

DIVERSITY, EQUITY & INCLUSION FACT SHEET



When people of different backgrounds with different experiences come together, they drive innovation both in the workplace and the world at-large. There is substantial research to show that diversity brings many advantages to the workplace: increased profitability and creativity, greater productivity and better problem-solving, among others. Employees with diverse backgrounds also bring their own perspectives, ideas and experiences, helping to create organizations that are resilient and effective, and which outperform organisations that do not invest in diversity.

However, in order to reap the benefits of diversity and inclusion, employers need to ensure that both their recruitment marketing activity and their assessment activity are suitable.

This means ensuring that both elements work hard and effectively to encourage appropriately qualified candidates from underrepresented groups to believe that their perspectives will be welcomed. This really matters, because research shows that harder-to-reach audiences actively look for evidence of organizational commitment to diversity and inclusion when considering career moves.

It's also about enabling potential employees from underrepresented groups to perform at their best during the candidate journey, ensuring that the process is as free from bias as possible, and that diversity is retained through the different stages.



BENEFITS

Organizations pursuing diversity and inclusion strategies win on a number of fronts. Those investing in diversity and inclusion tend to have better quality decision-making, in part because diversity brings multiple perspectives to bear on problems, thereby boosting the odds of more creative solutions.

Research indicates very specific benefits:

- Companies with more than 30% female executives are more likely to outperform companies where the percentage ranged from 10-30%.
- Top quartile companies for ethnic and cultural diversity outperformed those in the fourth quartile by 36% in profitability.
- Cognitive diversity can enhance team innovation by up to 20%.
- In the U.S., research suggests the economy could unlock an additional \$12T in GDP if the gender gap was narrowed by 2025—and \$2B in potential revenue.

Yet:

- Research conducted with experienced professionals from underrepresented groups suggests that 54% of respondents actively look for evidence of commitment to diversity and inclusion while assessing potential new employers.
- 62% of those respondents found it hard or extremely hard to find that evidence.

“To be engaged at work, employees must feel included and valued as members of the team.”

FOR MORE INFORMATION, CONTACT US

To find out more, speak to your Client Manager or contact Lee Griffiths, Head of Talent Advisory Global Center of Excellence at TalentAdvisoryCoE@peoplescout.co.uk

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PEOPLESCOUT'S DE&I MATURITY INDEX

PeopleScout has its own proprietary model for working with clients to address their DE&I challenges. It's called the DE&I Maturity Index and is designed to help organizations understand how mature (sophisticated and developed) their approach to attracting and recruiting potential candidates from underrepresented groups is. It is comprised of three audits—one focused on employer brand communications, a second focused on accessibility and a third focused on assessment. They enable us to assess on a four-point sliding scale how organizations are performing against DE&I goals.

After conducting the audits, we plot an organization on the Index and make actionable recommendations for how it can improve. The audits can be purchased individually, or together, to provide a more holistic picture.



THE DE&I MATURITY INDEX – EMPLOYER BRAND COMMUNICATIONS

This auditing tool assesses the quality of an organization's employer brand communications across the candidate lifecycle. Once the audit is complete, we plot the organization on a communications version of the Maturity Index and provide practical recommendations for communicating more effectively.

We will audit the key attraction channels including: careers/recruitment site; social media platforms; up to four job descriptions and their equivalent job advertisements and a selection of communications sent to candidates during the application process. We then score each channel for effectiveness. To ensure this is done fairly and consistently, auditors work with a specially developed scoring guide. Once the auditing process is complete, a final overall score is calculated and the organization is plotted on the Maturity Index. This will allow the organization to see where on the four point sliding scale its attraction communication sits, and get an indication of where it can make improvements.



DE&I MATURITY INDEX – ACCESSIBILITY

This audit judges how accessible an organization's recruitment-related content is for potential candidates reliant on touch or with visual or hearing impairments. This work focuses on a review of the careers or recruitment site only, which results in a set of specific recommendations for making an organization's content more easily available to potential candidates with a physical disability.



DE&I MATURITY INDEX – ASSESSMENT

This auditing tool evaluates how far an organization's recruitment processes and practices support (or do not support) inclusive recruitment, and what the implications are for their ability to hire from underrepresented groups. Once finished, the results are plotted on an assessment version of the Maturity Index, and organizations receive a set of recommendations around how to mitigate against bias in the process. When auditing, we're looking at two areas: the stages of the process and the assessment methods used alongside candidate journey data.