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DIVERSITY & INCLUSION IN THE WORKPLACE

A RECRUITER'S GUIDE

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Diversity and inclusion are hot topics among HR professionals and scholars. The topics are so complex, in fact, that universities have established degrees from Associate to PhD in Diversity and Inclusion. While we don't expect HR professionals to obtain a degree in the topic, it's important to remember that diversity and inclusion require continuous education — even if you do have that PhD. This guide is a great jumping off point to better understand the complex nature that is diversity and, of course, inclusion.

In this guide, we're going to cover what diversity and inclusion are, why they are so important in the workplace and some of the barriers that prevent employees and employers from successfully building a diverse and inclusive workplace. Hopefully these examples will help your team either kickstart or expand upon your current diversity and inclusion initiatives.

DIVERSITY IN THE WORKPLACE

Diversity is increasingly one of the most talked about topics in the HR and recruiting industries, but that doesn't mean it's a simple subject to digest. And with any new or challenging topic, it's important to start with the basics, so we'll start with a brief definition.

WHAT IS DIVERSITY?

Diversity encompasses the spectrum of infinite dissimilarities that distinguish individuals from one another.

In the United States, the Equal Employment Opportunity Commission (EEOC) enforces laws to protect individual employees in the workplace based on specified social categories that commonly face discrimination in American culture. These social categories are typically defined in some version of a Non-Discrimination Statement and Policy, such as this one by the US government:

"The United States Government does not discriminate in employment on the basis of race, color, religion, sex (including pregnancy and gender identity), national origin, political affiliation, sexual orientation, marital status, disability, genetic information, age, membership in an employee organization, retaliation, parental status, military service, or other non-merit factor."

There are certainly more visible and invisible elements that make individuals different from one another than those defined by these statements, but these broad categories can help companies identify gaps in diversity. They also provide measurable metrics for companies to set goals and make concerted efforts to boost diversity in the workplace.

"I look at diversity pretty broadly. To me, diversity is about even more than skin color, sexual orientation or gender — it's about bringing in people with different points of view. When you bring in people with different worldviews, whether that is work, life, or cultural experience, they bring something to the table that we all collectively learn from. That's what makes us stronger."

NISHU THUKRAL

CEO at Pangea Money Transfer

ELEMENTS OF DIVERSITY

The number of factors that define diversity is truly unlimited. Throughout an individual's life, unique biological and genetic predispositions, experiences and education alter who they are as a person. These nature vs. nurture interactions are what diversify and evolve the human race, allowing individuals to connect and learn from each other's differences.

While such idiosyncrasies are infinite, there are a number of factors commonly discussed, considered and tracked. If you're looking to better understand the topic of diversity, you should know the most common individual differences that are referred to when considering diversity in the workplace.

ELEMENTS OF DIVERSITY

Age

Behavior & ethodiversity

Citizenship status

Cognitive abilities

Criminal background

Cultural background

Education

Ethnicity

Family & upbringing

Gender identity

Gender expression

Geographical location

Ideologies

Income

Language, linguistics & accents

Life experiences

Marital status

Mental health

Military experience

Morals

Neurodiversity

Parental status

Personality & thought-style

Physical abilities

Political beliefs

Privilege

Race

Religious & spiritual beliefs

Skills

Social roles

Socio-economic status

Sex

Sexual orientation

Upbringing

Work experience

INCLUSION IN THE WORKPLACE

We've all heard the benefits of building a diverse and inclusive workforce. But in order to reap those benefits, you must first create a culture and community that is welcoming and inclusive of diverse people. If your diverse team members do not feel included, they will not be able to contribute in the same way other team members who feel included can. Ultimately, they are more likely to become disengaged and even leave the company.

Instead, do your due diligence. Understand what it means to be inclusive and learn ways to build a culture of understanding and support, regardless of your differences.

WHAT IS INCLUSION?

Inclusion is the deliberate effort to create an environment where everyone is respected and empowered to contribute equally and supported with access to the same resources and opportunities, regardless of individual demographics and dissimilitude.

HOW TO BUILD AN INCLUSIVE WORK ENVIRONMENT

Diversity refers to the traits and characteristics that make people unique while inclusion refers to the behaviors and social norms that ensure people feel welcome. Not only is inclusivity crucial for diversity efforts to succeed, but creating an inclusive culture will prove beneficial for employee engagement and productivity.

For starters, creating an inclusive environment requires everyone to actively work to understand and alter the unconscious bias that instinctively emerges into stereotypes and attitudes toward other groups of people. To effectively reduce bias, people need to constantly learn and question their beliefs and actions toward people who may have different backgrounds, experiences and personalities from their own. When people are aware of their own biases, they are able to better distinguish between what is true and what is tainted by bias.

Another component of inclusion is utilizing inclusive language. What do we mean by that? Instead of referring to a group of mixed-gender people as 'guys,' try saying 'hey team' or 'hello folks' as a way to be more gender neutral and inclusive. Get to know your colleagues' preferred gender pronouns by including your personal pronouns in email, instant messaging and social media profiles. Doing so will not only open up a conversation with people who may not understand the importance of inclusive language, but more importantly, it will help people feel more included.

"For us, it starts with being intentional about our efforts across the entire candidate and employee lifecycle. When it comes to attracting a diverse set of candidates, we go the extra mile to remove biased language — gender or otherwise — from our job descriptions now that there is a lot of research on how word choice can subtly discourage certain groups from applying. We also like to make sure our inclusive work culture is highlighted online and on our website so that everyone feels welcome to apply."

AMYRA RAND

VP of Sales and Strategic Partnerships
at Criteria Corp

HOW TO BUILD AN INCLUSIVE WORK ENVIRONMENT

Make an effort to recognize when someone is not being included. This is really quite simple, and merely requires people to pay attention to those around them. Back in 2016, women in the White House banded together and adopted a meeting strategy called 'amplification' where if one woman stated an idea or important point, another woman would repeat the same point and give credit to the original woman. Anyone can do this regardless of gender, and in doing so, you're helping bring underrepresented voices to the table.

Above everything, inclusion is being kind and considerate — it's going out of your way to invite a new person to the lunch table; it's asking people about their day-to-day, their personal life, their future aspirations and past experiences; it's making connections through your similarities and learning from your differences. With a little effort, your community, culture and workforce will reap the benefits of building an inclusive environment — but it will take everyone's support and conscious effort to do so.

"Ensuring a diverse workplace equates to inclusive programming. One does not operate without the other. Diversity is what you have; inclusion is what you do with it. Every community, no matter how big or small, has an organic diverse makeup — it's the type of programming that follows that fosters cohesion."

ISRAEL GUTIERREZ

Employee Experience Manager at Telaria

# WHY ARE DIVERSITY & INCLUSION IMPORTANT?

Companies often ask questions like 'what really is diversity?' and 'how does building a diverse and inclusive workplace impact business?' Well, we've got the answers for you.

We're going to cover a wide range of statistics related to diversity and inclusion in the workplace that will help your team better understand the complex nature of the topics. It will also help you learn the importance of prioritizing diversity and inclusion to build a better internal workforce that will ultimately yield higher revenue and boost employee performance, which we'll get to in a bit.

DEMOGRAPHIC STATISTICS FROM THE U.S. CENSUS BUREAU

Before we get into each section, we wanted to share some information from the United States Census Bureau to give you a source of reference for the general diversity of the U.S. population.

Keep in mind, there are a lot of discrepancies around the U.S. Census and they note, "Some estimates presented here come from sample data, and thus have sampling errors that may render some apparent differences between geographies statistically indistinguishable."
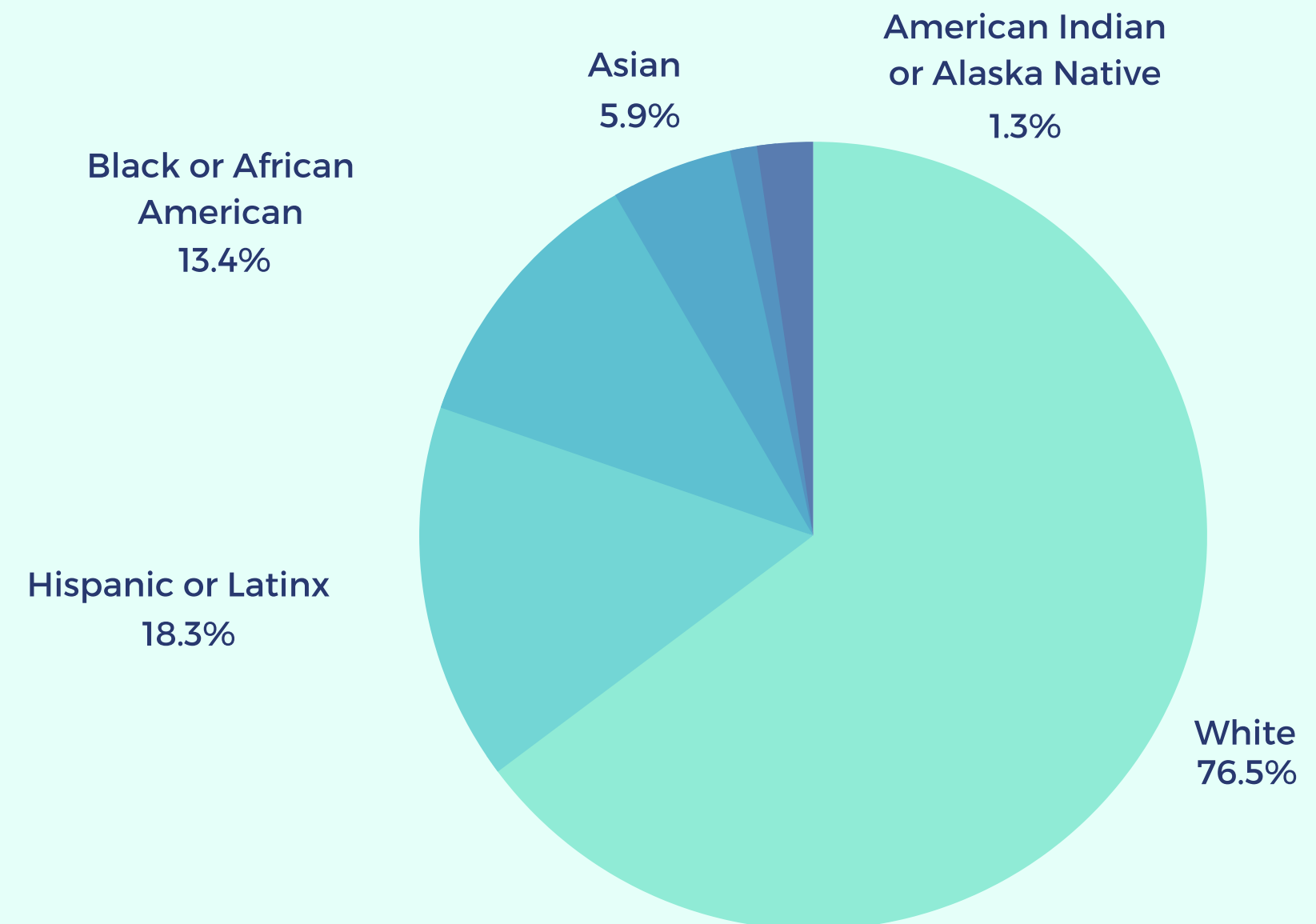
*It should also be noted that by 2065 there will no longer be a single ethnic or racial majority in the United States, as the majority white population declines and underrepresented demographic populations grow.

Asian
5.9%

American Indian or Alaska Native
1.3%

Black or African American
13.4%

Hispanic or Latinx
18.3%

White
76.5%

Additionally, here are a few more statistics that may be helpful to reference as you examine the statistics throughout this section.

50.8%
of the U.S. population is women.

58.2%
of the civil labor force is made up of women aged 16+.

38.4%
of the population is people between the ages of 18 and 65 (working age).

87.3%
of people have graduated from high school.

30.9%
of people have at least a bachelor's degree.

8.7%
of people under the age 65 are a person with a disability.

Nearly half
of people aged 55-64 exit and re-enter the workforce during that age period.

"Hosting events is one way we actively encourage inclusive practices in our offices and create firsthand inclusion opportunities for all. We opted for a volunteer system — we ask our teams to submit ideas for diversity and inclusion events they would like to see happen in our office and if interested, to sign-up to help plan it. This approach ensures the events we host are relevant to our team and, we hope, create a positive experience for both the participants and the hosts. It also helps avoid situations where we try to identify people in the office who observe or are affiliated with a particular group and then ask them to do work to share their perspective with us."

LISA VASQUEZ

Diversity & Inclusion Program
Coordinator at Braintree

UNEMPLOYMENT RATES OF DIVERSE DEMOGRAPHICS

While the average unemployment rate in the United States in 2018 was 3.8%, the unemployment rate varies significantly by race and ethnicity.

8%

6%

4%

2%

0%

Black or African American

Hispanic or Latinx

White

Asian
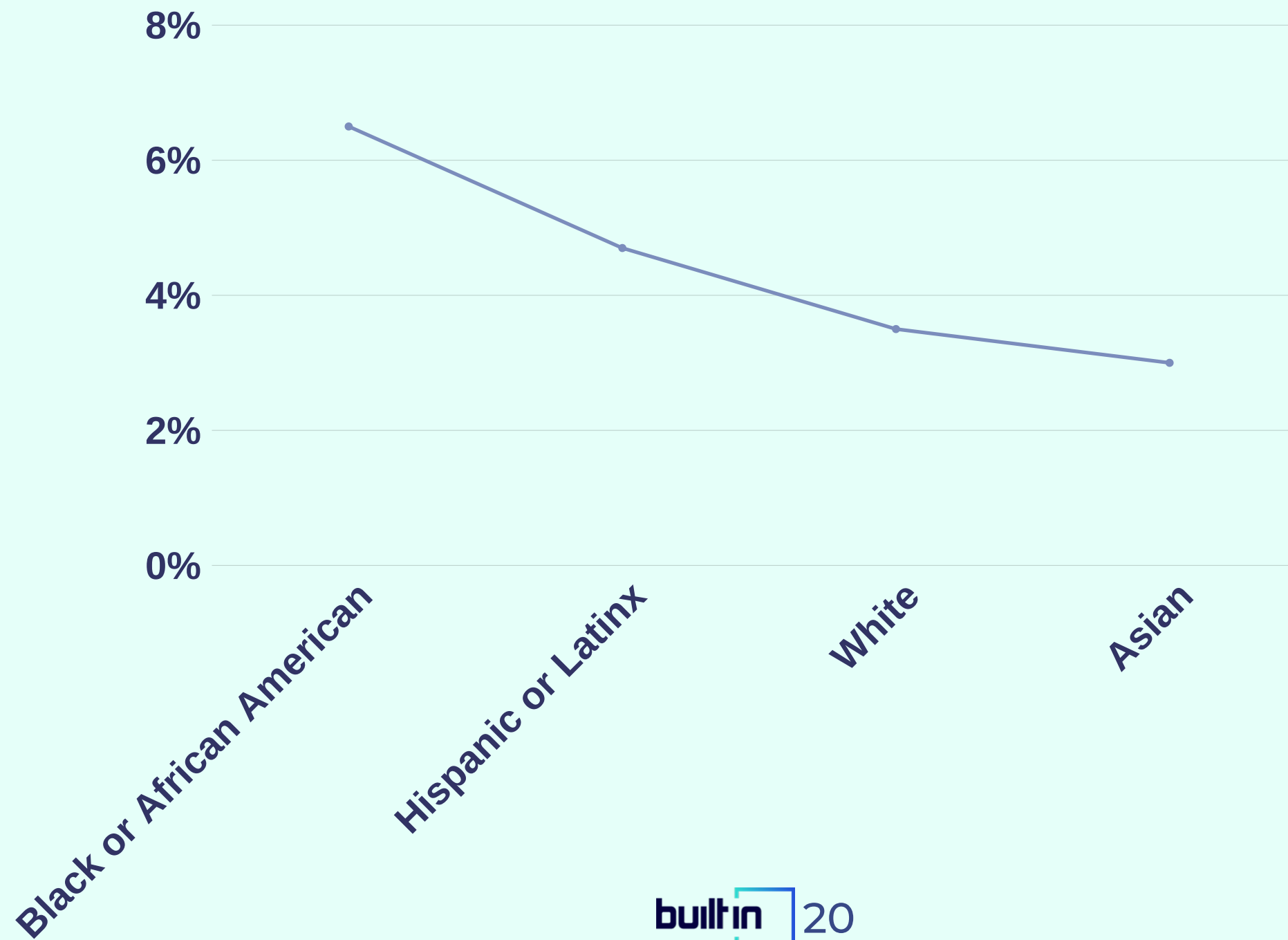
Not only does the unemployment rate in the United States vary by race and ethnicity, but it also varies by a number of other factors.

3.1%
was the unemployment rate of foreign-born workers in 2019.

8%
was the unemployment rate for persons with a disability in 2018, up from 3.7% in 2017.

3%
was the unemployment rate of female U.S. military veterans in 2018.

3.5%
was the unemployment rate of male U.S. military veterans in 2018.

DIVERSITY OF THE GENERAL WORKFORCE

37%
is the amount of the U.S. workforce that is expected be minorities by 2020.

9.4%
is the increase of Hispanic and Latinx workers in the U.S. population between 1980-2016.

30%
is how much more likely men are to be promoted to a managerial role than women.

25.9%
of heterosexual married-couple families are surviving on a single income with either the mother or father staying home with the children.

1%
of Fortune 500 companies have African American or Black CEOs.

4%
of C-Suites are made up of women of color.

3.2%
of Fortune 500 companies openly share race and gender demographics of their employees.
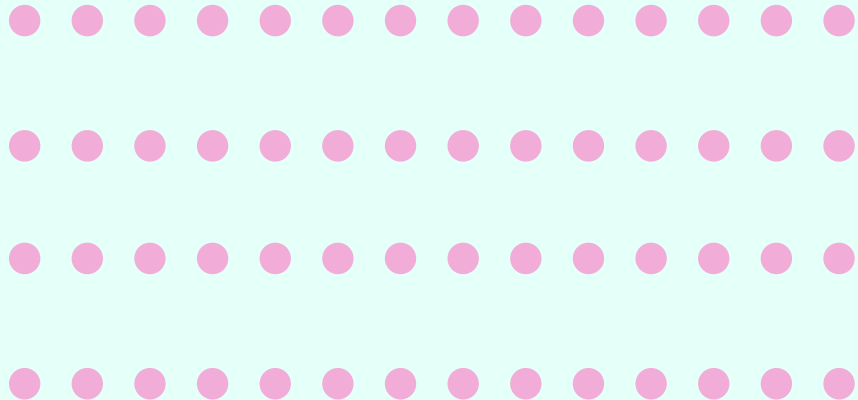
"*Diversity in the tech sector brings diversity of thought. Each person has different perspectives based on their unique experiences and ways of thinking. This enables teams to tackle difficult projects better and faster. The key to this, though, is enabling employees to feel comfortable sharing their perspectives and opinions, which is why creating an inclusive and safe environment is so important.*"

TABITHA UPTON

Recruiter at Datadog

WHY DOES INCLUSIVITY MATTER IN THE WORKPLACE?

We really can't emphasize enough the importance of inclusion as an essential component of any workforce diversity strategy. Sure, you can hire a wide range of diverse employees but if they don't feel included and equal, they aren't going to contribute their diverse ideas and experiences equally. And, more likely than not, they won't stay at your company for very long, nor will they recommend your company as an employer of choice.

Here are a few reasons why inclusion is critical in your workplace:

Additionally, here are a few more statistics that may be helpful to reference as you examine the statistics throughout this section.

1.7 times

is how much more innovative inclusive companies are.

2.3 times

more cash flow per employee for inclusive companies over three years.

1.4 times

more revenue highly inclusive companies obtain.

120%

more likely companies are to hit financial goals when they are inclusive.

83%

of millennials are found to be actively engaged in their work when the company's culture is inclusive, compared to 60% when the company's culture is not perceived as inclusive.

HOW DIVERSITY AND INCLUSION IMPACTS REVENUE AND PERFORMANCE

Up until this point, you may be wondering how these diversity and inclusion in the workplace statistics affect your business. Believe it or not, creating a diverse and inclusive workplace is majorly beneficial for your team's performance and revenue.

Here are the facts:

35%
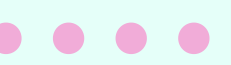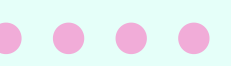
is how much more likely a racially and ethnically diverse company is to perform better.

15%

is how much more likely a gender-diverse company is to have higher performance.

And when employees perform better, the business experiences improved revenue and profits as a result.

19%
increase in sales revenue when a company has diverse management.

43%
of companies with diverse boards noticed higher profits.

41%
is how much higher revenue companies have when men and women earn equally.

15 fold
among companies with high racial diversity.

15%
is how much more likely gender-diverse companies are to notice higher financial returns.

10%
increase in racial and ethnic diversity on senior executive teams leads to 0.8% increase in earnings before interest and taxes (EBIT).

21%
is how much more likely teams with highly-diverse executive teams are to outperform on profitability.

"Diverse teams are smarter. It's a proven fact. Reason being, when I sit across the table from someone that looks like me, I assume we align on thinking, and therefore I ask fewer questions. When I sit across the table from someone that doesn't look like me, I assume we don't align on thinking, and I ask more questions. More questions are better. Everything we do — from writing code, to sales and marketing — gets better the more diverse our team becomes."

DEBBIE MADDEN

Founder and CEO at
Stride Consulting

IMPORTANCE OF DIVERSITY AMONG EMPLOYEES

Not only is diversity and inclusion important for business, it's important to employees. Companies that don't prioritize diversity and inclusion in all senses of the words may see their employees quickly turn into active job seekers.

IMPORTANCE OF DIVERSITY AMONG EMPLOYEES

24%
of employees have experienced discrimination at work.

Nearly half
of employees believe their company needs to improve diversity of gender, race and ethnicity.

More than half
of employees want their employers to improve diversity.

40%
of employees leave a company after experiencing harassment, bullying or stereotyping.

"As we continue to grow, we're addressing diversity not only at a company level but, most importantly, at the team level. If Relatable is 60 percent women, yet all of those women are on one single team, they're still clearly underrepresented. You won't feel the true impact of diversity unless all groups are distributed and able to influence the decisions across the whole company."

APRIL HIMEL

Relatable's People
Operations Team

IMPORTANCE OF DIVERSITY AMONG JOB SEEKERS

In addition to employees, more and more candidates are researching a company's internal race, ethnicity and gender data. They're also not afraid to ask the tough questions during interviews, inquiring about diversity and inclusion initiatives and upcoming goals for improvement.

Think about it: if you're planning on spending 40+ hours a week working for a company, you want to know if it's a place that is welcoming of diverse individuals.

Here's what we know about candidates:
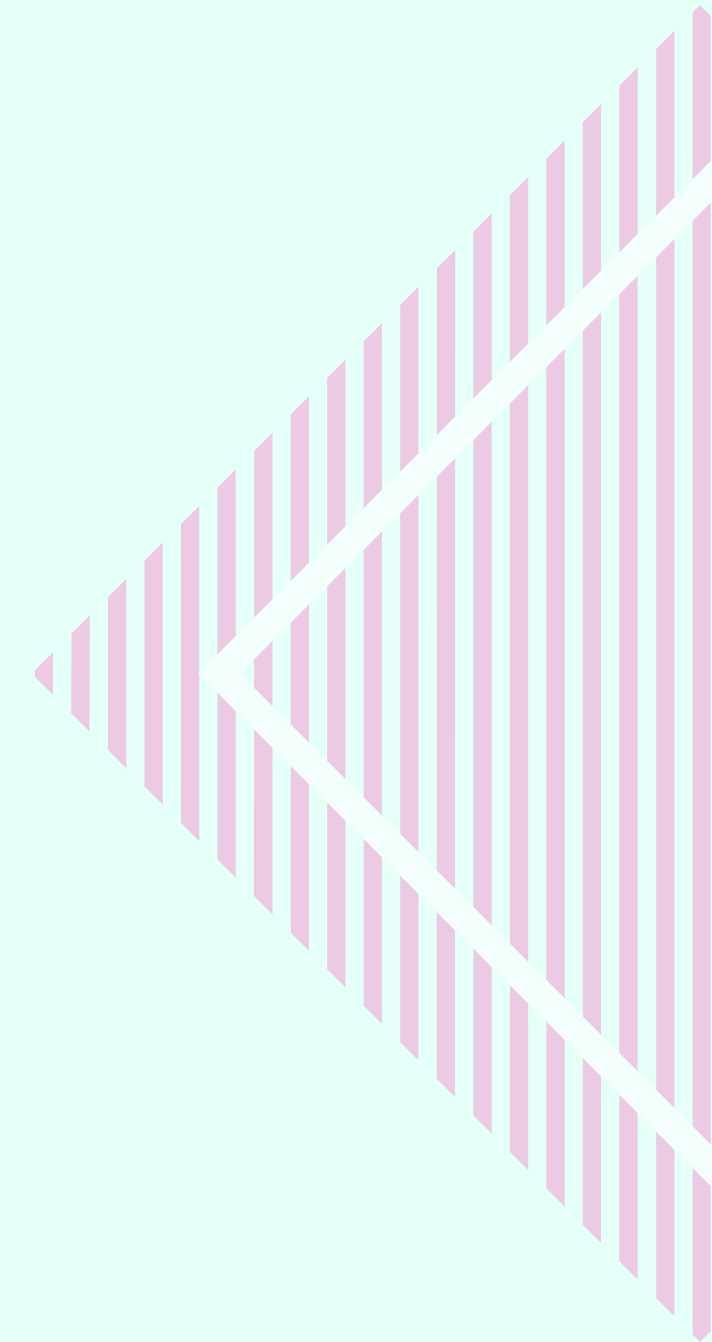
IMPORTANCE OF DIVERSITY AMONG JOB SEEKERS

67%
of candidates seek out diverse companies.

50%
is how much more likely caucasian candidates are to receive callbacks for a job than African American candidates.

86%
of women seek employers with diversity and inclusion strategies.

74%
of men seek employers with diversity and inclusion strategies.

2x
is how much more likely men are to be hired, regardless of the hiring manager's gender.

75%+
of workers view age as an inhibiting factor in receiving a job offer.

25-46%
is how much more likely women are to be considered for a job with blind applications.

"Our commitment to diversity is integral to our software engineering hiring process, which is a partnership between our recruiting, hiring and tech teams and which is aimed at removing the preconceived notions interviewers might form about candidates based on resume triggers like past titles, schools and workplaces. We also ensure we're recruiting for all positions from diversified talent sources. In addition, we actively seek out candidates from non-traditional tech backgrounds for our apprenticeship program."

JOHN HIGGINSON

Chief Technology Officer at Enova

TYPES OF UNCONSCIOUS BIAS IN THE WORKPLACE

Bias is prevalent in every aspect of our lives. Our brains are hardwired to categorize things we encounter in order to make sense of the complicated world around us. However, biases can cause us to form prejudices against others, which allows for egregious inequalities to form between different demographics.

WHAT IS UNCONSCIOUS BIAS?

If you're hiring based on 'gut feeling,' you're likely hiring on the basis of unconscious bias. Unconscious biases, also known as implicit biases, are the underlying attitudes and stereotypes that people unconsciously attribute to another person or group of people that affect how they understand and engage with a person or group.

Types of Unconscious Bias

The best way to prevent yourself from succumbing to these unconscious biases is to become aware of them and take action to prevent them when recruiting, hiring and retaining employees. Doing so will help your team build a more diverse and inclusive workplace.

To help, we've identified 12 examples of unconscious bias that commonly affect candidates and employees in the workplace.

AGEISM

in the workplace is the tendency to have negative feelings about another person based on their age. For more information on ageism in the workplace, check out this article.

AFFINITY BIAS

also known as similarity bias, is the tendency people have to connect with others who share similar interests, experiences and backgrounds.

CONFORMITY BIAS

is the tendency people have to act similar to the people around them regardless of their own personal beliefs or idiosyncrasies — also known as peer pressure.

CONFIRMATION BIAS

is the inclination to draw conclusions about a situation or person based on your personal desires, beliefs and prejudices rather than on unbiased merit.

NAME BIAS

is the tendency people have to judge and prefer people with certain types of names — typically names that are of Anglo origin.

ATTRIBUTION BIAS

is a phenomenon where you try to make sense of or judge a person's behavior based on prior observations and interactions you've had with that individual that make up your perception of them.

HEIGHT BIAS

or heightism is the tendency to judge a person who is significantly shorter or taller than the socially-accepted human height.

BEAUTY BIAS

is a social behavior where people believe that attractive people are more successful, competent and qualified.

GENDER BIAS

is the tendency to prefer one gender over another gender.

THE HORNS EFFECT
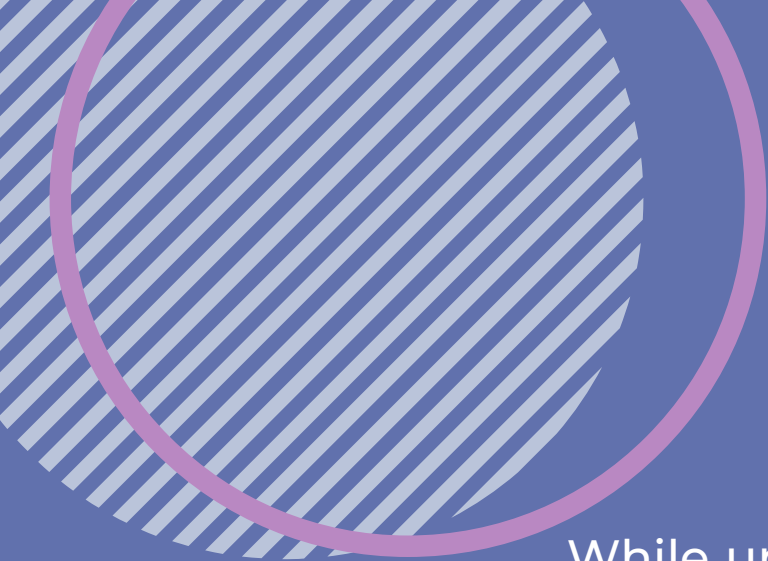
is the tendency people have to view another person negatively after learning something unpleasant or negative about them.

THE HALO EFFECT

is the tendency people have to place another person on a pedestal after learning something impressive about them.

THE CONTRAST EFFECT

is when you compare two or more things that you have come into contact with — either simultaneously or one-after-another — causing you to exaggerate the performance of one in contrast to the other.

While unconscious bias comes in many forms, in the workplace it's most often encountered through the lens of gender bias. As such, it's important that we examine a few additional biases that are most related to gender differences. It should be noted that while there is a spectrum of gender identities, due to constraints within existing literature we'll focus on the gender binaries — male and female.

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However, due to constraints within existing literature we'll focus on the gender binaries — male and female.

In today's society, gender bias is often used to refer to the preferential treatment men receive — specifically white, heterosexual males. It's often labeled as "sexism" and describes the prejudice against women solely on the basis of their sex. Gender bias is most prominently visible within professional settings.

In addition to gender bias, there are a number of other types of unconscious bias that disproportionately affects women's success in the workplace, which include:

PERFORMANCE SUPPORT BIAS

Performance support bias occurs when employers, managers and colleagues provide more resources and opportunities to one gender (typically men) over another. One study found that among sales employees — who are paid based on performance and commission — women are unfairly assigned inferior accounts compared to men, even though women have proven to produce the same results when given equivalent sales opportunities.

PERFORMANCE REVIEW BIAS

Performance review bias occurs when employers, managers and colleagues review an employee of one gender differently from another gender — even when the evaluations are purely merit-based. Harvard Business Review found that performance evaluations are inherently biased, even when companies make an effort to remove bias by making them open-ended. In fact, without structure to evaluations, people are more likely to review an individual on the basis of stereotypes related to gender and race than reviewing individuals meritocratically.

PERFORMANCE REWARD BIAS

Performance review bias occurs when employers, managers and colleagues review an employee of one gender differently from another gender — even when the evaluations are purely merit-based. Harvard Business Review found that performance evaluations are inherently biased, even when companies make an effort to remove bias by making them open-ended. In fact, without structure to evaluations, people are more likely to review an individual on the basis of stereotypes related to gender and race than reviewing individuals meritocratically.

"When people feel comfortable being their authentic selves, they are more likely to be creative, take bigger risks and perform at higher levels. Prioritizing diversity and inclusivity is critical for a company and its people to reach their full potential. It's more than creating an environment with people from different backgrounds — it's also encouraging diversity of thought and empowering everyone to share ideas, participate in initiatives for positive change and make meaningful contributions. I'm proud to work for a company that values and includes different perspectives in everything we do."

KENJI PORTER

Manager of Technical Recruiting
at Dataminr

HOW UNCONSCIOUS BIAS CREATES BARRIERS IN THE WORKPLACE

Due to contributing factors like the aforementioned types of bias, women and minorities experience multiple barriers that prevent them from reaching upper-level roles in leadership and the C-Suite.

The glass ceiling is the most widely-used phrase, but there are a number of other related terms to know that describe the various barriers different demographics face in the workplace, which include:
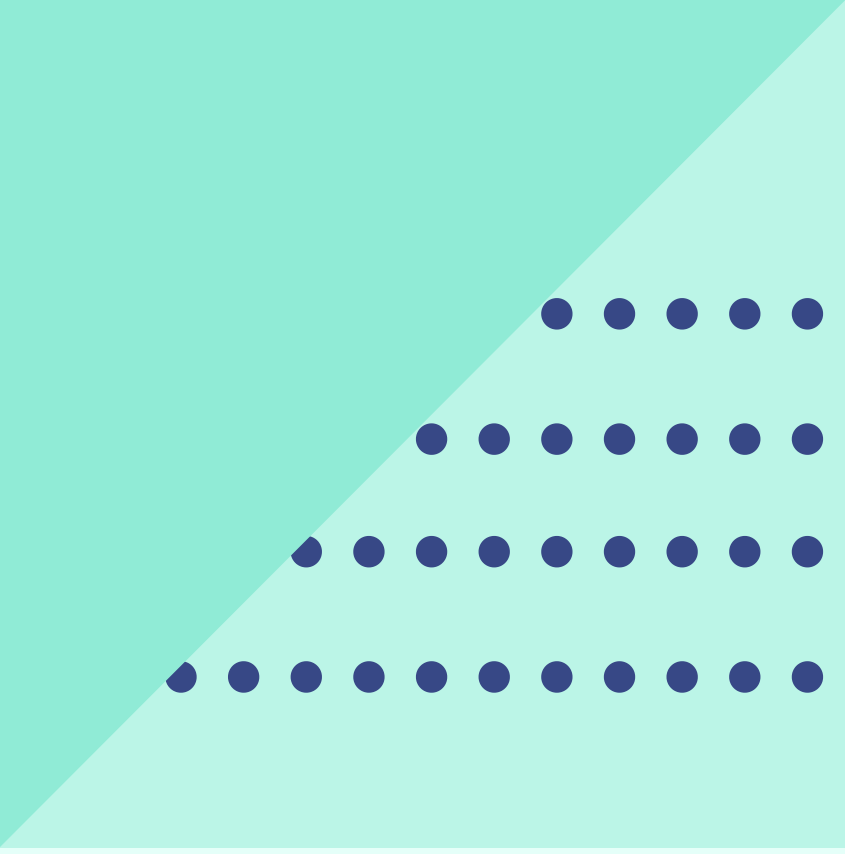
GLASS CEILING

Glass ceiling is a metaphor for the evident but intangible hierarchical impediment that prevents minorities and women from achieving elevated professional success. The term was first popularized in the 80s to describe the challenges women face when their careers stagnate at middle-management roles, preventing them from achieving higher leadership or executive roles.

MATERNAL WALL

Pregnant women, working mothers and even women of childbearing age may face what is referred to as a "maternal wall." Certain stereotypes related to women's role in their family and needing to take time off after birth and for childcare often place women at a disadvantage in their careers compared to men and fathers.

PINK-COLLAR GHETTO

In the 1970s, as the Women's Liberation Movement supported more and more women in the workforce, larger discussions arose around the distinct pay discrepancy between men and women of similar roles and experiences. From this gender discrepancy, the term "pink-collar ghetto" was coined. Pink-collar jobs were paid less than both white and blue-collar jobs (typically held by men) and required less schooling than white-collar jobs.

BAMBOO CEILING

Additionally, in 2005, Jane Hyun coined the phrase "bamboo ceiling" to describe the barriers Asians and Asian Americans face in achieving upper-level professional success in the United States.

GLASS ESCALATOR

Coined in 1992 by Christine L. Williams, the "glass escalator" refers to men who tap into female-dominated fields and accelerate into higher positions. It has also been suggested that men enter female-dominated industries in an effort to obtain job stability, financial security and better family benefits.

CONCRETE CEILING

While the glass ceiling originally referred to women (in general), it's clear that women of color face an even tougher barrier — a "concrete ceiling." This term was coined in 2016 by Jasmine Babers to describe the significantly tougher hurdle women of color face in reaching elevated success in their careers.

"There are two initiatives in particular that I think are going to really help us move the needle on hiring more diverse candidates. The first is the Rooney Rule (inspired by the NFL) where for every director-level-and-above position, we require the hiring team for that role to meet with at least one candidate who reflects an underrepresented group at HubSpot today. We also introduced the Norrington Grant last year, named after HubSpot board member Lorrie Norrington, which gives leaders across the company a flexible budget to recruit and compete for non-majority top talent. We're in the early stages of both initiatives but I'm excited about the results we'll see, and eager to learn how we can iterate."

KATIE BURKE

Chief People Officer
at HubSpot

BUILDING A DIVERSE WORKPLACE THROUGH DIVERSITY MANAGEMENT

Diversity management is the deliberate effort made by the leaders of an organization to hire diverse talent and support an inclusive workplace that values and protects each of its employees equally by providing resources to learn from, connect with and respect individual differences. While anyone could subjectively say that diversity management is good for business, is it really?

 The short answer is an overwhelming 'yes,' and here's why:

MANAGERS HAVE THE HIGHEST POTENTIAL TO PROMOTE DIVERSITY

When it comes down to it, implementing a diversity management strategy is largely up to management. In fact, 45% of employees believe that managers —who are hiring and mentoring new employees — have the most leverage to boost diversity. In addition to managers, the CEO and HR department are additional key players in their ability to impact diversity at a company.

YET, THE MAJORITY OF MANAGERS ARE "TOO BUSY"

Unfortunately, roughly half of all managers claim they are "too busy" to spend time and energy on diversity initiatives. Not only is this simply unethical, it's bad for business.

A DIVERSE MANAGEMENT TEAM BOOSTS REVENUE

Yup, that's right. Studies have found that companies with more diverse management teams yield nearly 20% higher revenue than companies that do not.

85% OF CEOS WITH DIVERSE AND INCLUSIVE CULTURES NOTICE INCREASED PROFITS

A significant percent of CEOs notice a difference in their bottom line when their teams are diverse and inclusive.

DIVERSITY MANAGEMENT STRATEGY

Diversity management requires a dedicated strategy to ensure your team is always growing and improving its diversity and inclusion efforts. While every company has their own unique take on hiring and mentoring diverse talent, we created a brief overview of the key elements needed for any diversity management strategy.

STEPS

1 Identify resources of diversity programs so your team — especially managers — are on board and understand their roles and responsibilities in the plan.

2 Look at your current diversity metrics and set goals based on the areas your team needs improvement.

3 Recruit diverse talent by carefully considering which candidate personas you are targeting with your careers page, job boards, social media recruiting efforts and other recruitment platforms.

STEPS

● ●

4   Prioritize inclusion programming and bring them together in-person and spend time doing activities that aren't necessarily work related.

5   Implement diversity and sensitivity training by researching diversity and inclusion experts in your area to provide consultations or training.

6   Support your current leadership team by providing your leadership team with diversity management training so they feel confident in their ability to manage people who are different from them.

7   Build a diverse leadership team by consciously mentoring current leaders as well as promoting and hiring diverse employees into senior level.

"We ensure that all candidates go through a standard hiring process, including questions on values alignment rather than 'culture fit,' to ensure each candidate is given an equal opportunity and to limit potential bias in the process.We invested in a workshop for hiring managers on the topic of mitigating unconscious bias. The results of our diverse hiring practices are evident; we have employees from all over the world and over 60 percent are female."

MAYYA BOZHILOVA

People Operations Manager,
Ellevation Education

KEY
TAKEAWAYS

HOPEFULLY BY THIS POINT YOU HAVE AN IDEA OF WHAT DIVERSITY AND INCLUSION ARE AND HOW THEY IMPACT EMPLOYEES AND EMPLOYERS IN THEIR PLACE OF WORK. TO RECAP WHAT WE'VE COVERED, HERE IS A LIST OF KEY TAKEAWAYS.

DIVERSITY AND INCLUSION ARE DISTINCT BUT INEXTRICABLE

If you really want to reap the benefits of building a diverse and inclusive workplace, you can not have one without the other. Diverse teams require a culture of inclusion and equality that allow for employees to connect with and challenge one another beyond their similarities. If diverse individuals do not feel included, they will not contribute their unique experiences to the team, and are more likely to leave the company in pursuit of a culture that is welcoming of their different experiences and opinions.

EVERYONE CARES ABOUT DIVERSITY AND INCLUSION

Okay, maybe not quite everyone, but the majority of job seekers, employees, managers, executives and even members of the C-suite do. We've already backed this claim with a heap of studies and statistics that show creating a genuinely diverse and inclusive workplace is no longer an option if you want to be a top choice employer and competitive business.

## BIASES CREATE BARRIERS FOR JOB SEEKERS AND EMPLOYEES

Just because the majority of people care about diversity and inclusion, does not mean they are also experts on creating a diverse and inclusive workplace. In fact, every single person is affected by their own individual and cultural biases. And for job seekers and employees, such biases create barriers that prevent individuals of diverse demographics, particularly minorities and women, from entering certain industries, roles and seniority levels. Biases, however can be thwarted when the right steps are taken to alter our mind's established biases and prevent such biases from affecting recruiters and managers during the hiring and retaining process.

DIVERSITY MANAGEMENT IS KEY TO SUCCESS

While everyone can play a hand in building a diverse and inclusive workplace, the leadership team of any company plays an essential role in successfully building a culture that welcomes diverse individuals. Recruiters, managers and senior leadership play a critical role in attracting and selecting qualified candidates as well as ensuring they feel included and comfortable contributing to the team equally. Again, just because your leadership team cares about diversity and inclusion, doesn't mean they are experts on the matter, so make sure to provide them with adequate and regular training to set everyone up for success.

CREATING A DIVERSE AND INCLUSIVE WORKPLACE ISN'T INTUITIVE

Humans are inherently biased, creating a disparity in opportunities among individuals of different demographics. As a recruiter and employer, however, it is up to you to identify such biases in your workplace and address them in order to both recruit and retain diverse candidates. Now that you better understand the different types of unconscious bias, you need to actively take steps to prevent such biases from infiltrating your workplace.
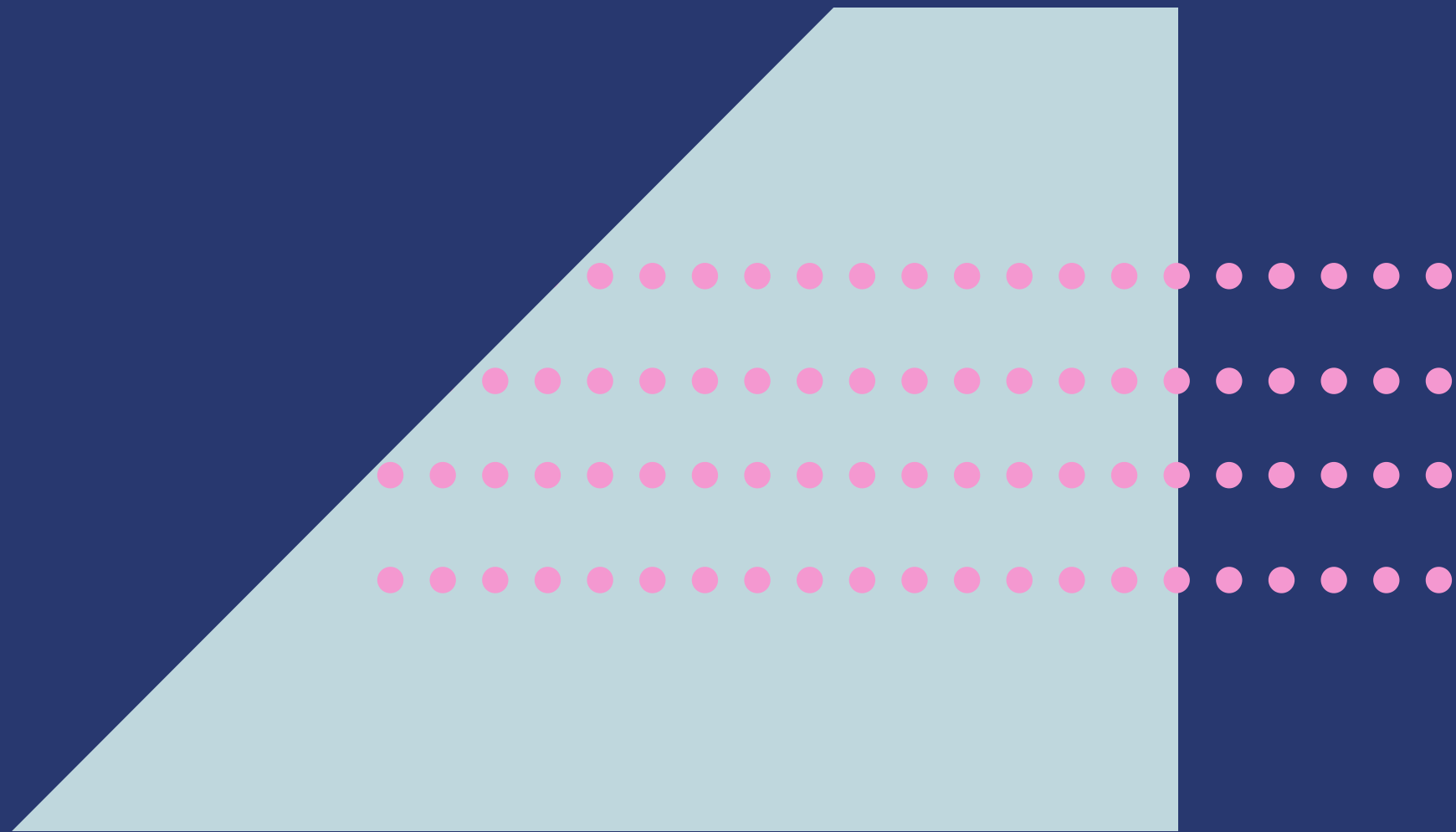
As you can see, diversity and inclusion are complex and critical topics. Hopefully this guide has given you a better understanding of what diversity and inclusion really means as well as their critical role in the workplace. And now that you know the basics of unconscious biases in the workplace and the barriers they unfairly create for different employees, you can take measures to combat disparities in your workplace and reap the benefits of highly diverse and inclusive workplaces.

A Recruiter's Guide To Diversity & Inclusion In The Workplace

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