



Recruiting for Diversity in the Workplace

Diversity in the workplace matters, for a host of reasons. For starters –

- It has a significant impact on innovation, creativity, and engagement.
- Differing perspectives and backgrounds drive successful problem-solving.
- It has a proven influence on overall performance.
- Striving for equality in the workplace is the right thing to do.

Building a workplace that reflects the general makeup of society requires a strategic approach.

As a staffing company, you play a significant role in helping companies build a culture of diversity and equity. Your recruiting and screening practices can create a diverse pool of temp workers, as well as a shortlist of diverse candidates for interim or long-term placements.

The Foundation: Develop a keen awareness of bias, both conscious and unconscious. Deep-rooted bias poses a genuine threat to creating inclusive, equitable workforces.

- Encourage your recruiters, and all staff, to consistently review, question, and analyze their own biases and assumptions.
- Invite your staff, from leadership to those in entry-level positions, to embark on a lifelong learning journey to be culturally competent by embracing others' experiences and realities. Encourage your clients likewise.
- Ward off the instinct to become defensive by emphasizing that we all have unconscious biases, not because we are "bad people" but simply because we are people.

Now, let's move on to the strategies that will result in greater workforce diversity.

Diversity in sourcing

Examine job recruitment ads for language that appeals primarily to one demographic over another, i.e., men over women, seasoned employees over younger recruits. Seek to speak to a larger, broader audience with your job postings.

Review your "regular" sources for scoping out new employees. Because depending too heavily on those familiar, go-to sources will likely limit diversity within your talent pool. So, search for online groups or associations where you can engage with people from various backgrounds.

Take advantage of the unlimited resources available to connect with potential candidates rather than waiting for them to find you on their own.

Diversity in screening

Utilize "blind" resumes to eliminate the potential for bias by removing personal info that might trigger a bias, such as names, educational institutions, date of birth, specific locations, etc.

For greater objectivity and consistency in applying criteria across all candidates, embrace AI's technology to automate the screening of resumes and shortlisting of candidates.

Bottom line: Diversity doesn't just happen on its own. That's why it is crucial to be proactive and implement recruiting tactics to broaden the talent search. Then, pair this expanded search with a daily, intentional effort to help clients build company cultures that embrace equality and inclusivity.