THE DIVERSITY HIRING GUIDE

Hiring for diversity doesn't happen by accident. Research shows that left to their own devices, most managers will simply replicate their current workforce.

That's where **The Diversity Hiring Guide** comes in. This series of steps has worked for us and the companies we work with.

01 JOB POSTS - WHAT DO THEY SAY ABOUT YOUR COMPANY?

Job posts are your first chance to make a positive impression. We'll review how to build a genuine and effective diversity statement, as well as tools to help you avoid exclusionary language.

02 INTERVIEW BEST PRACTICES - WHO, WHAT, WHY

The interview is likely your only opportunity to have an extended interaction with your future employee before they (hopefully!) accept an offer. Are you making it easy for them to see themselves as part of your team and company?

03 THE VALUE OF CREATING A CULTURE OF INCLUSION

Hiring is one thing - creating a culture that supports your new hires is a whole other. Without this step, even the best-laid diversity plans are destined to fail.

01 Audit Your Job Posts

CREATE AN ORIGINAL DIVERSITY STATEMENT

It doesn't need to be complex, but it does need to be unique to your company. Retire the old 'we are an equal opportunity employer…' adage and replace it with something short and genuine. This is what's worked for us:

"*We actively support and promote people of various backgrounds, from race, religion and gender to geographical area, university, lifestyle and personality type. Proven Recruiting is minority-owned, majority women, and is a strong advocate for diversity and inclusion in the broader community.*"

Once you've come up with this 1-2 sentence statement, append it to all job posts and feature it prominently on your website. It won't only attract more diverse applicants, but it'll motivate them to choose your company over similar offers.

CHOOSE YOUR WORDS WISELY

While a diversity statement is a good place to start, the words you use *throughout* the post will subconsciously motivate some people to hit 'apply' – and others to click 'next.'

Bias can creep into our lexicon without our knowledge, inserting itself in our choice of words or expressions. Words you might consider neutral can have a very different meaning to people of different races, genders, religions, political views, sexual orientations, etc. A good way to check your post is to run it through the **Job Post Gender Decoder** - read what we have to say about it and how it works *here*.

![Proven Recruiting logo]

Interview Best Practices

The interview is the key to communicating your company's values

INTERVIEW AT LEAST TWO DIVERSE CANDIDATES FOR EVERY ROLE

Harvard Business Review says **the likelihood of hiring a diverse person is statistically zero if the person is the only diverse applicant in your candidate pool.** Given the opportunity to interview multiple diverse people, your hiring panel is much more likely to select a diverse person as their final choice.

As always, this strategy only works if all interviewees are qualified for the role. If you are pushing diverse candidates through the process, only to have them feel demoralized and eventually fail on the job, then you are doing more harm than good to your diversity efforts.

DIVERSIFY YOUR HIRING PANEL

Your hiring panel will likely consist of the direct manager and coworkers, which leaves you somewhat limited in your choice of representatives. Yet it is incumbent upon you to **include as many diverse people as possible,** even if that means including people who will not be directly working with the future employee. Here's why:

- A diverse panel will be able to better understand and evaluate a variety of candidates from different backgrounds
- A diverse panel will signal to job seekers that they have opportunities for growth in your company

03 Foster A Culture Of Diversity & Inclusion

The story doesn't end with hiring. It's a cycle – hiring diverse people creates the foundation for a culture of diversity & inclusion. You should then build upon this foundation in your active inclusion efforts, which in turn attracts more diverse people!

Some things that have worked for us in making our employees feel satisfied, included, and recognized at work are:
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- **Cultural and religious celebrations** led by people of that culture/faith (ex: celebrating Hispanic Heritage Month, Rosh Hashanah, Eid al-Fitr, etc.)
- **Sharing resources (leaflets, website blurbs, articles, instruction manuals) in multiple languages** to increase accessibility
- **Publicizing the languages spoken by workers** so that people are empowered to contact us in their native tongue
- **Offering D&I lunch and learns** explaining various cultural traditions

As part of our outreach, Proven Recruiting organizes regular Diversity events where community members can share best practices, learn from others, and help advance real change. If you'd like more information on attending our next event – or hosting such an event at your own office – *please get in touch.*