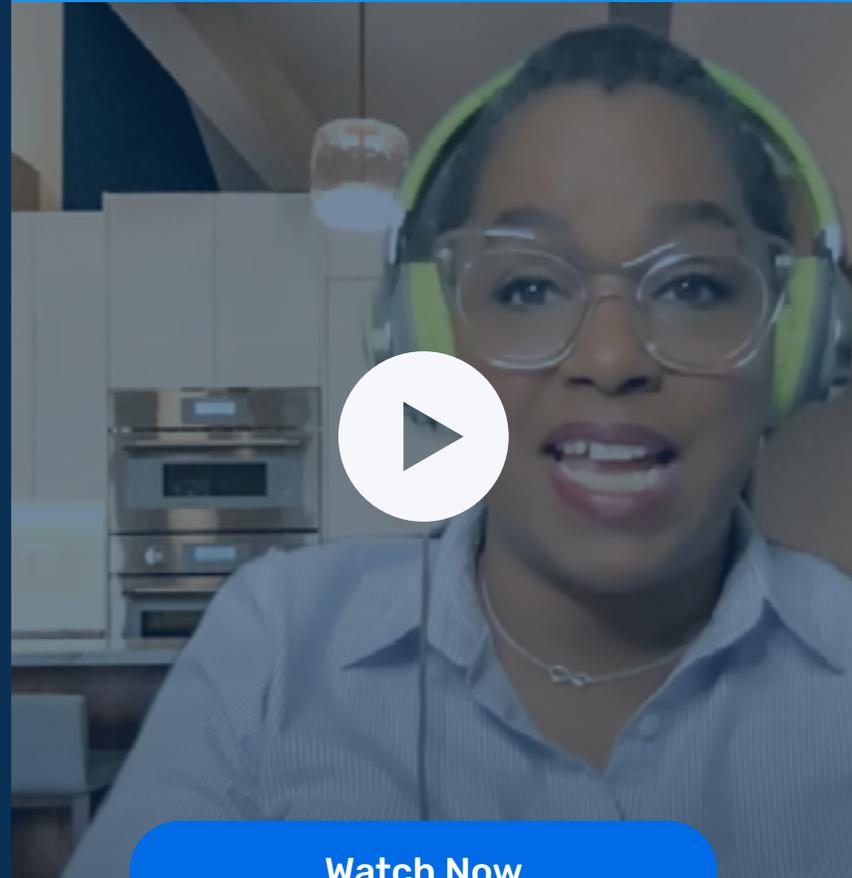
8

Don't let unconscious bias sabotage your recruiting efforts

Do you struggle to build a diverse candidate pipeline, especially when hiring managers are eager to get roles filled as quickly as possible? Perhaps the right mix of candidates aren't applying. Or maybe the candidates you proactively source aren't responding. When you need to get the interview process rolling, diversity recruiting efforts can often fall by the wayside.

That's why it's so important to begin building strong relationships with your candidates well before you need to hire. Help potential candidates get to know your company by sharing a bit about your culture, the team, and your goals. This works particularly well for evergreen roles you hire for frequently.

Want to learn more about building long-term relationships with candidates? Watch this short video.



Watch Now

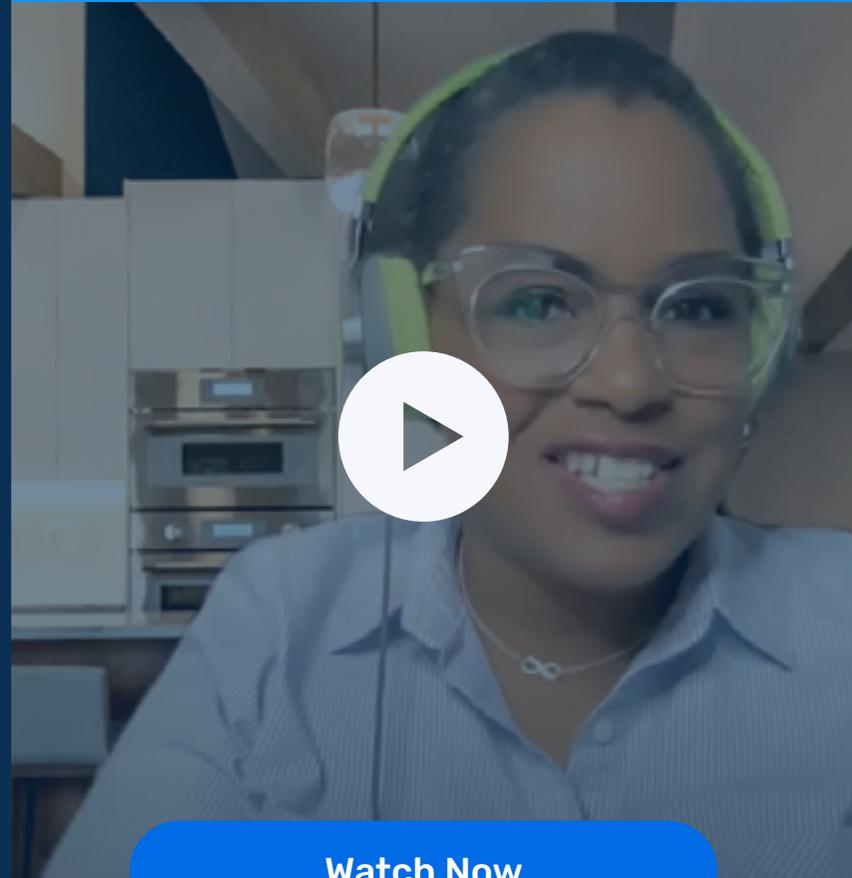
9

Engage diverse candidates like a pro

Do you have a diverse talent pool, but find that you're still not actually hiring candidates from underrepresented groups? Unconscious biases may be sabotaging your diversity recruiting efforts. If you don't get these biases under control, your other efforts will all be for naught.

There are things you can do to reduce bias—and technology that can help. For instance, you can create blind resume reviews, or build a transparent interview process that all team members can oversee.

Want to learn more ways to reduce unconscious bias? Watch this short video.



[Watch Now](#)

10

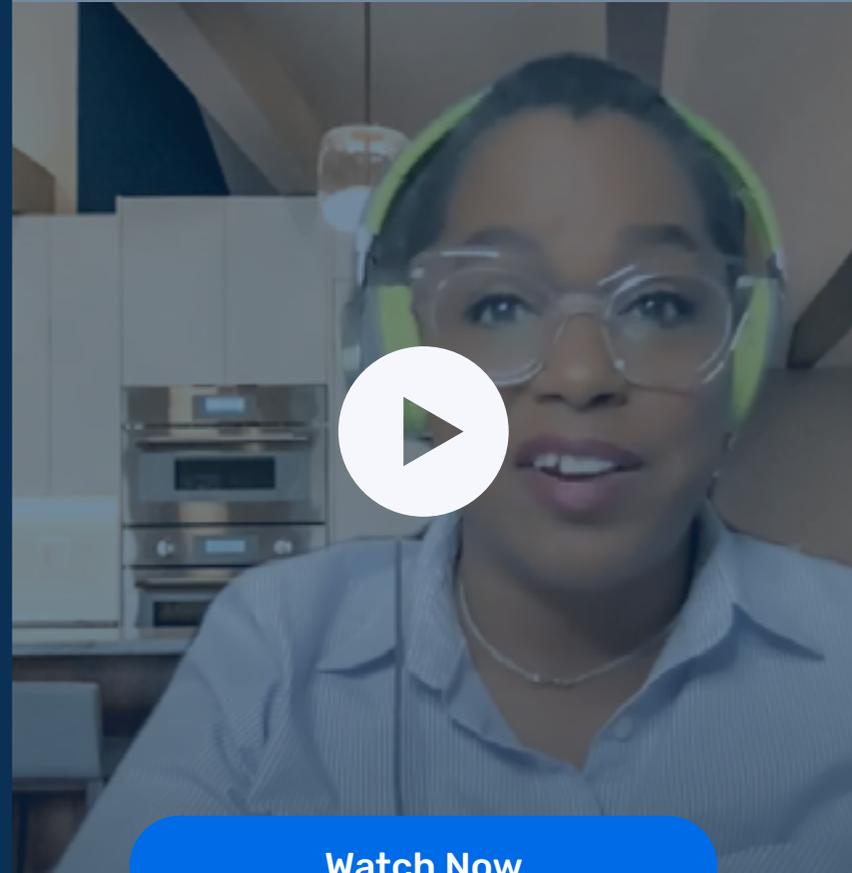
Be Sure to Measure diversity recruiting KPIs

So, you've found great talent from an underrepresented group. Now what?

Your outreach message could be the difference between an enthusiastic response and radio silence. You need to stand out, begin building a relationship, and get to know your candidate.

Optimize your talent engagement process with personalized, automated messaging. Over the course of several messages, explain to candidates who you are, why you'd like to speak with them, and what you have to offer them.

Want to learn more about increasing your candidate response so you can move more diverse, qualified talent through your recruitment process? Watch this short video.



Watch Now

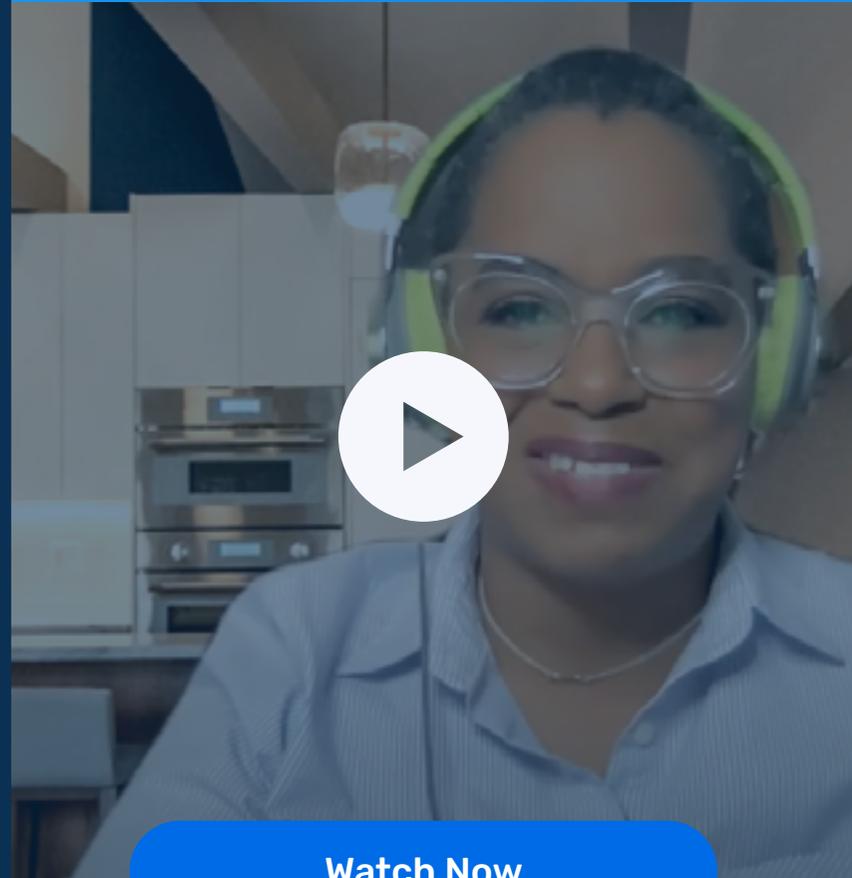
11

Iterate to maintain success with diversity recruiting

How do you know if your diversity recruiting efforts are working, and where you need to improve? For example, are you attracting a more diverse group of applicants? Have you improved on hiring women in tech, but found less success hiring from the Latinx community? Are you losing candidates at specific stages in your recruitment process? Do your employee demographics match those in your region? Are you efficiently identifying and managing bias blindspots?

These are all key performance indicators (KPIs) you can use to measure your success. Determine what matters most to you, set KPIs, and measure your progress.

Want to learn about more KPIs you can track in order to maintain success and grow in your diversity recruiting efforts? Watch this short video.



Watch Now

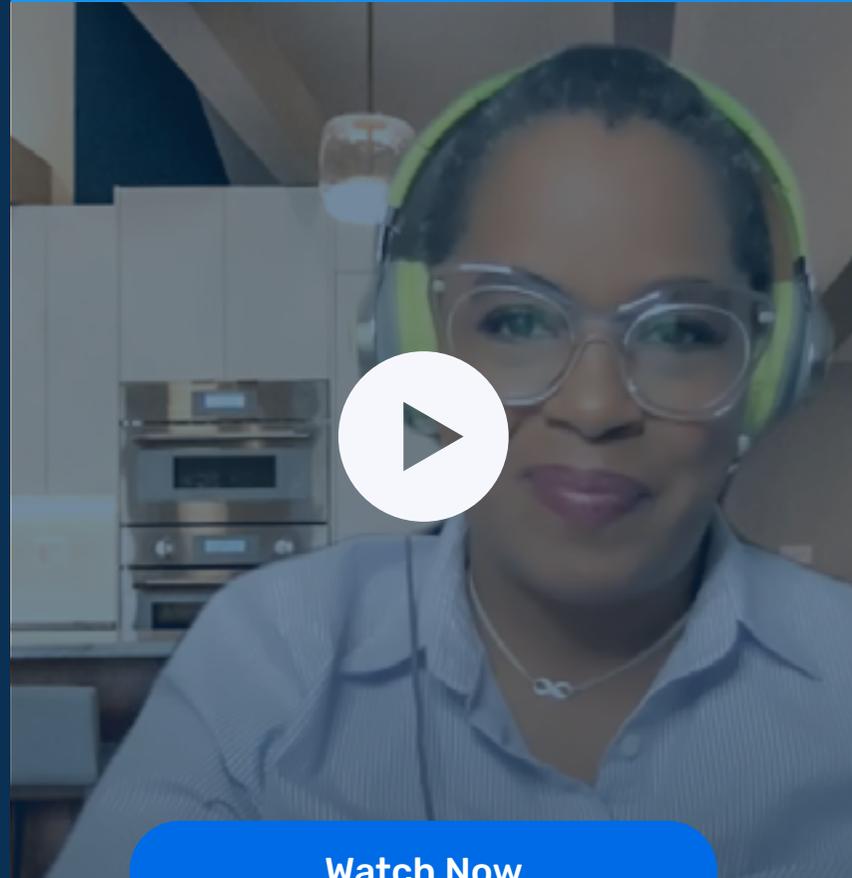
12

Make diversity recruiting your daily mantra

There's no one size fits all in diversity recruiting. What generates a diverse slate of candidates for one company, department, or group may not be successful in another. And what worked well last year, may not work well today. For example, attending a professional association group for women may be great for finding female salespeople, but not engineers. Or you may find that your best candidate source for minority hires from last year has stopped performing well this year.

It's important to continually assess your diversity recruiting processes to see what's working, what needs improvement, and what you should stop doing altogether.

Want to learn more about regularly assessing and evolving your process to ensure ongoing improvement? Watch this short video.



Watch Now

Conclusion

Implementing these diversity recruitment tips can help you identify the best talent, become a strategic advisor to your hiring managers, and achieve your diversity targets. But don't stop here. Diversity and inclusion requires an ongoing commitment to keep the momentum going long-term.

Keep a pulse on your team member's needs and your diversity KPIs to ensure they're being met. Candidate and new hire surveys can provide a wealth of information to help you improve your diversity recruiting efforts over time. KPIs can show you how far you've come, so you can stay motivated to continue making forward progress.

Each step counts, so take strides to level-up your diversity efforts every chance you see.

Be the Diversity Champion

SeekOut's Diversity Talent Analytics can help ensure you set realistic diversity targets, drive hiring manager conversations for diversity friendly job descriptions, and help hone your diversity sourcing strategy.

[Request a demo](#) and see for yourself why SeekOut is rated the #1 diversity recruiting software on the market according to G2.

[Request a Demo](#)