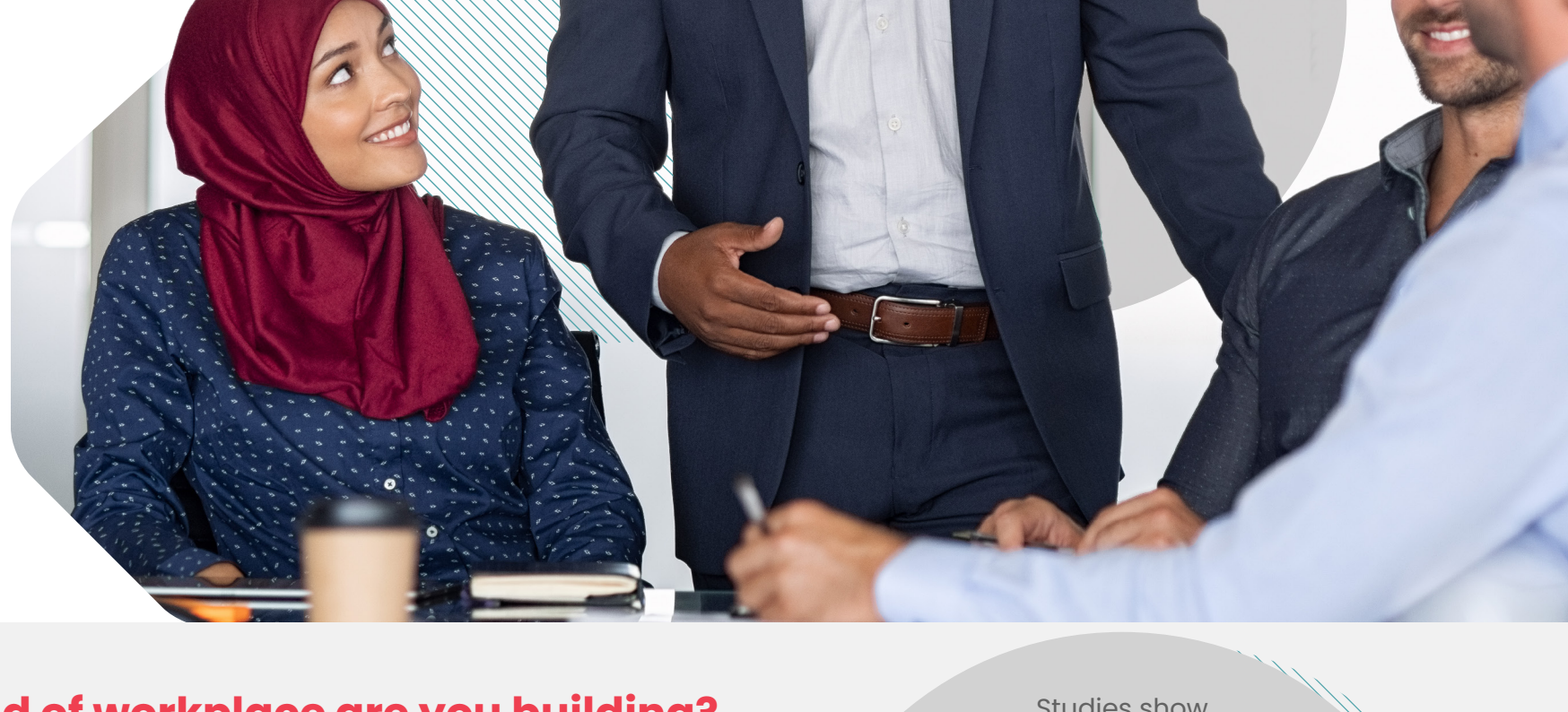


INCLUSIVE HIRING

at Every Recruitment Stage



What kind of workplace are you building? Your inclusive actions today matter.

Diversity and inclusion is not a task or an action to check off. It's a series of ongoing business efforts to deliver more value, support communities, and prioritize fairness—all of which require a fundamental understanding and investment in people.

Inclusive hiring is the daily opportunity for talent professionals to make an impact.

Studies show diversity leads to a

33%

improvement in profitability,

as well as higher innovation revenue and employee retention.

—Gartner 2020



“If you do what you’ve always done, you’ll get what you always got. To ensure inclusive hiring practices, we’ll have to re-think how we attract, engage, hire and advance the awesomely diverse talent that exists in the world.”

— Chinor M. Lee

Assoc. dir. culture, belonging, inclusion, & diversity (CBID)

Will your next step impact the inclusivity you see at work, and in the world?

Whether a formal inclusive hiring practice exists within your team today, or you’re doing the work of proactively making positive shifts, there are foundational steps to keep moving forward:



Once you gather honest moments of reflection and feedback, you’re in a much better position to expand upon what inclusive hiring looks like for you, from source to hire.

Examples of inclusive hiring by stage

Attract diverse talent pools directly to your jobs

Consider how your career sites, talent networks, and candidate matching support:



- Candidate-facing verbiage that reduces bias by avoiding a broad list of requirements that can deter applicants
- Job descriptions for backfill positions that are forward-looking vs. mirroring former employees
- Career portals that highlight diverse talent and programs, including videos shared by your digital assistant
- Automatic distribution of positions to diversity focused sites
- Automatic job recommendations sent to candidates visiting your career site or in one of your talent networks based on their skills and interests
- Find best-fit candidates for hiring managers with skills-based, intelligent talent matching
- Get insight into how candidates from different demographics progress through the hiring process so you can identify where to reduce drop-off

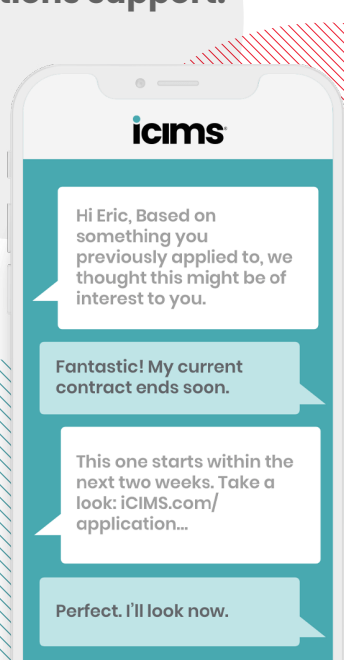
Is your plan resulting in more applicants, or more diverse applicants?

Track It:

- Top sources by demographic
- Source performance specific to reach and applicant variety
- Career site demographics (Who visits, spends significant time, and applies?)
- **Bonus:** What content are candidates viewing the longest? And what are they skimming? Is specific content turning them away?

Engage talent with inclusive communications

Consider how your candidate interactions support:



- Virtual events that remove location, accessibility, and travel barriers
- Detection of browser language to tailor outreach
- Email and social campaigns from a diverse group of contributors
- Updates to talent on D&I initiatives
- A place to sync data across the various hiring event types you attend to interact with various candidate groups
- A text apply option when desktops are unavailable
- The option to show interest without applying, and receive job updates
- AI-powered chat that keeps engagement going 24/7 to accommodate varied schedules and time zones
- Valid reasoning for candidate dismissal

Does every candidate have an equal chance of interacting with your brand?

Track It:

- Increase in applications via text vs. desktop
- Cost per lead compared to previous month

Hire the best match for every team, based on what really matters

Consider how your applicant tracking, offer management, and onboarding solutions support:



- Accessibility for every applicant to complete any form (i.e. visual, speech, hearing, cognitive, motor)
- A single profile to house all data and interactions with a candidate
- Regular hiring software accessibility testing
- Screening “knockout” questions that don’t automatically exclude certain groups
- The flexibility to mask EEO and PII data during any step
- Structured and unstructured interview formats
- Feedback capture from a panel of interviewers
- Stored and approved interview guides that align with business goals and remove any instance where a candidate may be singled out (i.e. what was college like?)
- Assessments that seek out culture add to broaden the scope of job opportunities
- Background screens automated to either show pass or fail without disclosing detail to decision makers
- Virtual work simulations to assess specific skills

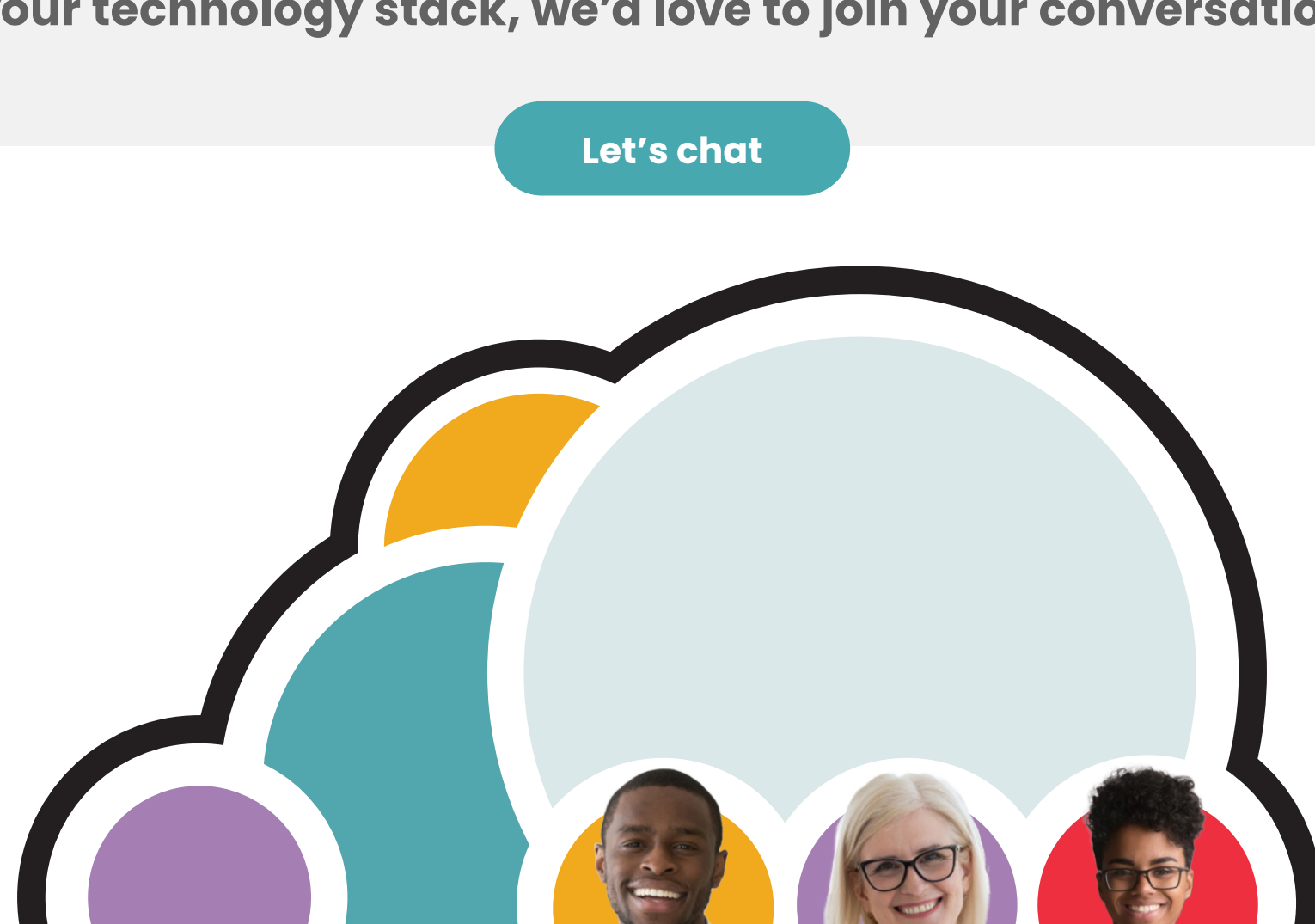
Are you filling roles with people who fit your mold, or who expand it?

Track It:

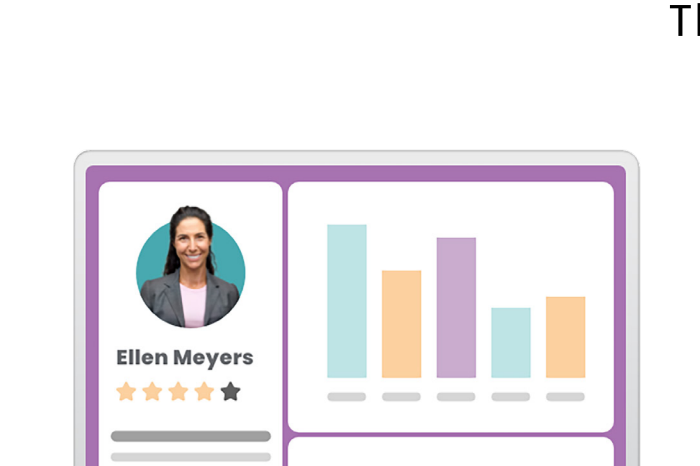
- Time (to fill roles, per stage of workflow, to complete applications, to new hire productivity)
- Application to hire progression by demographic
- Cost (per role, per screen)

Let’s connect: To bring more inclusive hiring practices into your technology stack, we’d love to join your conversation.

Let’s chat



The Talent Cloud



Talent Powers Transformation

iCIMS is the talent cloud company that empowers organizations to attract, engage, hire, and advance the right talent that builds a diverse, winning workforce. iCIMS accelerates transformation for a community of more than 4,000 customers, including a third of the Fortune 100, that employ more than 30 million people worldwide.

See it in action www.icims.com/see-it-in-action

