



STRATEGIES AND RECRUITMENT SOURCES FOR HR MANAGERS TO ATTRACT WOMEN AND OTHER DIVERSE TALENTS.



Diversity, Equity &
Inclusion Recruitment
Strategies.

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Most HR professionals and business leaders would agree that a more diverse workforce leads to better organizational ideas and outcomes. A more diverse applicant pool leads to improved productivity. A diverse group with members from a wide range of experiences and backgrounds will generate more creative and unique solutions to problems and new avenues for exploration. Therefore, it is not surprising that businesses worldwide are concentrating on creating a strategy for attracting a more diverse workforce.



Here are some of the **strategies and recruitment sources that HR Managers can use to attract women and other diverse applicants.**

- Check the effectiveness of previous job postings and revise them to appeal to a broader pool of applicants. Carefully consider the tone of language used and think of ways to make it more welcoming to people of all backgrounds.
- Seek out potential employees from a wide range of sources. When looking for new employees, sometimes use different methods. Hiring managers should look for ways to meet diverse candidates where they congregate. They have networking groups and associations they have created for themselves over the years. For instance, there are

many online and offline communities for women working in Business, Technology and Nursing. Instead of hoping qualified women apply to open positions through LinkedIn or Indeed, hiring managers should go to their domain and source for them. This could be a great way to find and connect with them. The more effort recruiters put into discovering these avenues, the more diverse the talent pools are likely to be.

- Unfortunately, some organizations' internship programs do not actively recruit underrepresented groups, such as international students (under visible minority groups), people with disabilities, and women. Internship and co-op opportunities should be made available to a diverse group. This is a fantastic strategy for luring young, talented professionals in the field to join the team. To do this, network with local organizations and educational institutions to learn about student involvement and networking possibilities. Communities often have their growth-development programs and joining forces with these projects can be a rewarding way to give back to the community while gaining access to fresh perspectives.

HR managers should promote and incentivize their diverse teams to refer their networks of people with similar cultures and backgrounds. For example, women in software engineering are likely to know other women in the industry.



- Recruit more people by posting ads that portray the organization as an inclusive workplace. The best way to increase diversity in the candidate pool is to cultivate an employer brand that attracts and retains employees from a wide range of backgrounds and perspectives. Educate the team on the value of diversity and how it can help the group succeed.
- HR managers and advisors should look deeply into company policies that include people of all backgrounds. Claiming to value diverse recruiting strategies and teams is easy; implementing them is another story entirely. For this reason, it is crucial for businesses to actively adopt policies that attract applicants from a wide range of backgrounds. Prospective employees will likely investigate the organization's values, mission, and policies. What are your business policies implying? It may be time to reevaluate vacation and scheduling policies to accommodate more religious celebrations, for instance.

- One other strategy of recruitment HR Managers can use to attract women, and other diverse applicants are to improve their candidate screening process. Think about increasing diversity. HR managers can adopt blind resumes to eliminate prejudice from the screening process. Recruiters are increasingly using blind resumes to eliminate bias from the screening process. Recruiters can black out any identifying details on resumes. Names, locations, and other identifying information can all unintentionally contribute to a biased evaluation of the candidate.
- Conduct anonymous interviews. Distribute text-based interview questions to potential hires via text message or other preferred methods of candidate acquisition. Ask the candidates to answer questions without revealing any identifying information. The aim is to keep personal preferences private.
- Make use of artificial intelligence to evaluate applications. Using an ATS equipped with AI can help eliminate bias from the resume screening process. Let the AI technology examine the resumes of potential candidates based on the criteria the organization have set up in advance.
- I encourage HR managers to develop programs focused on developing underrepresented talent groups already employed to achieve their career potential. These programs can last weeks to months to help strengthen skills and open the way for career development and promotions. Since good news feels good to be shared, such an already flourishing initiative makes your organization attractive to the best talents when shared publicly.
- Now more than ever, it's crucial for HR processes to incorporate new and original ideas. Human resources managers and their teams should develop and implement targeted outreach initiatives to attract and retain qualified applicants from underrepresented groups. Issues like linguistic proficiency, professional advancement, and skill enhancement should all be central to the action.

Now I have the strategies, how do I take immediate action? You can start by:

- Establishing diversity targets that are both measurable and attainable.
- Revise policies so that the compensation practices are more equitable.

- Make sure your pool always comprises diverse talents, do not restrict yourself, your team, or your organization by selecting only specific candidates; instead, open your mind to all with the skills required.
- Eliminate barriers that will prevent you from being DEI conscious
- Integrate Diversity, Equity, and Inclusion (DEI) initiatives into your company's onboarding and retention processes.

Sources

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