

Foundation / Culture

- Add a DEI section or statement to your website and any other web presence you have (LinkedIn company page, Glassdoor company page, etc.). Candidates will often research companies before they apply or respond to your outreach.
- Add a custom DEI statement to your job postings, welcoming candidates to apply.
- Partner with a diversity consultant to see where your team can continue to develop. We use [Visceral Change](#) at Creative Alignments and have really valued our relationship with them.
- Conduct training around DEI with your existing team (a few ideas: unconscious bias, inclusion or interview training)
- Talk about DEI with your employee base and have commitment from your leadership team. Consider adding DEI as a company value.
- Consider forming a DEI committee at your company to address certain initiatives.
- Be honest and transparent - it's okay to acknowledge that you're still working on DEI within your organization. You don't have to be perfect and it takes time.
- As a hiring manager, share relevant posts about DEI or about what your company is doing around DEI on your personal LinkedIn page. Candidates will often look at hiring managers' LinkedIn pages when they are considering opportunities.

Job Requirements & Job postings

- Differentiate between "must-haves" vs. "nice to have" on your job posting and only keep the "must have" in the requirements. Studies show that many diverse candidates will not apply unless they meet all of the requirements for the position.
 - Add "a plus" or "nice to have" next to anything on your job posting that is not required or can be learned.
- A few areas to consider removing or changing:
 - Years of experience -- do you need 10 years or can you hire someone with 5 and train them?
 - Education requirements -- is a bachelor's degree truly required to perform the job or can you accept relevant work experience?
 - Specific tools and system experience -- can any of those be learned / trained?
- Run your job postings through a gender decoder tool like [this one](#) to see if there are words you can replace to make the posting more open/inclusive.

Searching for Diverse Candidates

- Post on diverse job boards
- Search on associations and organizations (i.e. if you're searching for female Engineering Directors, search on associations like NCWIT or Women in Tech)
 - Check if these associations/organizations have job boards you can post on.
- Look for Slack channels & Meetup groups specific to the individuals you are targeting
- Target candidates from Historically Black Colleges and Universities
 - Check to see if there is a HBCU near your location and see if they have a job board for alumni that you can post on
 - If possible, create an employer account on Handshake, which is the platform many universities and colleges use for posting jobs
- Invest in recruiting / sourcing tools, if your budget allows
 - Blind resume tools - these tools remove personal information like names & locations to make the process less biased.
 - Seekout - has the ability to search for candidates based on things like gender, certain demographics, veteran status
 - LinkedIn Recruiter seat - If you have the option to use this feature, you can run various searches there like searching on diverse fraternities & sororities, HBCUs, diverse associations & organizations.
 - Joonko - I have not used this personally, but this tool brings diverse candidates to you and works with your ATS
 - Indeed - this platform may draw a different mix of candidates who may not use LinkedIn. You can purchase job postings for this site.
- Regular LinkedIn account - you can still search for and send a certain amount of messages / connection requests through your regular LinkedIn account. Be thoughtful about your messages you send along with your connection request.
- Recruiting partners - If you're using internal or external recruiting partners, make sure they are aligned for your DEI goals and care about diversity.

Interview Process & Communication

- Create a diverse interview panel - this might make diverse candidates feel more comfortable and may give them an idea of what the diversity is like at your company.
- Train your interview team so they understand the process, are consistent with all candidates and are aware of topics to avoid during interviews.

- Have a consistent interview process for all candidates. Make sure interviewers ask the same questions of every candidate. You can't compare candidates "apples to apples" if you ask them different questions.
- Keep interview debriefs consistent and specific to the requirements of the job. Avoid talking about "gut feelings".
- Keep a strong line of communication with candidates from the very first conversation all the way through onboarding. Keeping candidates informed and interested makes them feel valued and respected. You are selling your company as much as candidates are selling their skills.
- Keep the interview process streamlined so that you don't lose candidates to other opportunities. It's a competitive market out there!

Compensation & Offer

- Conduct research about market compensation for the role you are seeking ahead of time. Sites like [salary.com](https://www.salary.com) or Glassdoor sometimes offer free compensation data. You can also pay to have a custom report done (we offer that at [Creative Alignments](https://www.creativealignments.com)). Offer a fair compensation amount even if a candidate's expectations are lower. Data shows that diverse individuals may have experienced pay inequality and may have lower compensation than others performing the same work. You have the ability to correct those pay issues and prevent pay equity issues within your organization.
- Studies show that diverse individuals are less likely to negotiate compensation in offers, so be consistent with how you handle these situations.

Please contact Pam at pam.mccoy@creativealignments.com with any questions.