

INCREASE DEI IN EMPLOYEE ATTRACTION

Organizations will only have diverse candidate pools if they make proactive efforts to recruit individuals from diverse backgrounds.



Here are 5 tips:

- 1 Review Recruitment Tools and Strategies**
Review current recruitment strategies. Then, ask these two questions: 1) Will these strategies be attractive to job candidates from a variety of backgrounds? 2) Are they biased in any way and can they be altered to reduce such biases?
- 2 Strategically Locate Recruitment**
Be proactive in *where* your organization recruits. Place advertisements in outlets, locations, and social networks where they will be seen by people from a variety of backgrounds.
- 3 Project Authentic DEI Optics**
Organizations that depict diversity attract those who are diverse without harming those who are not. However, it is critical to ensure organizational materials reflect the company's reality.
- 4 Explicitly and Implicitly Communicate about Diversity Commitment**
The words that organizations use in describing their employees, DEI strategies, and jobs themselves can be important in the attraction phase of talent management. Remove or replace word choices that have biased language; the impact of subtle words can influence the applicant pool.
- 5 Use Supportive Policies to Attract Workers**
Implement and advertise policies that appeal to a variety of people. Such policies can be those that are primarily helpful to a particular group of individuals (i.e. child care subsidies, family-friendly policies, options to work remotely, specialized equipment for people with disabilities). These make a difference to those who need them.