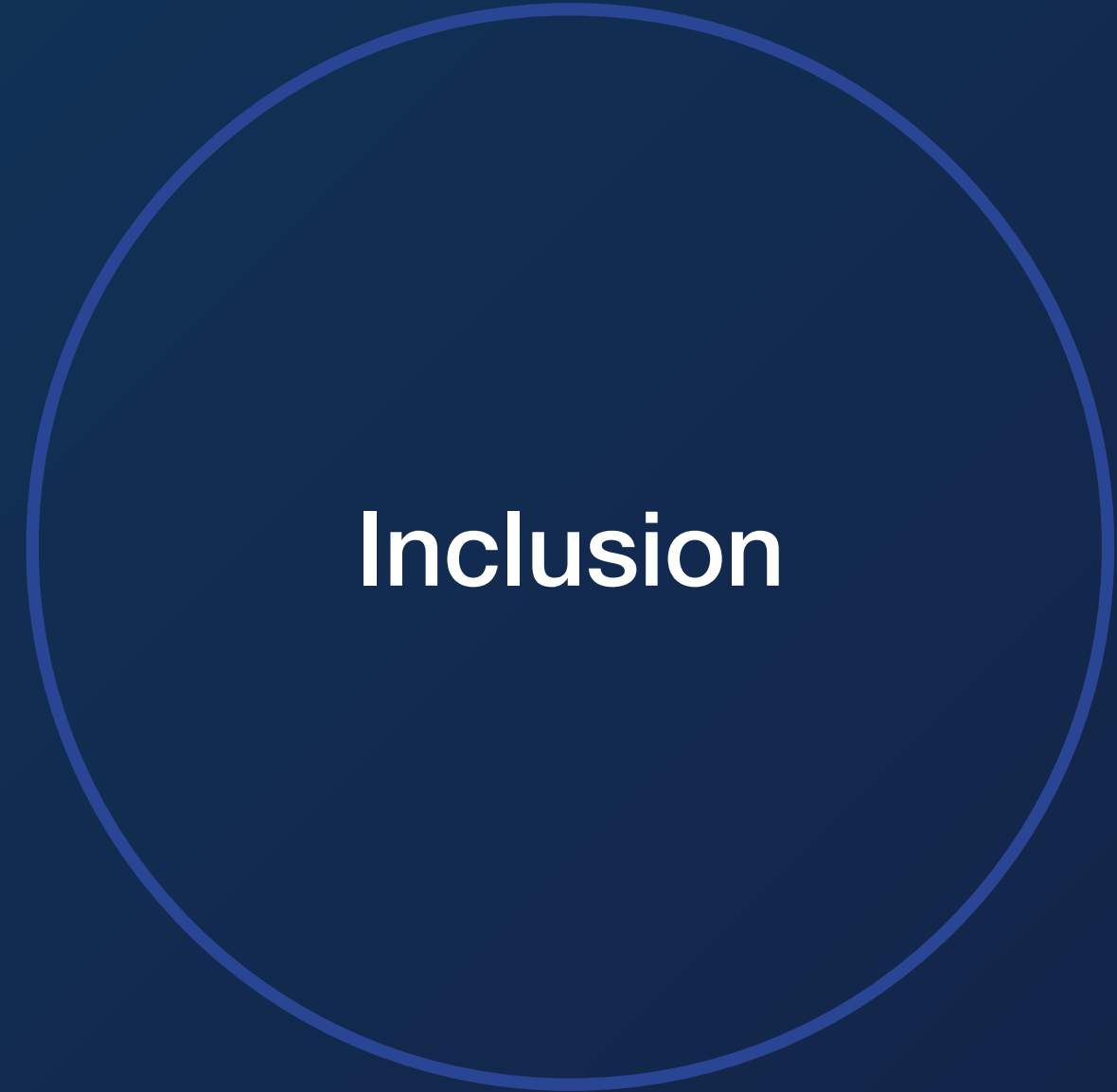
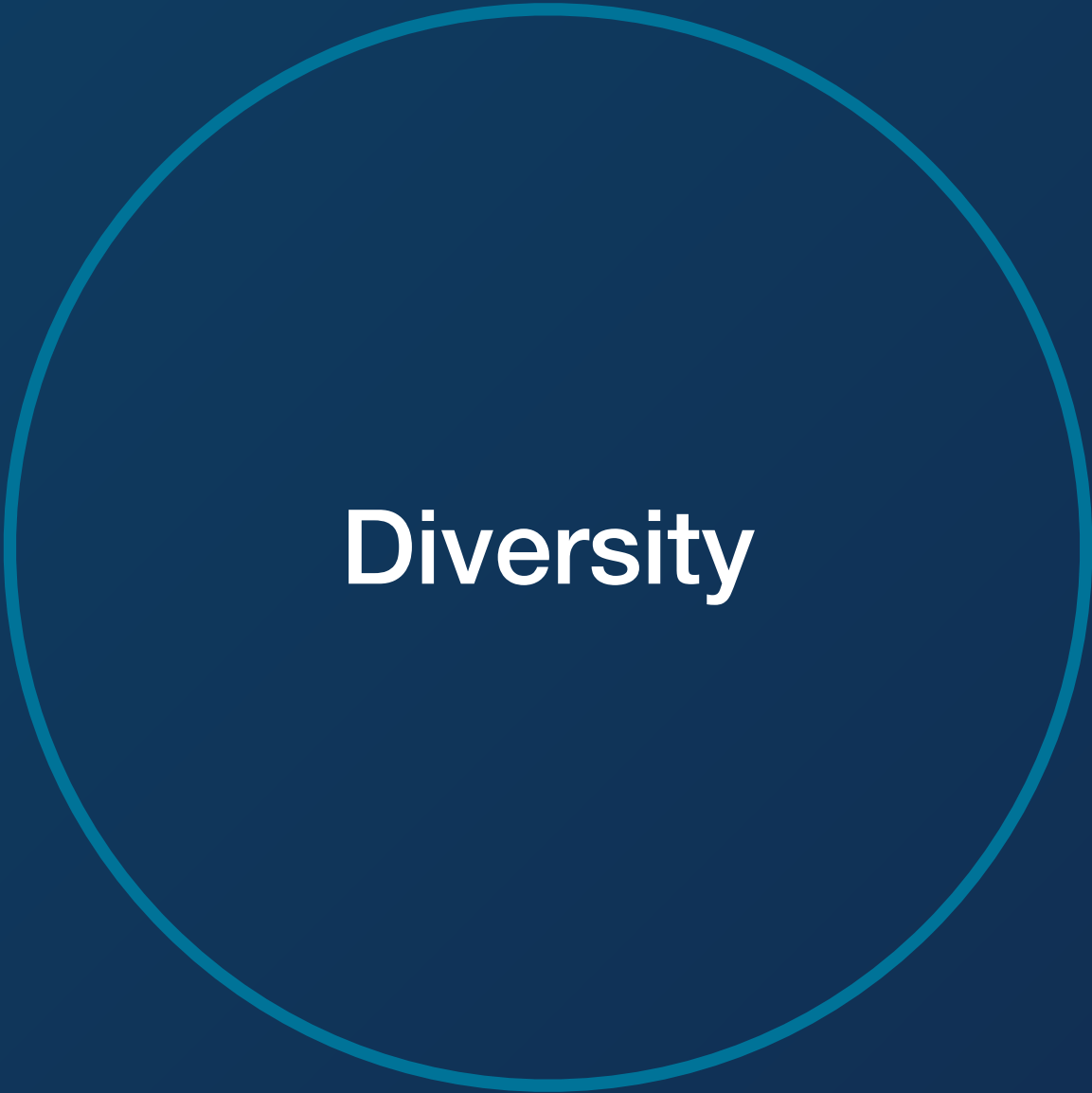


If You Build It, They Will Come

How Inclusive Cultures Attract Diverse Talent



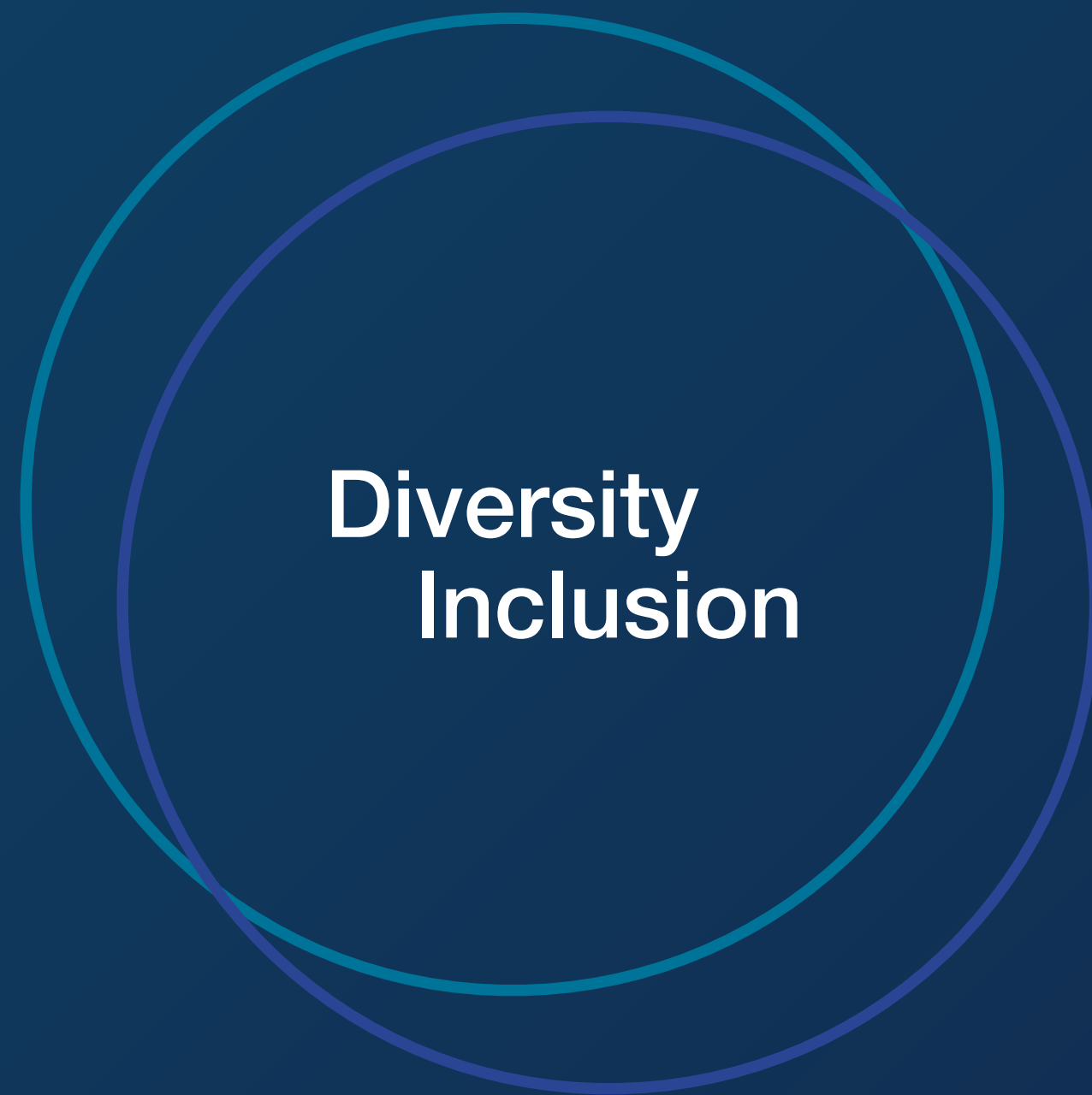


Diversity

nationality
parental status
political affiliation
language **race** ideology
education **ethnicity** location
sexual orientation
experience **disability** personality
appearance **gender** abilities
veteran **age** religion
socio-economic status
marital status
skills



Benefits



**Diversity
Inclusion**

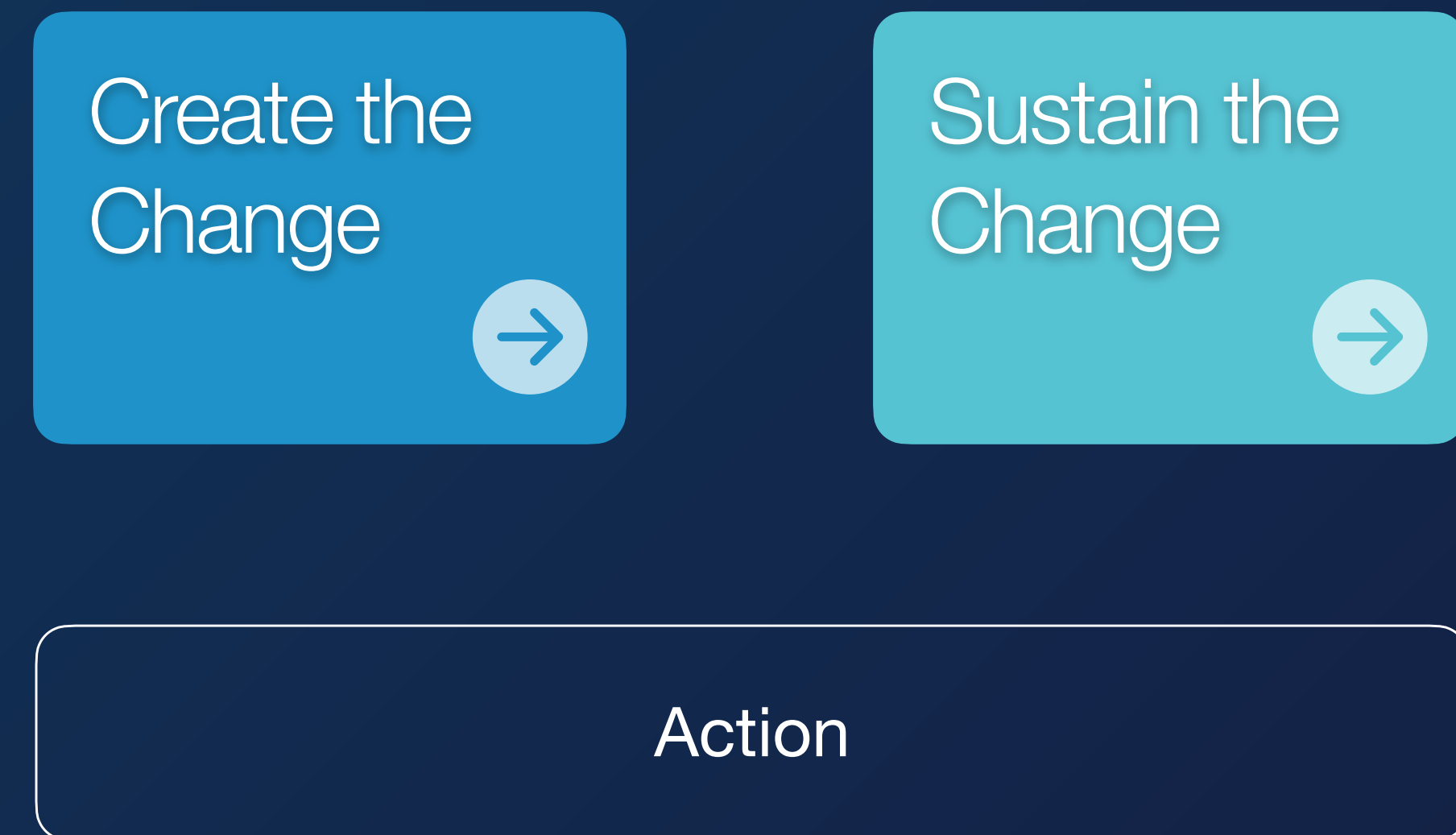
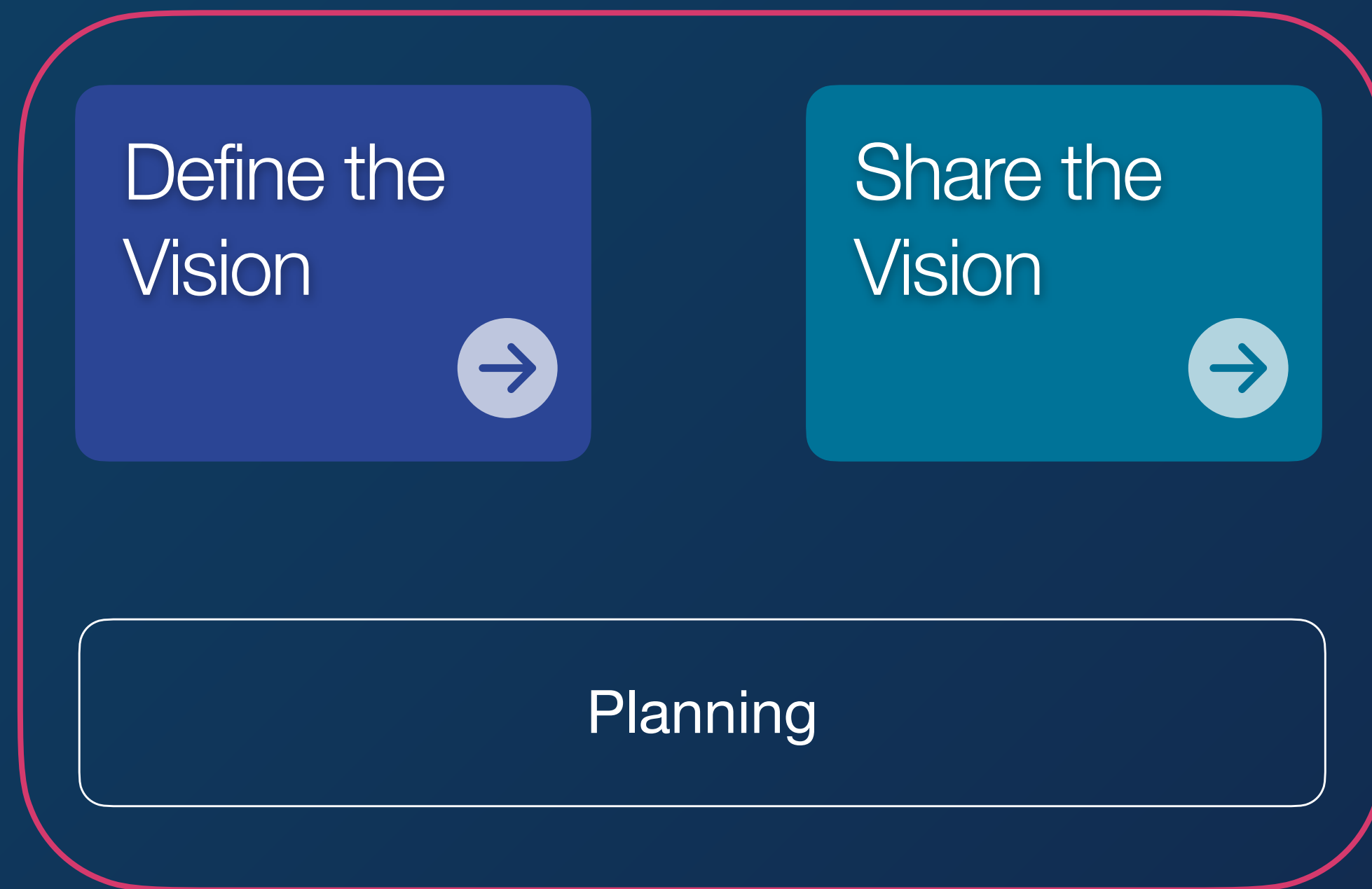
Organizational buy-in
Committed hiring managers
Enabled recruiters
Stories that attract



Inclusive Diversity Recruiting



Inclusive Approach



Define the
Vision



What we hear

Define the
Vision



*We just need more
diversity in our teams.*

*We don't have enough
[.....] people.*

*Our hiring managers
keep hiring the same
kind of people.*

*Actually we don't really
know if we're diverse.*

*Our recruiters need to
find different sources.*



What we need

Define the
Vision



Increased representation of X, Y & Z

- baseline, sourcing, recruitment practices

Broader pipelines for recruiters

- baseline, research, networking, incentives

Improved pipeline outcomes for X, Y & Z

- baseline, recruitment practices & education

Improved employer brand for diversity

- baseline, culture, education, voices

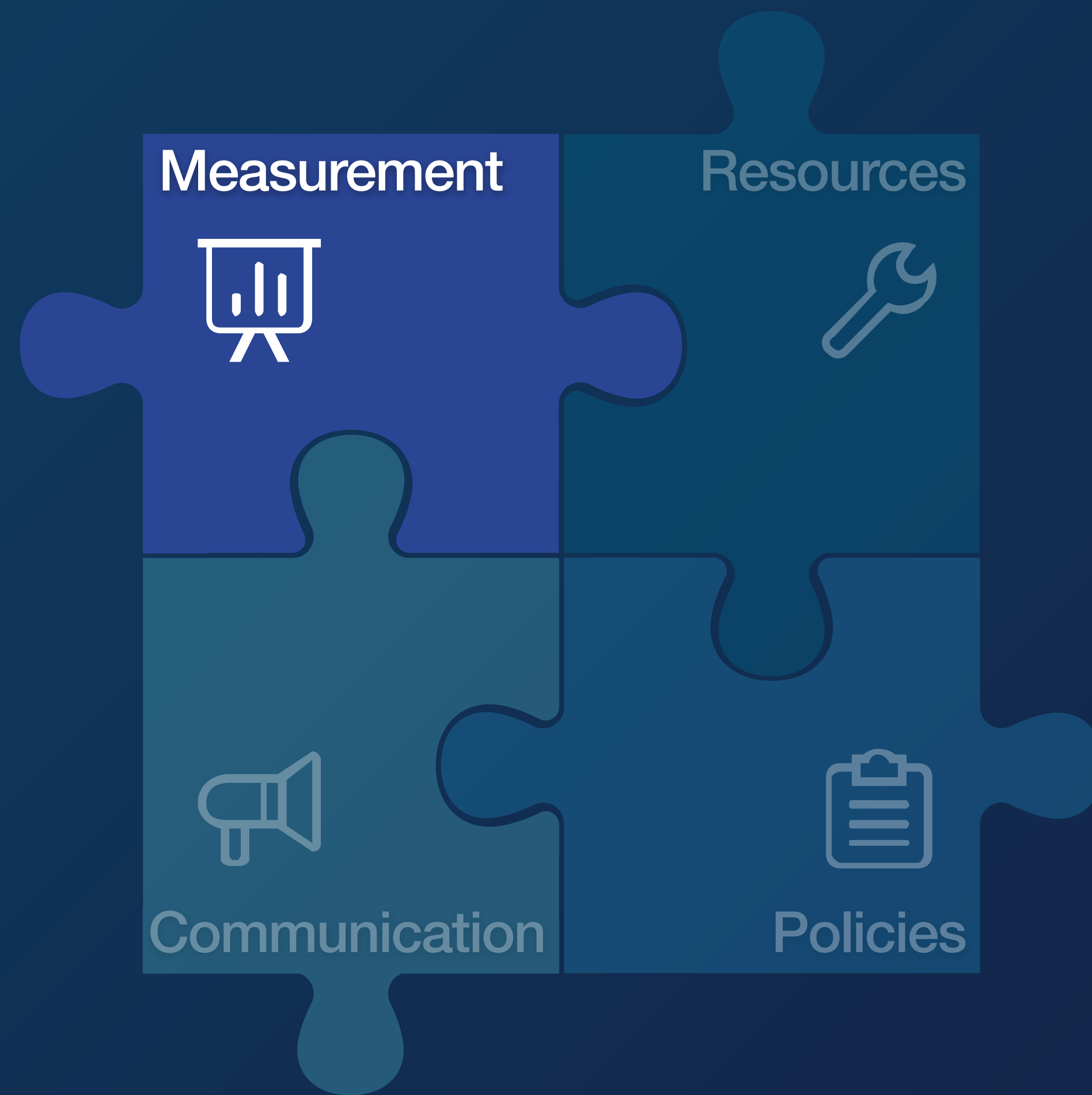


What we need

Define the
Vision



Define the
Vision



Measurement

Define the Vision



Acme Corp	HEADCOUNT	FEMALES	DFG	TURNOVER	GROWTH
	1000	360	30	8%	5%
	100%	36%	3%		

PROPOSAL	GROUP	CURRENT %	GOAL %	HIRE %	IN 1 YEAR	IN 5 YEARS
Hire at Goal %	FEM	36%	50%	50%	38%	43%
	DFG	3%	10%	10%	4%	6%
Double hiring	FEM	36%	50%	72%	40%	53%
	DFG	3%	10%	6%	3%	4%
20% DFG hires	DFG	3%	10%	20%	5%	11%

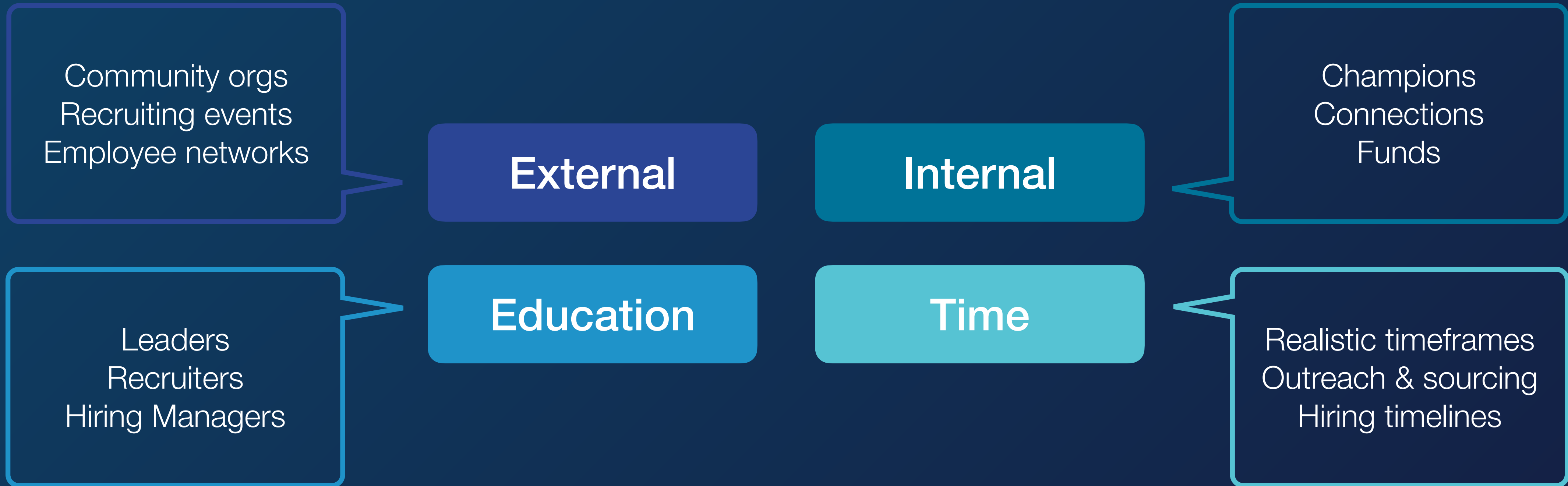


Define the
Vision



Resources

Define the Vision
↓



Define the
Vision



Measurement



Resources



Communication



Policies



Policies

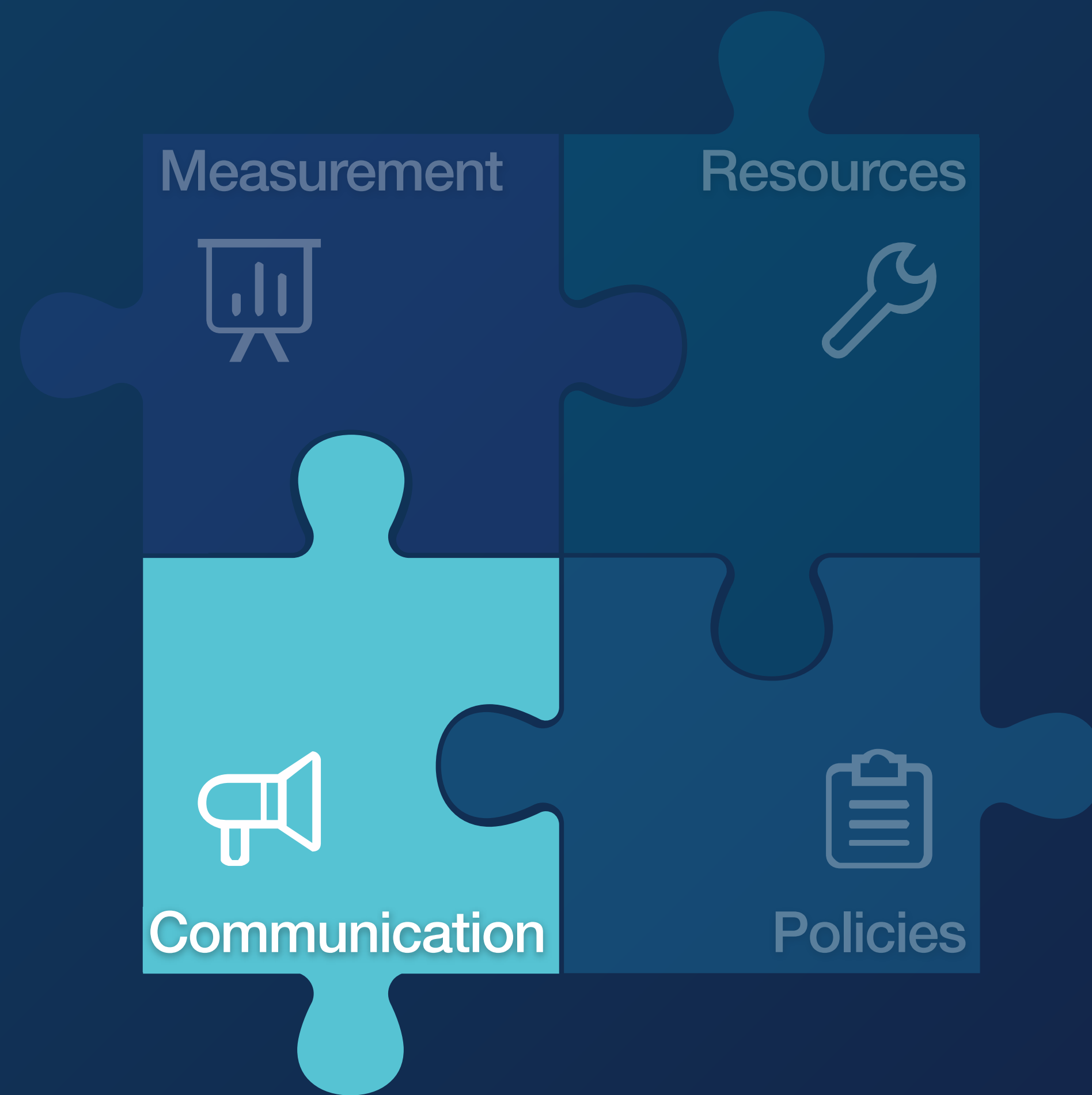
Define the
Vision



Hiring timelines
Pipeline diversity
Interviewing standards
Candidate experience



Define the
Vision



Communication

Define the
Vision



&



Communication

Define the
Vision



Get clear on the **why**
Uncover your **stories**
Internal before **External**

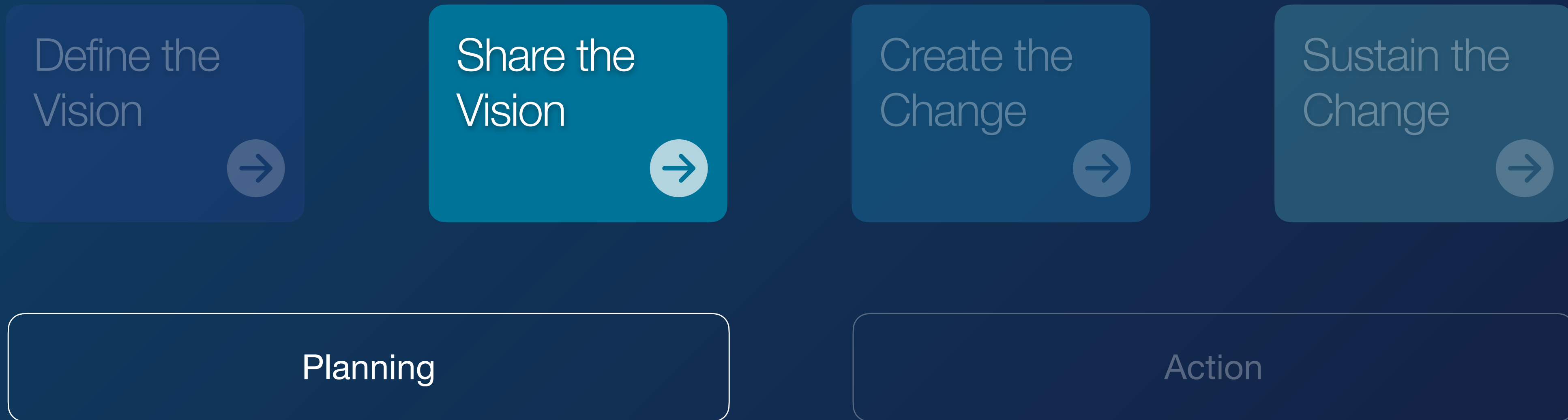


What we need

Define the
Vision



Inclusive Approach



3 Audiences

Share the
Vision



Owners

Enablers

Supporters



Owners

Share the Vision
↓

GOAL

AUDIENCE

MODE

ESSENTIALS

Get buy-in
Create champions

Leadership
Recruiting
HR

Interactive

Why
How
Needs
Ask



Enablers

Share the
Vision



GOAL

AUDIENCE

MODE

ESSENTIALS

Get buy-in
Clarify role

Hiring Managers
Recruiters

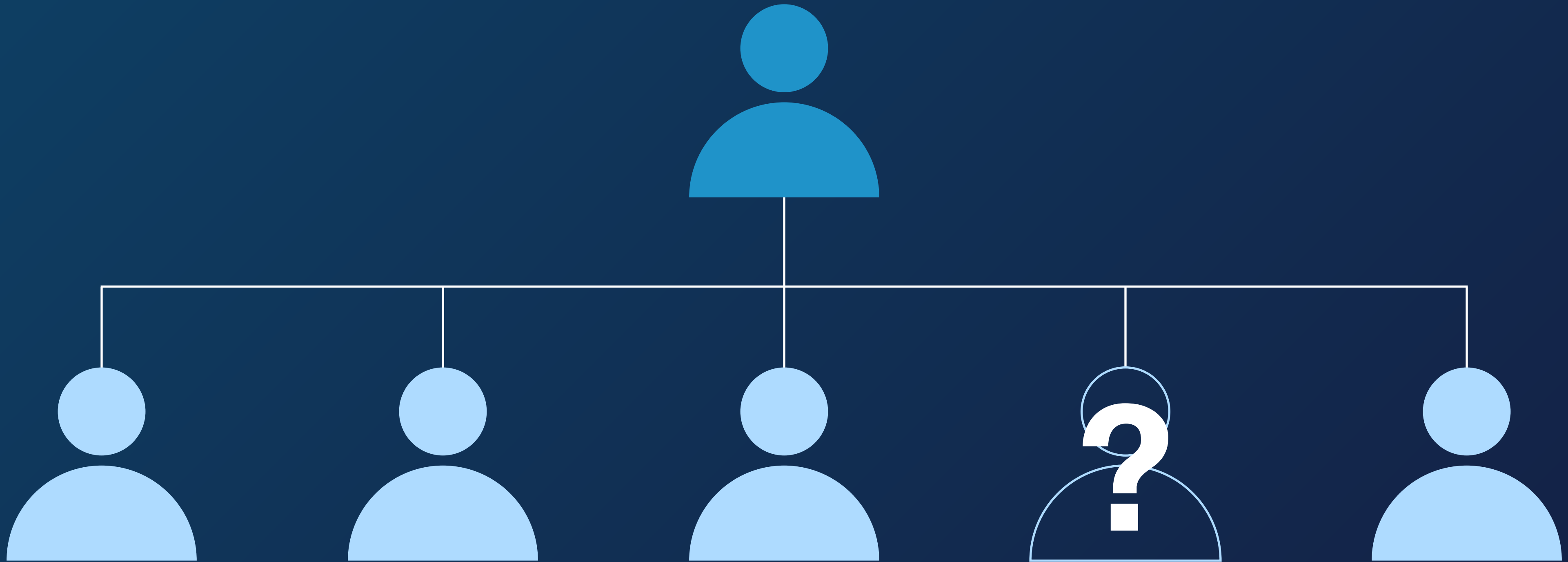
Interactive

Why
How
Expectations



Enablers

Share the
Vision





GOAL

AUDIENCE

MODE

ESSENTIALS

Get buy-in
Energize change

All employees

Broadcast

Why
How
Expectations
Goals



Inclusive Approach

Define the Vision →

Share the Vision →

Create the Change →

Sustain the Change →

Planning

Action



Create the
Change



Communication

Education

Resources

Authenticity

Sustain the
Change



Report progress

Share stories

Monitor impacts

Adjust policies



Define the Vision →

Share the Vision →

Create the Change →

Sustain the Change →

Planning

Action



Contact



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