Increasing Representation in A Diverse World

Your Guide to Developing a
Diversity Recruitment Strategy

JUMP RECRUITS

Introduction

Diversity and Inclusion is on the forefront of many organizational strategies going into 2022. Whether it's because of recent societal tragedies that have happened like the killings of George Floyd, Breonna Taylor, or Daunte Wright, to name just a few or because a company has recognized that in order to be successful in the future they have to resemble the society they work in demographically – it's an important topic that needs to be addressed.

Embracing a diversity philosophy where everyone feels valued, empowered and supported is the most effective way to retain employees which, in turn, become a highly useful recruiting tool as they then become brand ambassadors for the company, spreading their values to their inner circle.

Highly satisfied employees result in higher productivity and improved quality outcomes, because a diverse workforce promotes alternate perspectives that result in more creativity and innovation in the decision-making process.

Ultimately, organizations that value diversity recruitment will experience a competitive edge, not to mention increased employee retention rate, while fostering growth and reducing opportunity costs arising from turnover.

"In order to arrive at a new station in life, you have to take a different train of thought."

- Apostle H. Leonard

WHAT IS DIVERSITY RECRUITMENT

At its core, the term diversity recruitment is self-explanatory . When we speak of diversity, we look at engagements that positively impact underrepresented groups and that serve towards accurately representing their needs. Recruitment, on the other hand, speaks to an HR activity that looks to attract people to organizations with an open requirement, or profile, that fits the company's needs.

Thus, diversity recruitment is using these channels to attract candidates to an organization that are part of categorically underrepresented minorities, or that overall decrease homogeneity within an organization; be it ethnic, gender-specific, neuro-specific, differentially able, or from unconventional paths.

Why is it important to have a Diversity Recruitment Strategy?

This is a question that, in practicality, has never offered clearer answers than it has in the past couple of years, where societal events drove it to the forefront of discussion. With the deaths of Ahmaud Arbery, Breonna Taylor, and George Floyd, many companies were struck with a stark and sobering reminder of the gaps between how races are treated in the US, and pledged to act on it; and many soon afterwards realized they didn't have the resources to actually do the things that they intended to act on. Crafting a strategy allows your company to allocate resources effectively, respond quickly, and be proactive instead of reactive when these situations inevitably reoccur. It's much more powerful to speak on what you've done rather than what you plan to do.

Why do organizations fail at recruiting for diverse talent?

Undoubtedly, it partially comes with the strategic piece that we just discussed, now let's peel the onion back a few layers deeper. The first misstep many companies make is convincing themselves that they don't need a targeted diversity recruitment strategy, instead pointing to 'diversity of thought' or any number of other workarounds; they're most likely to be blind to what led to that in the first place. The second misstep is not understanding the biases not only behind practices, but behind entire systems enabling decision makers in continuing to make mistakes they didn't realize were mistakes; and the third biggest mistake (and probably where companies are stuck with the most) is thinking that it's a simple thing to do: throw some trainings here and there, add some more diversity to slates and voila, problem solved; properly done D&I brings out some quirks that are probably beyond the scope of quick fixes. This all can be boiled down to decisions, systems, and entire companies going away from, and actively avoiding, a hard look in the mirror to fix what's broken and being intentional about maintaining that change.

WHAT IS THE RESEARCH TELLING US?

Retention rate increases when your organization is more diverse

While there's little data on people that stay because of D&I, there's data on those who leave due to the lack of it. In a sample including Millennials, Zoomers and Boomers, 39% of respondents said that they would leave their current employer for a more inclusive one and 23% have already left because of it.

Allyship is more important than you think

Allyship is a recent concept within D&I that speaks to one's ability to use a privileged position to actively support and include those who are not. This is a key component to making your company more psychologically safe, a staple of Google's success, which in turn helps increase retention of diverse employees.

Individuals identifying as "People of Color" are on the rise

49% of Gen Z'ers identify as Non-White and 77% mention that D&I is a priority when considering an employer. Also two-thirds of them (including Millennials) see through 'lip service' around D&I.

People of Color being in the majority is on the rise

People of color will be a majority of the workforce by 2032, and according to that same source, starting in 2021, there will be a majority of people of color in the workforce between ages 25 to 34.

STEP 1
Gather All Stakeholders

STEP 2
Define what Diversity means to your organization.

STEP 3
Assess/Audit your current activity around diversity recruitment

Step 4
Build your Vision/Roadmap to Success

Step 5
Developing Your Strategy to Close the Gap

CREATING A DIVERSITY RECRUITMENT STRATEGY

Step 1: Gather All Stakeholders

In order to start your diversity recruitment strategy off on the right path you need to first get the right people in the room. This means ensuring that hierarchically you have the CEO and their leadership team in the room as they will be the drivers within their respective organizations.

It also means that you need to bring in employees who you deem as influential to others, as you would need those people to help drive the mission and strategy throughout the organization. Diversity Recruitment is not just a "Human Resources" initiative, it's a company initiative and everyone must participate.

Step 2: Define What Diversity Means to Your Organization

Diversity has a range of meanings which all require different approaches, therefore after you've put together your core team of stakeholders, the next step is defining as a team what "diversity" will mean to your organization. Is the focus gender/identity, ethnicity, race, physical ability or all of the above?

Whatever you collectively decide on needs to be communicated on a frequent and consistent basis.

Step 3: Assess/Audit Your Current Activity Around Diversity Recruitment

Before diving right in and implementing changes that may not be openly received by the organization - take some time to assess the current state of diversity recruitment and/or diversity & inclusion in general across your organization.

You want to confirm any assumptions you have about the current state and use the results from your assessment to make informed decisions on next steps moving forward.

Here Are Some Areas We Recommend You Focus on During Step 3

1. How do employees feel your organization is doing when it comes to diversity & inclusion and diversity recruitment overall (can be either broad or specific, based on employee feedback).
2. How are recruiters approaching the process when asked to source diverse talent?
3. How well do hiring managers pay attention to who they are hiring, and more importantly, are not hiring as there may be some unknown biases creeping up in the interview process.
4. Is there an informed diversity recruitment process already in place that may need to be added to and formalized as an actionable strategy?
5. How well is your employer brand defined and does it show up to candidates as an employer of choice for diverse candidates?

Important Questions to Ask Yourself When Getting Started

1. Who are your allies (people that can help you broadcast the message around diversity)?
2. Are there diverse people in your company that can tell you more about what their experiences have been like?
3. Where do you expect the most resistance to come from (executive leadership, management, recruiters, and/or hiring managers)?
4. What core values/business objectives can you connect with diversity and inclusion?
5. Do we understand the journey a candidate takes from initial attraction to when they are onboarding into our company and which levers at what stage can we pull to get the best results possible?

Step 4: Build Your Vision/Roadmap to Success

Once you have thoroughly assessed and audited your current state of diversity recruitment, the next step, with your stakeholders, is to build what the future should look like at your company.

This is your chance to build a roadmap that will drive the organization to the place you aspire to be. Please take note that when building your roadmap, it's imperative you understand that this is a journey with a variety of twists and turns.

It's not simply a straight path so be prepared to make changes as you progress based on the outcomes of the previous initiatives implemented.

Key Factors to Success

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Be Transparent and Honest to Talent

No one wants to be the "only" or "other" on a team; if they are or will be joining a team that isn't representative of what they are accustomed to, share this with your potential new hire.

Give the talent the choice of whether they would like to be a part of the organization by telling them the truth upfront. You will be surprised that if you are transparent and honest by telling the candidate that your organization may not be where it'd like in terms of diversity but are doing the work to turn the tide (and would like their help in doing so), that the candidate would see this as a good-faith effort and would want to be a part of the culture transformation that's happening within the company.

Communicate the Roadmap

Communicating your Diversity Recruitment (or Diversity & Inclusion) journey is a common area where companies miss the mark both internally and when communicating with new talent.

When your recruiters get on the phone with a candidate (diverse or non-diverse) and the candidate asks about your culture of inclusion you should be able to clearly communicate to them where your organization is currently at, where you all are going and what you are doing to get there-including bringing them onboard as a key contributor in helping the organization reach their inclusion goals.

Involve Senior Leadership at EVERY Step

It's one thing to have leadership buy-In, but you will have a better chance of success if you also have leadership involvement.

Whether you are setting up the programs, going to universities and conferences, or interviewing the talent, it's important to make sure that leadership is involved at every step. Not only can the leadership team see what's happening and lend support, the candidates can also see that hiring more diverse talent is so important to your organization that you have top senior leaders speaking to the candidates at every stage of the process. And when the leaders are diverse – this will also activate the self-actualization phase that Maslow spoke so much about because when the candidate can see themselves in leadership, they can see themselves reaching the highest levels of their career within your organization.

Measure Once, Measure Twice and then Measure Some More!

Understanding the success of your diversity recruitment efforts cannot happen if you do not have systems in place to measure the impact of the programs you are implementing. There may be a case when you develop a program, launch it, and then find that the program wasn't successful; here, the question is, how can you objectively show that the program was unsuccessful and then how can you use the data to conduct a post mortem or (lessons learned) assessment to improve or design an even better, stronger program?

Fully Understand Your Talent

In today's world, we as humans are faced with so much on a daily basis which means that when it comes to recruitment, it is NOT only just about the job! We, as recruiters and leaders, have to understand that when a candidate joins an organization, they are not just bringing their representative to work (i.e. the part of them that comes to work, which is different from the person they are outside of work), but in fact they are bringing their full selves.

This means that in order to connect with talent on a much deeper level, we have to answer questions that have more to do with their lives and the challenges they face every day, whether it be economic or societal. For example, putting out a letter of support when George Floyd is killed, yet not continuing to address the systemic racism that exists in our society is detrimental to any diversity recruitment strategy you are looking to create.

How Can JUMP Help You Build Your Diversity Recruitment Strategy

To hire the best diverse talent and create a more inclusive culture, you need a great strategy and even better execution. Our holistic, value-based consulting approach allows for just that – a strengthened strategy with flawless execution.

We utilize a collaborative approach to build the process together: we learn your goals, identify areas of opportunity, and develop a roadmap to clearly outline our path to successful implementation.
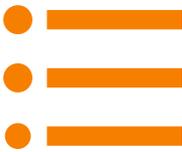
Recruitment Marketing Strategy

Developing an effective recruitment marketing strategy will not only increase your employer brand, but also drive interest to your career site, while building a strong pipeline of great talent.

Recruiter Development

Our training focuses on making sure your recruiters can lead without bias, partner with key stakeholders, and effectively combat bias in the recruitment process.

Diversity Dialogue Discussions

Developed with leaders in mind, our 3D sessions create a safe space to discuss mainstream identities across cultures, complexity of structural oppression and plan diversity & equity growth commitments.

Jump Recruits is your Diversity Recruitment and Strategy Partner. We work side-by-side with companies large and small to create more strategic, equitable and people-centered recruitment programs.

OUR STORY

Jump Recruits is a diversity-led talent program for businesses and professionals to utilize for long-term career development.

Providing a user-friendly platform to track candidates or jobs (depending on your goals), as well as video testimonials, messaging, and internal tracking; the full staffing experience is within Jump Recruits.

Beyond the staffing and recruitment platform, we deliver recruiters, consultants, and trainers to foster a more inclusive company environment.

"The way to scale diverse talent is through community building - JUMP is your community, here to build your business, your community, your culture."

- Cedric Chambers, Founder & CEO
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When you don't have a seat at the table, you build your own table. With over a decade of corporate recruitment and human resources experience, the founder and CEO of Jump Recruits, Cedric Chambers, thought just that.

Realizing the gap ethnically diverse talent faced when striving to build successful careers, Jump Recruits was born. With research that demonstrates the direct correlation between growing companies and inclusively diverse work environments, it is imperative to utilize our full service talent management platform.

Founded on the premise that the most successful companies are those that build culture, and in turn communities, JUMP provides the framework for building this from within organizations.

Because when we build your diverse workforce, we don't want to build a fence around it. We want to give you the tools to build a longer table and to have both you and your company supported for an abundant and inclusive future.

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Thank you for using this guide to help diversify your recruitment process

Try our free talent hub to access a range of diverse candidates

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