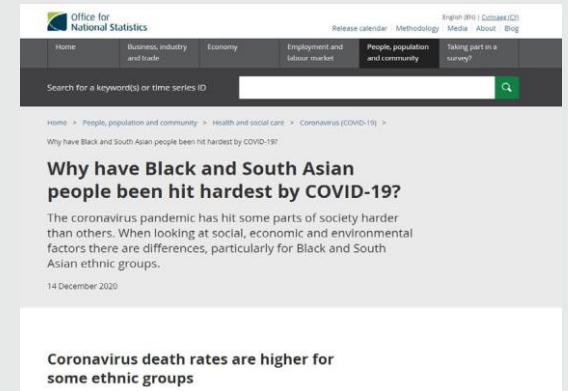


HOW DOES YOUR CANDIDATE EXPERIENCE IMPACT THE DIVERSITY OF YOUR ORGANISATION?



EDI conversations are becoming more inclusive. Why now?



Employers are becoming more focused on EDI in the context of social justice as well as organisational performance

And they have to mean what they say – that includes our own business

tmp.worldwide

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☆ 'Purpose' and 'Passion' – the new 'must haves' for EVPs in a 'woke' world

June 29, 2020

Paula Simmons

Question for you: When last did you check your EVP; your organisation's value proposition as an employer? What does it say to your external and future workforce about what the organisation stands for? Does it offer challenge, variety, opportunity, support, work someone proud to do elsewhere? Does it speak to impact and the chance to make your own path? Great – I'd like to think that if your employer believes in promises these things it speaks the truth (especially if I've had a job helping you identify these themes and, more importantly, articulating what they mean in the context of your own organisation).

The thing is, what's becoming clear is that it's no longer going to be enough to look at life through this somewhat inward-looking lens. To me that EVPs are going to have to, by default, start expressing what their owners stand for in wider society – and, more than that, start evidencing what they're doing about it.

recruitment
employer branding
employer brand
hr
coronavirus
covid 19
diversity
diversity and inclusion
inclusion
evp
blm
black lives matter
racial inequality
pipeline
workplace culture
candidate experience
employee experience

EVPs are going to have to, by default, start expressing what their owners stand for in wider society – and, more than that, start evidencing what they're doing about it.

trueblue
THE PEOPLE COMPANY

Patrick Beharelle
CEO

Team,

I am pleased to share that Anthony Brew has joined TrueBlue as our Vice President of Diversity, Equity & Inclusion. Anthony will report to me as a member of the TrueBlue leadership team.

Anthony was selected for this newly created position after a thoughtful internal and external search process. He joins us with extensive domain expertise, most recently serving as Head of Diversity, Equity, and Inclusion at Sovereign Security in Philadelphia, where he is currently based.

Although we've made tremendous progress at TrueBlue over the last several years, we still have more work to do. In this new role, Anthony will partner with me along with Andrea Brogger and our entire TrueBlue leadership team to develop strategies and initiatives across the enterprise that encourage diversity, equity and inclusion. Anthony will also lead our D&I Council.

During a week in which we honor the legacy of the Rev. Dr. Martin Luther King Jr. and will see Kamala Harris sworn in as the first woman and woman of color to serve as vice president of the United States, it is fitting that we take this important next step in our journey to ensure that TrueBlue is a place where all people can advance and thrive. While progress takes time, we are making important strides and will continue to focus on building a truly inclusive culture.

Please join me in welcoming Anthony to TrueBlue!

Patrick

Cognitive diversity can enhance team innovation by up to 20%

Deloitte

Top quartile companies for ethnic and cultural diversity outperformed those in the fourth quartile by 36% in profitability.

McKinsey

67% of job seekers consider workplace diversity an important factor when considering employment opportunities

Glassdoor

Companies in the top quartile for gender-diverse executive suites were 15% more likely to generate above-average profitability compared to the bottom quartile of companies whose executive teams were predominantly white and male.

McKinsey

The challenges clients are facing

Some of the conversations we're having

Location of
underrepresented
groups

- Where is diversity
- Size of the qualified talent pool

How
underrepresented
groups view them

- Brand awareness
- Brand perception

Attracting diversity

- Messaging that speaks to belonging
- Channel planning/engagement

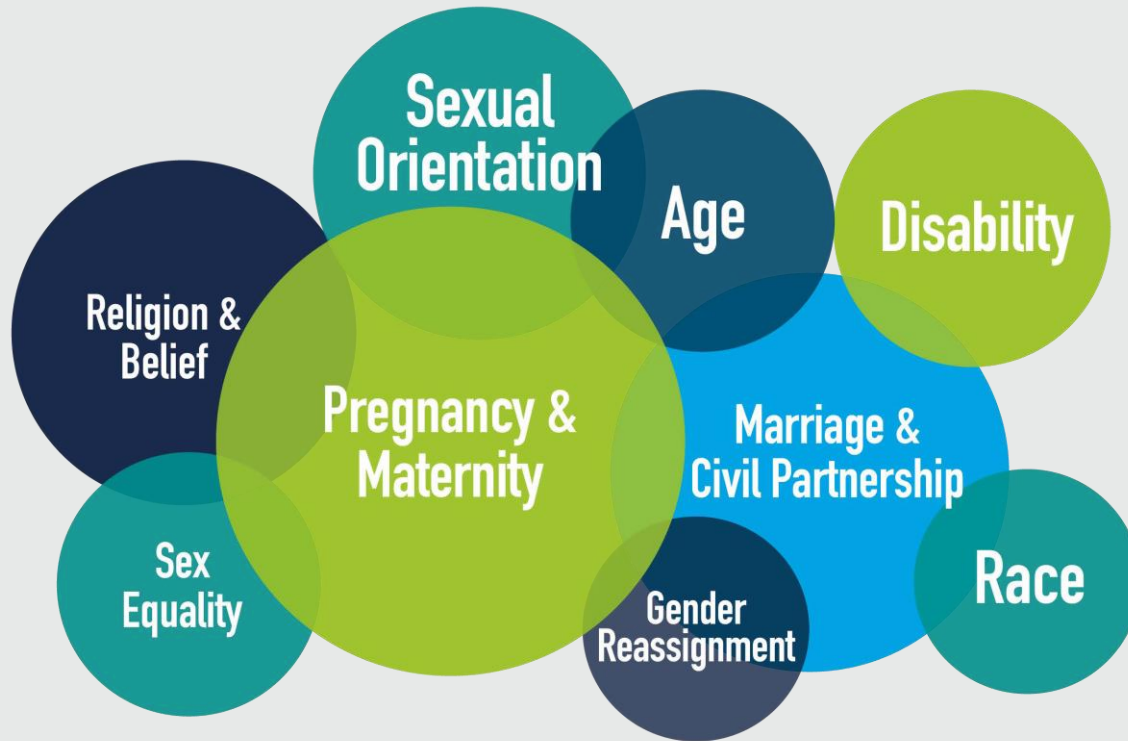
Retaining diversity
in the pipeline

- Candidate journey
- Process
- People

How to nurture/
generate
underrepresented
talent where it
doesn't yet exist

- Numbers aren't sufficient
- Numbers aren't at the right level

We're no longer just talking about the traditional protected characteristics

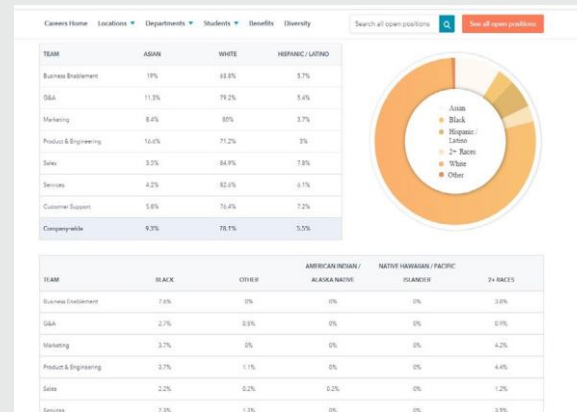
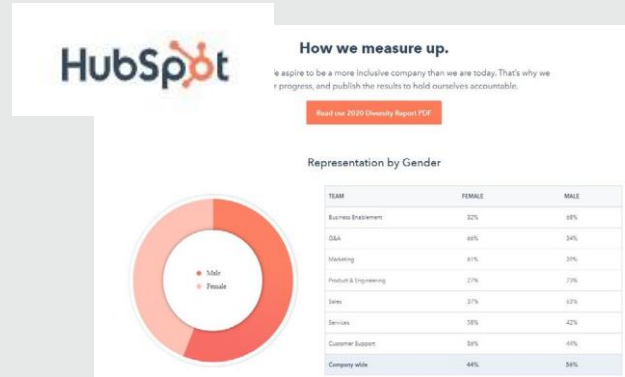
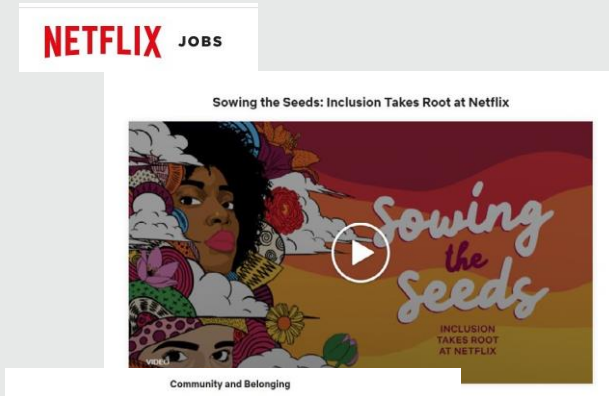


Neurodiversity

People from lower socio-economic backgrounds

How organisations are responding

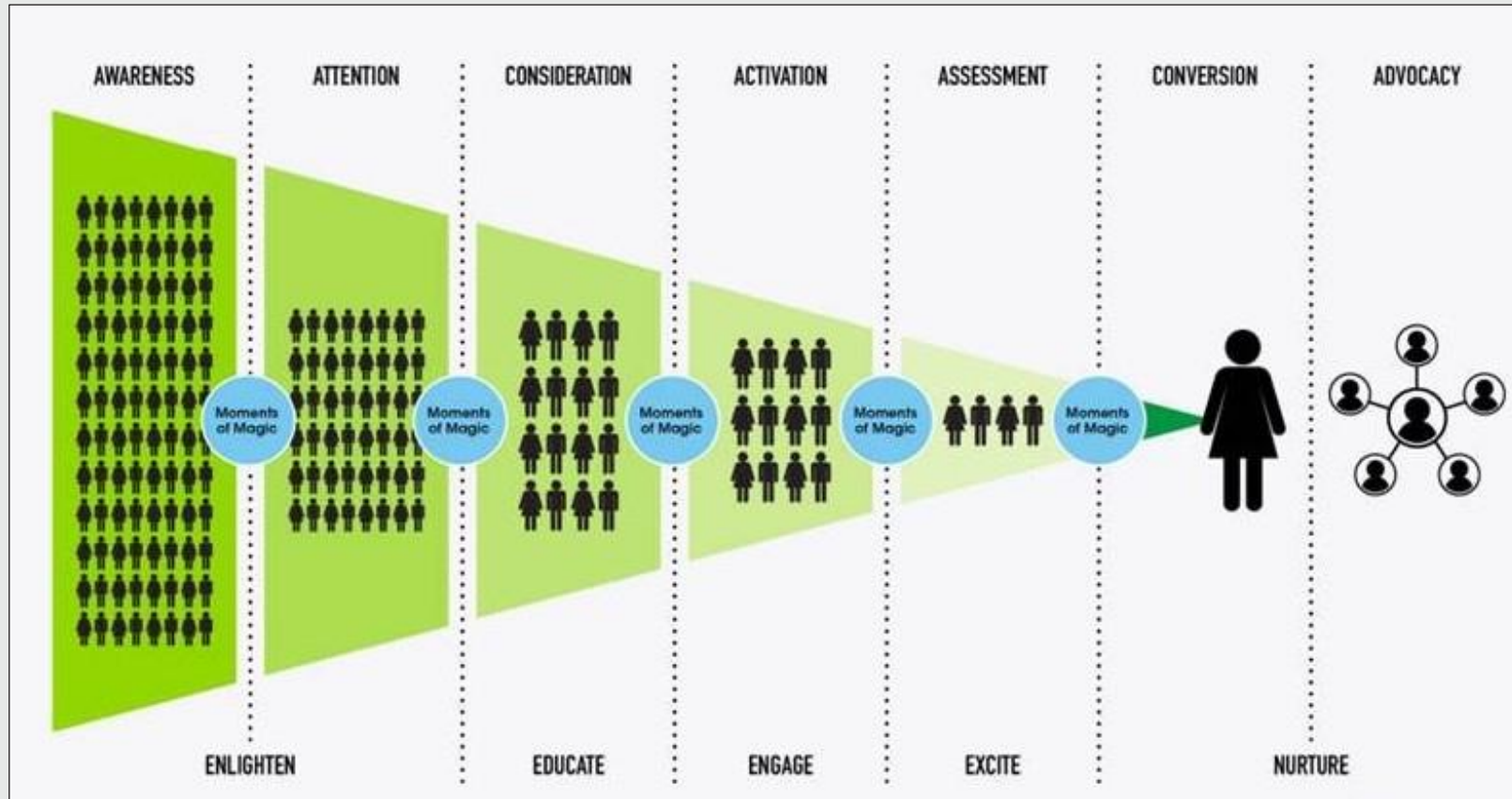
Strategies, transparency, story-telling, ambition



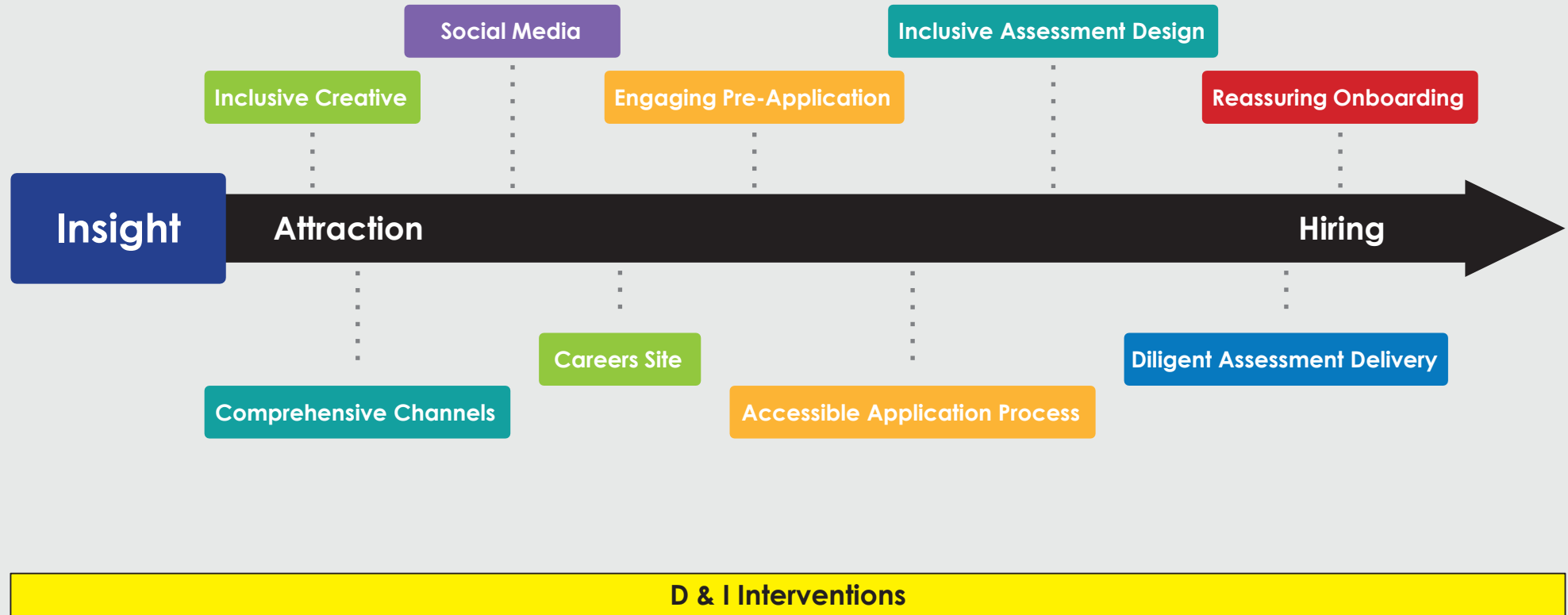
What is damaging your candidate experience?

- Why don't you currently have a diverse workforce?
- Is there an imbalance across all protected characteristics?
- Is the challenge universal across the whole organisation?
- Are you not attracting the right candidates?
- Is your organisation showcased at every step in the right way?
- Where is the candidate experience falling down?
- When did you last test your assessment for bias?
- Have you audited your current process?

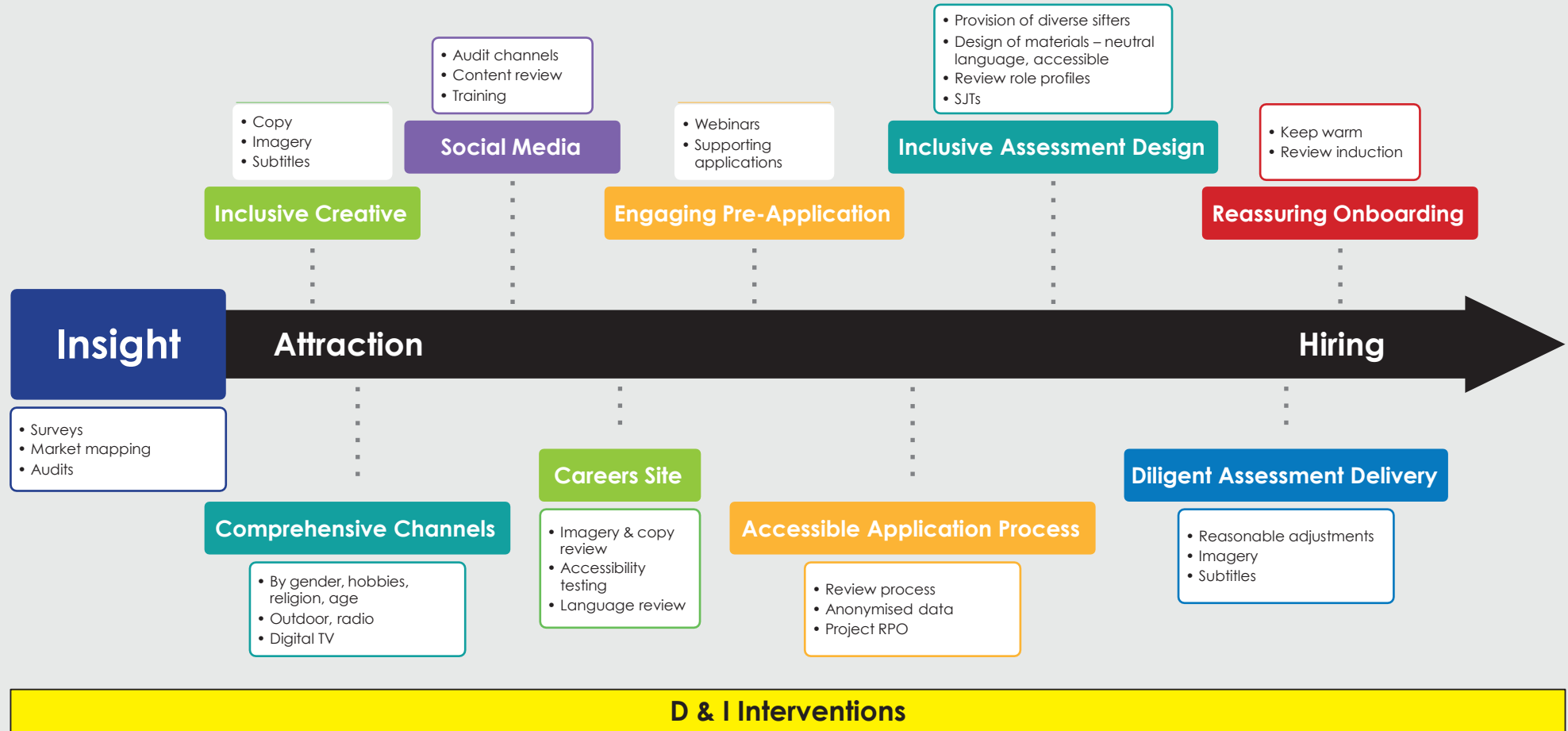
Is Your Candidate Experience Accessible?



It's not just about Advertising



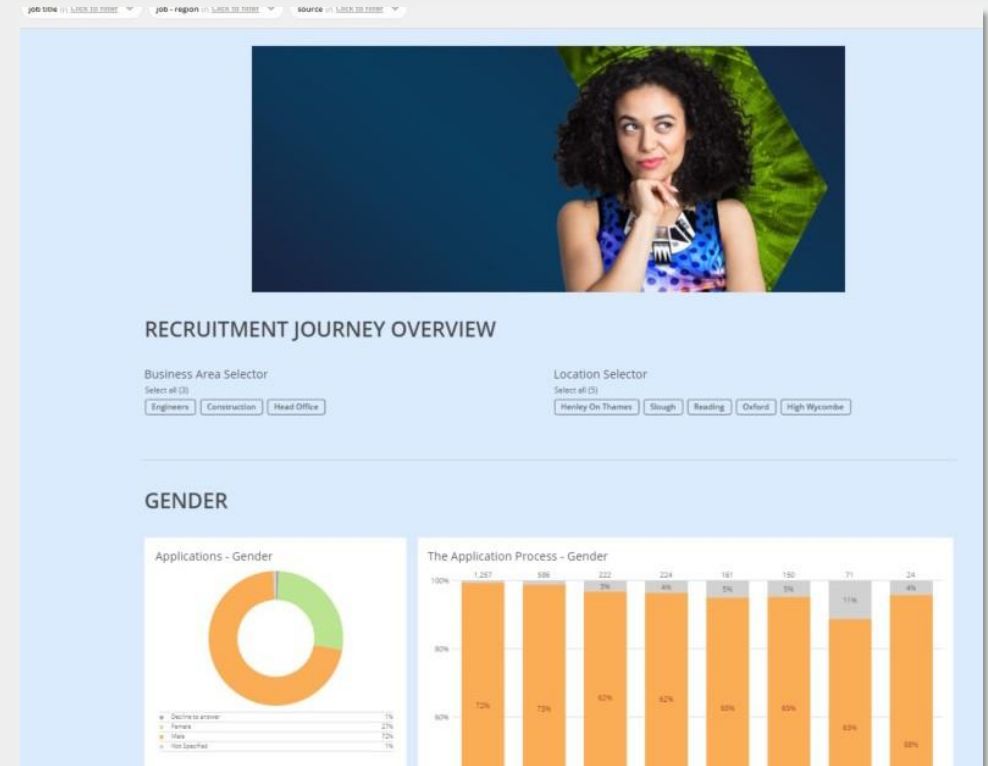
Interventions



DATA ANALYSIS – Diversity Benchmarking Tool

Do you know if people drop out through the process?

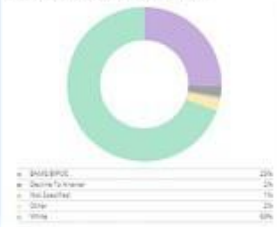
- Enables you to make an informed approach to your organisation's unique diversity challenges.
- It brings your candidate diversity data to life, helping you identify any trends and patterns that occur through the candidate journey.
- The bespoke dashboards can provide insights for key business areas, locations and vacancies.



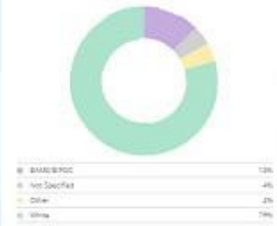
Spotlight Dashboard Demo

ETHNICITY

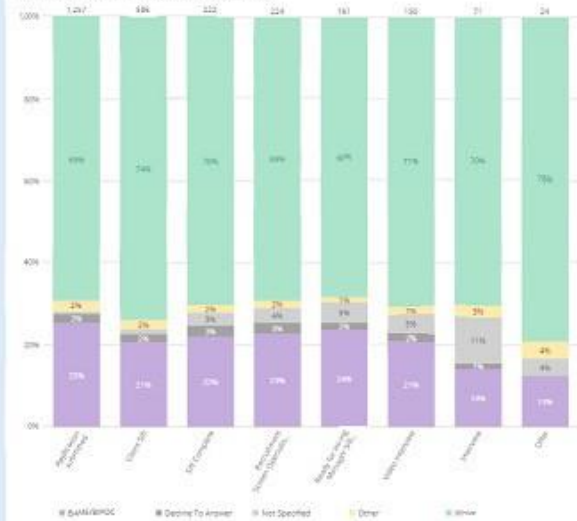
Applications - Ethnicity Overview



Hires - Ethnicity Overview

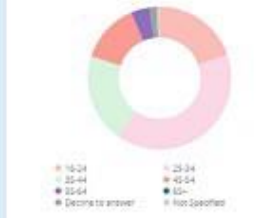


The Application Process - Ethnicity Overview



AGE

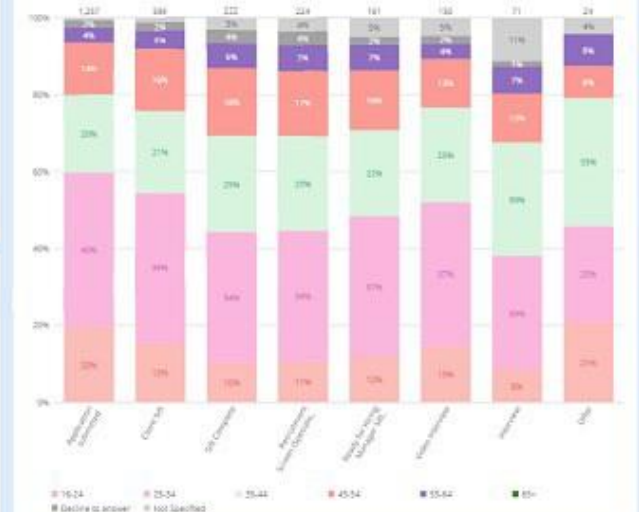
Applications - Age



Hires - Age



The Application Process - Age



Are your media channels driving diversity?



Data Analysis – the practicalities

- Anonymised, GDPR compliant reporting
- Takes approximately one week to complete
- Able to link with your ATS or setup a download via Excel
- Cost £7,495

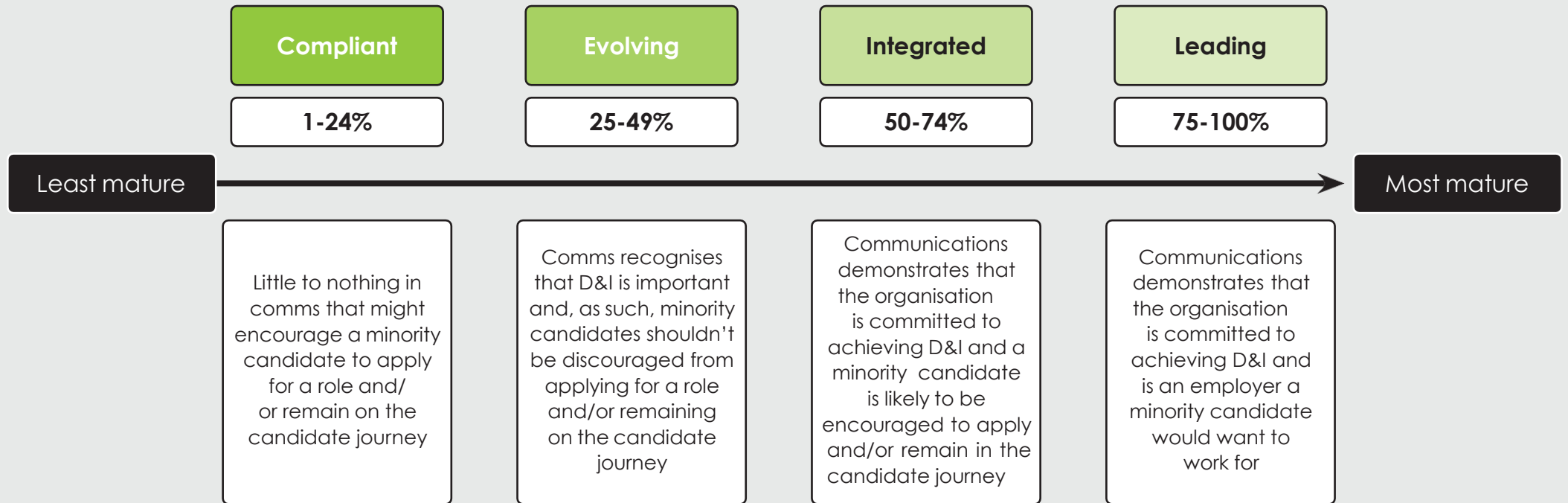
EDI Maturity Index for Comms Understanding

- Understanding the route to attracting more diverse candidates
- A tool to help organisations understand how appealing their attraction communications are, to a broad range of candidates from a broad range of backgrounds with a broad range of experiences

What is the EDI Maturity Index?



The stages of the index



The final report will include

1. Summary of key observations

2. Detailed findings per audit criteria, with examples

3. An overall score (expressed as a percentage of total points available across the audit) with the reasons why

4. Insight into how their score maps to the Maturity Index for Comms

5. A set of recommendations

Example of the key outputs

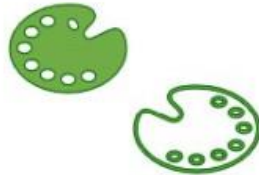
Key observations

Having audited a selection of your materials, these are our top-line findings



Messaging

Not articulating the importance of D&I to business performance risks XXX being perceived as ticking the box



Imagery

Imagery used could reflect diversity more broadly, as opposed to the most obvious characteristics



Story-telling

The lack of people (as opposed to role-focused) stories means XXX lacks personality and, as a result, doesn't showcase inclusion



Language

The language across the careers site and social media is, by and large, inclusive – but that used in JDs varies

Cost: £7,000

What's included:

- Audit of careers site
- Audit of LinkedIn, Facebook, Instagram, Twitter
- Audit of 4 x job ads
- Audit of associated JDs
- Audit of up to 10 pieces of 'in-journey' comms
- A walk through of the findings

Summary

- Do you know exactly what the challenge is?
- Do you know why it's happening?
- Are you confident that your candidate experience isn't hindering you?