

AVOID THESE CANDIDATE EXPERIENCE PITFALLS TO IMPROVE YOUR DIVERSITY RECRUITMENT OUTCOMES

Diversity, equality and inclusion (DE&I) is a priority for 75% of global organisations. Employers understand that to lead a sector, to outrun the competition and to truly innovate, they must invest in DE&I as a critical part of their talent strategy. However, despite the best intentions, research suggests that there's a gap between diversity objectives at many organisations and the actual candidate experience.

In our research report, *Diversity & the Candidate Experience: Identifying Recruitment Pitfalls to Improve DE&I Outcomes*, we uncovered some of the following common pitfalls within the candidate experience in which organisations unintentionally sabotage their DE&I efforts.



EMPLOYERS DON'T UNDERSTAND HOW DIVERSE CANDIDATES FIND JOBS

DATA SHOWS...

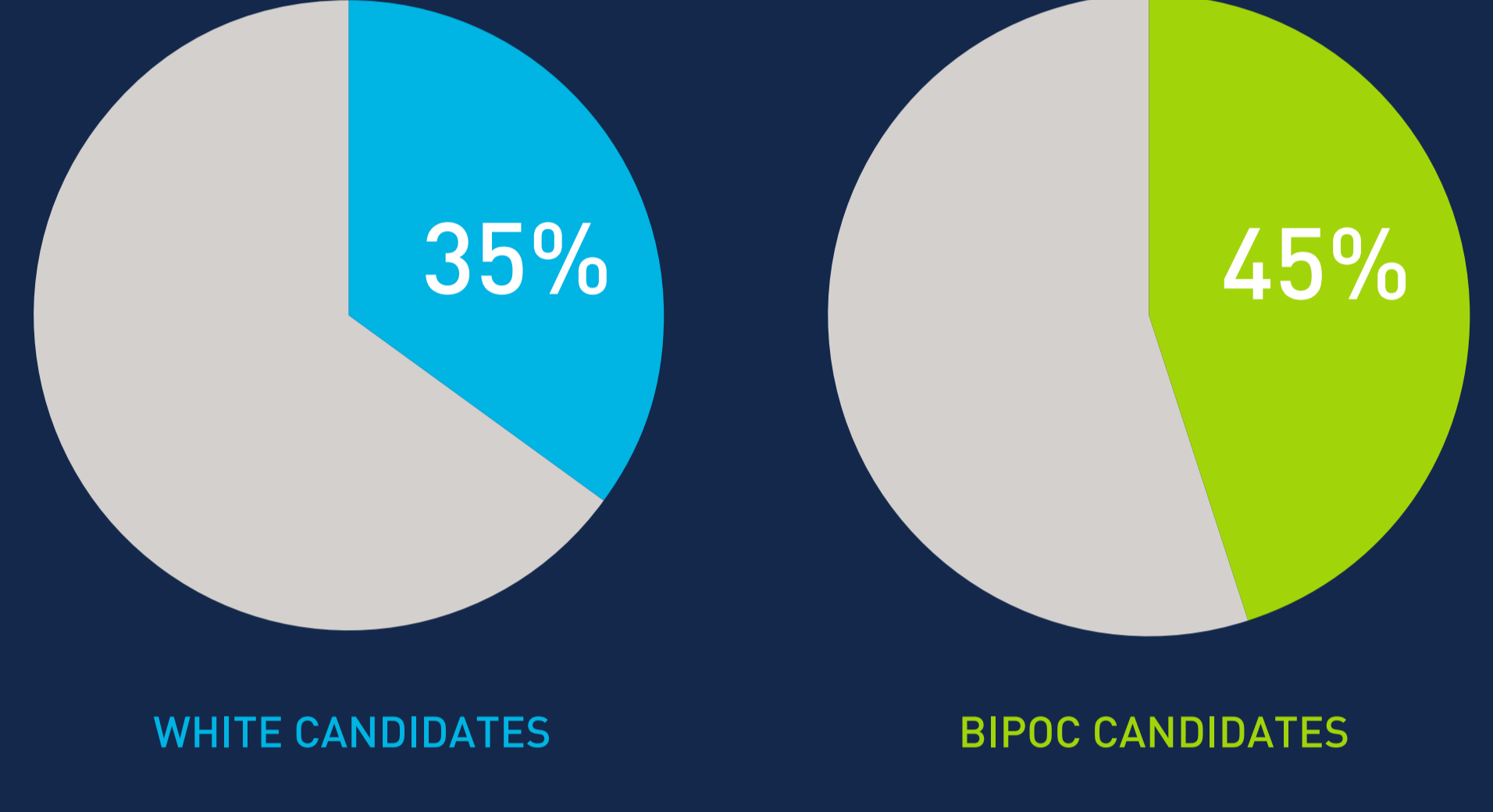
Only 27% of employers use word-of-mouth as a means of sourcing diverse candidates.ⁱ

BUT...

Candidates from underrepresented groups are more likely to hear about a job opportunity through word-of-mouth.ⁱⁱ



CANDIDATES USING WORD OF MOUTH IN THEIR JOB SEARCH



ⁱForbes, "Unconscious Bias: How It Affects Us More Than We Know"
ⁱⁱPeopleScout: Progress in Action: Moving Toward A Globally Diverse and Inclusive Workplace

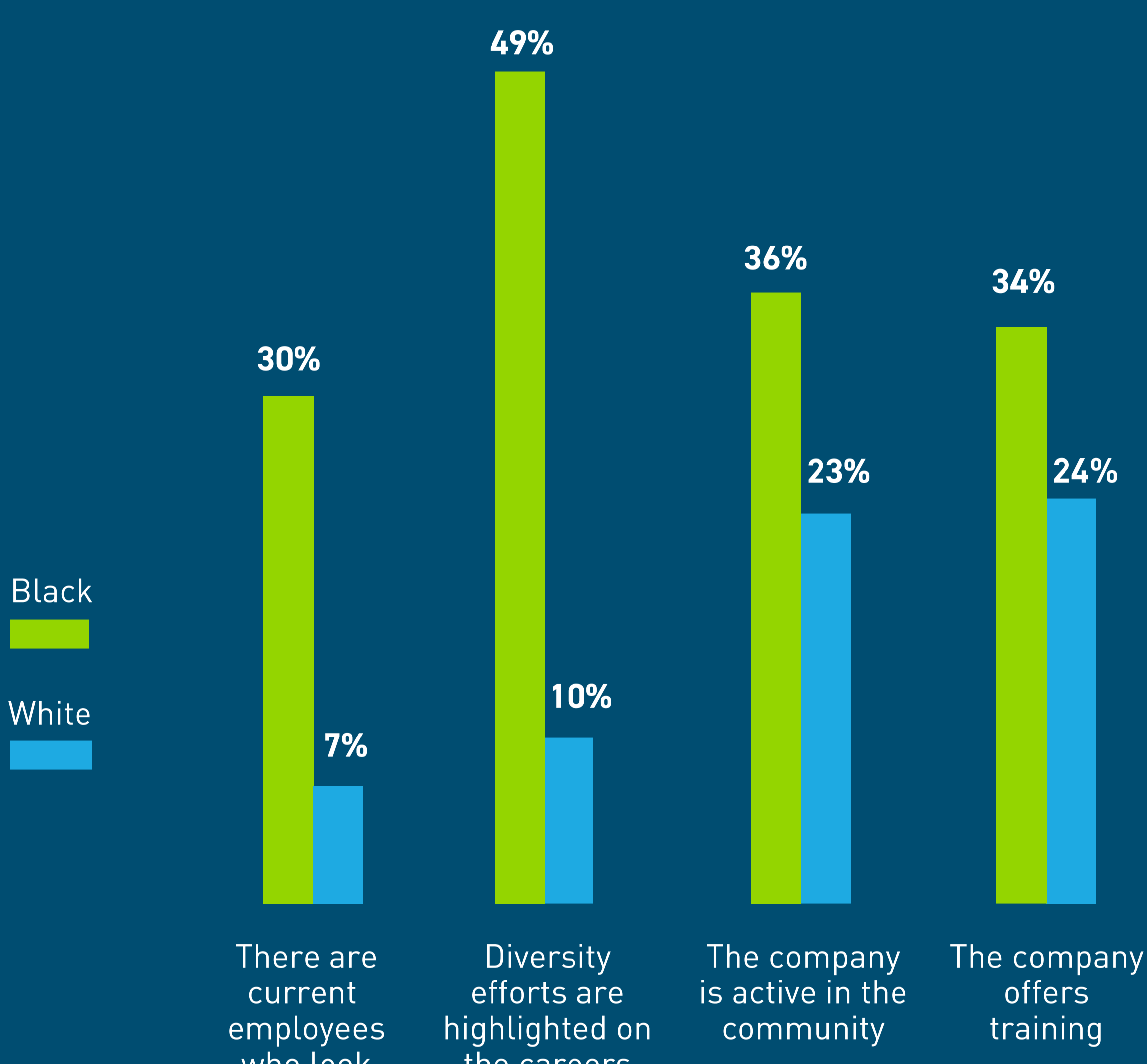
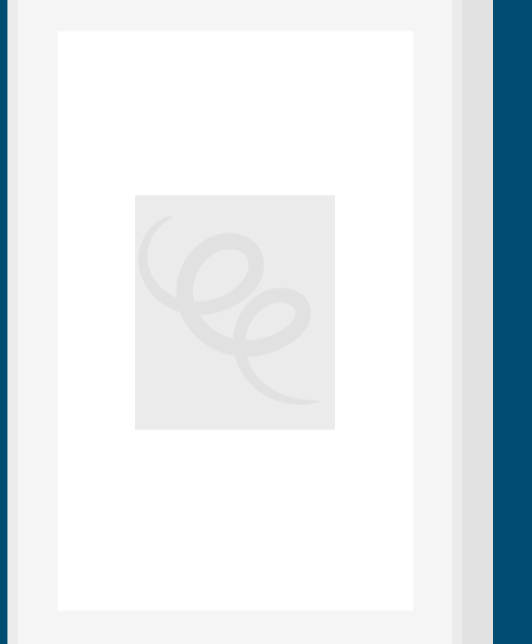
CANDIDATES CAN'T SEE PROOF OF YOUR DE&I EFFORTS

DATA SHOWS...

Underrepresented groups are more likely to say that an employer's diversity efforts make a difference in whether they decide to apply for a role.ⁱⁱ

BUT...

When we evaluated the candidate experience of over 200 global organisations, we found that only 40% showed content like this on their career site.



ⁱⁱPeopleScout: Progress in Action: Moving Toward A Globally Diverse and Inclusive Workplace

DIVERSE INTERVIEW PANELS ARE UNDERUTILISED

DATA SHOWS...

Diverse interview panels improve the likelihood of hiring Black candidates by as much as 70%, and women candidates by 50%.ⁱⁱⁱ

BUT...

Only 52% of organisations use diverse panels in their interviewing process.^{iv}



ⁱⁱⁱCisco: Diverse Talent Accelerators
^{iv}Gaucher, D., Friesen, J., & Kay, A. C. "Evidence That Gendered Wording in Job Advertisements Exists and Sustains Gender Inequality." Journal of Personality and Social Psychology

STRATEGIES FOR IMPROVING THE CANDIDATE EXPERIENCE FOR DIVERSE CANDIDATES

- Showcase your diverse employees in your employer brand and recruitment marketing materials, and ensure information about your diversity and inclusion programs and outcomes are easy to find on your careers site and job ads.
- Introduce diverse interview panels, structured interview questions and standardised rating scales to include more opinions and reduce unconscious bias.
- Counteract any hidden unconscious bias by adding in an assessment step to reduce the power of the interview and provide another means of evaluating candidates.



Download the full report, *Diversity & the Candidate Experience: Identifying Recruitment Pitfalls to Improve DE&I Outcomes*, for our full findings and for tips on how to improve your diversity recruitment outcomes.

[READ THE RESEARCH](#)