

# CHANNELLING DIVERSE TALENT

How to Increase Diversity  
and Inclusion in Your Organisation





**Inequality can take many forms.**

**You may not think it exists in your organisation  
or even given it that much thought,  
but how diverse and inclusive is it, really?  
Does it foster a sense of belonging for everyone?**

**Thankfully, more and more organisations are  
becoming increasingly aware of the importance  
of diversity, inclusion (D&I) and belonging within  
their companies.**

**And they want to do something about it.**

**As a result, we've been more involved working  
alongside business leaders to help them redress  
that balance – from how to ensure vacancies are  
presented fairly, building authentic employer  
brands and values, and developing unbiased  
resourcing processes.**

**And it works.**

**Even if you're unsure of how or where to start,  
as long as you're seriously committed to promoting  
equality within your business, there are lots of  
things you can start doing to make a difference...**



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## HOW TO ATTRACT AND ENGAGE MORE DIVERSE TALENT

- **Review your recruitment processes and policies.**  
This will help you identify any limitations within your system and ensure you're getting the best diverse applicants.
- **Be aware of how the language in your advertising and job descriptions can attract or repel.**  
The words you use can directly influence both your appeal to and the diversity of applicants. For instance, certain phrasing or language that has overly strong or forceful connotations could prove off-putting for some candidates, particularly people of colour (POC) and those from ethnic minority backgrounds whose cultures may not typically resonate with that tone or sentiment.
- **Highlight the attributes and skillsets required for the position instead of qualifications and experiences.**  
Because of social inequalities, not everyone will have had the opportunity, benefit or luxury of obtaining certain experiences.
- **Be transparent and promote honesty in your advertising.**  
Be true to yourself and where your company is at. It's okay to acknowledge that: 'We particularly welcome applications from people of colour and ethnic minority candidates because they're currently under-represented at this level'.

Instead of using words like 'determined', 'manage' and 'direct', consider using terms that are more collaborative in meaning, such as 'understanding', 'responsibility' and 'communicate'. People of colour and ethnic minority pools tend to relate far more positively to collaborative descriptors and, as such, are more likely to be attracted to roles requiring those attributes.



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## HOW TO BUILD A SOLID D&I FOUNDATION

- **Align your company values with your employer branding and recruitment marketing content.**  
Doing this will show that you're living your values, creating a cohesive sense of belonging and engagement.
- **Demonstrate and drive your organisation's commitment to diversity and inclusion.**  
Share and post positive statements about what you're doing and why. Lead by example and let others know.
- **Build, extend and display your employer branding on social channels.**  
Showcase relevant stories around D&I within your organisation. Done authentically, it's extremely effective at sending out the right message and attracting more diverse talent.
- **Show authenticity in your internal and external communications.**  
Create authentic inclusive imagery and share real-life personal stories. They convey so much more than stock images and are less clichéd.
- **Be able to demonstrate that your approach isn't tokenistic.**  
Show that you can evidence how seriously you're taking D&I within the business, with comprehensive diversity and inclusion values and policies, testimonials and development opportunities.
- **Actively involve diverse members of the team to help inform and improve your policies and initiatives.**  
Open up discussions and collaborate on what wording and language should be used around D&I and encourage employee feedback (critical or otherwise) that will help you develop stronger policies and programmes.
- **Create, encourage and promote career blogs and vlogs around D&I.**  
People can tell when someone's faking it. Similarly, they'll know when it's authentic. Champion what you've achieved and encourage employees to independently celebrate the culture and how it makes them feel.
- **Design and deliver mentoring programmes that actively advocate D&I.**  
Help both existing and prospective employees connect more strongly with the organisation by highlighting your commitment to D&I values and the reasons why people feel they belong and enjoy working there.



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## HOW TO ENSURE FAIR AND UNBIASED TALENT RESOURCING

- **Make the candidate recruitment experience and journey as positive as possible.**  
Review your recruitment process and what it's like for candidates. Further refine what you're already doing well and improve those areas where it can be much better.
- **Re-evaluate the values within the business.**  
Monitor people's behaviours and personal selection criteria during employee evaluations, appraisals and reviews to get a real-time feel of what's going on in the business. Then act on it.
- **Align with professional diversity bodies.**  
Show your learning and commitment to D&I by attending related conferences, fairs, events etc.
- **Use diversity-led recruitment and resourcing providers.**  
Research specialist job platforms, associations and agencies to help you advertise and recruit for new and unrepresented positions.
- **Advertise and market across a range of social media platforms.**  
Maximise your profile by creating digital marketing for different social media channels. The more you're able to post to match each type of platform, the wider the audience you'll reach.
- **Create an internal company referral scheme.**  
Recruit from within. Use the existing diversity and assorted communities in the business to network with and recruit prospective future staff.
- **Ensure you have a well-represented and diverse interview panel.**  
Having a varied panel will help ensure a considered and fair process, from the type of language and wording used to questioning and selection criteria.



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You don't need to do *all* of these things to improve your approach to diversity, inclusion and belonging, but by committing to just some of them, you'll be a step further forward in creating and embracing a better D&I culture.

Those businesses that have invited us to help them push this agenda forward have quickly seen the values and benefits it brings. They've seen how the strength, intellect and distinct differences of diverse individuals can enrich their organisations and generate a wider sense of belonging and understanding. Because, make no mistake, equal representation within the UK's employment market has fallen severely short, especially amongst the country's senior workforces.

**"Diversity is about embracing differences, and recognising the amazing things that are possible when it's woven into an organisation's culture"**





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By reflecting on what has gone before and being more mindful of diversity and inclusion in future decision-making, you'll find that making that shift and strengthening your commitment towards it is nowhere near as hard as it might seem.

And, best of all, your workforce and the teams within it will be stronger, richer and more diverse as a result.

**ARE YOU READY TO BUILD BETTER DIVERSITY, INCLUSION AND BELONGING IN YOUR COMPANY?**

Then we're just a call away. Whatever your query, we'll be only too happy to help.

Call us on +44 (0) 203 0867724  
or email [hello@thepeoplefactor.org.uk](mailto:hello@thepeoplefactor.org.uk)