



ContactOut 



# Diversity, Equity & Inclusion (DE&I) in Recruitment

The Definitive Guide



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# Introduction



## What is this lesson about?

This guide is about understanding and implementing strategies to enhance Diversity, Equity, and Inclusion (DE&I) in the recruitment process.



## What will you learn at the end of this guide

- The significance of DE&I in recruitment.
- Practical steps to integrate DE&I into your hiring process.
- Real-world examples of successful DE&I recruitment strategies.
- Resources and tools to further your DE&I journey



## Why is it important?

In today's globalized world, diverse teams bring a wealth of perspectives, drive innovation, and mirror the diverse markets companies serve. Prioritizing DE&I is not just ethically right but is also a business imperative.

# Here's the step-by-step on how to do it:

## 1. Understand DE&I

### Definition

- Recognize that:
  - Diversity is about the mix of people,
  - Equity is about ensuring fair treatment
  - Inclusion is about creating an environment where everyone feels valued and can thrive.
    - Here's an example of what a company's DE&I policy might look like:

#### [Organization]'s DE&I policy

##### Overall statement of organizational values

The opening of your DE&I policy is an opportunity to capture your company's unique values and what diversity and inclusion specifically mean to you. This is the place to define diversity and inclusivity—and how these reflect your attitudes toward race, gender, age, religion, and more.

For many companies, it will be the place to explain your pursuit of fairness, of giving people equal voice, and of celebrating differences. Outline your qualitative goals here, and set your sights on the experience you want your people to have.

##### Outline your policy scope and purpose

To whom does your DE&I policy apply? Define the relevant stakeholders and how you expect them to apply best practices to their everyday, with specific examples of their expected responsibilities. Also, explain why your organization believes in the importance of articulating and promoting a DE&I policy in the first place.

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#### Recruitment practices

As a key part of any diversity and inclusion plan, recruitment is a key area to focus your DE&I efforts. Your policy should reflect your principles to ensure equal opportunities and attract a more diverse workforce.

#### Retention policies and inclusion

Provide an overview of how you champion a healthy and inclusive workplace environment, from your support for alternative working arrangements to your commitment to equal pay. Similarly, outline the principles you believe support an inclusive environment and your approaches to protecting that space.

#### Professional development and training opportunities

Next, detail any specific promises you'd like to make that help you reinforce expectations at work, such as providing regular bias training or ensuring equity in identifying opportunities for advancement in the company.

#### Support structures and reporting mechanisms

Here, you should explain to your people what steps to take if they witness or suspect behavior that fails to uphold this policy. Outline the investigation process, the level of anonymity involved, and how you commit to enforcing your principles.

Consider either establishing one person responsible for receiving reports, an open-door policy with managers, or an anonymous mechanism for more sensitive issues. Whichever you choose, outlining a watertight system builds trust in your commitments.

### [Source](#)

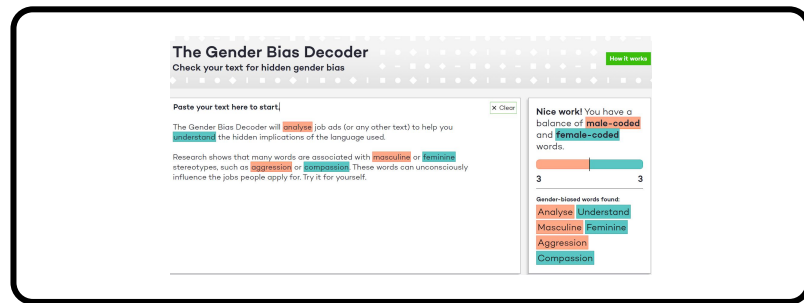
- **Assessment:** Conduct a company-wide survey to understand the current DE&I perceptions and areas of improvement.

## 2. Data-Driven Decisions

- **Baseline Metrics:** Analyze the current composition of your workforce. Understand the gender, ethnicity, age, and other demographic breakdowns.
- **Set Clear Goals:** Based on your findings, set specific, measurable, achievable, relevant, and time-bound (SMART) goals for DE&I.

## 3. Diverse Job Descriptions

- **Inclusive Language:** Avoid gendered terms like "rockstar" or "ninja." Use tools like TotalJobs' Gender Bias Decoder to ensure the language is neutral and welcoming.



- **Highlight DE&I:** Mention your company's commitment to DE&I in the job description.
  - Here's an example of a diversity commitment statement from a Geckoboard job description:

Geckoboard is an equal opportunity employer with teammates all around the world. We're committed to building a company that embraces and celebrates diversity in all its forms, and is truly welcoming and inclusive to all. We're always looking for people from diverse backgrounds with unique perspectives and skills to join our team, and encourage anyone interested to apply.

We do not discriminate on the basis of race, religion or belief, colour, national origin, gender, gender identity or expression, sexual orientation, age, marital or civil partner status, pregnancy, veteran status, or disability status.

[Source](#)

## 4. Blind Recruitment

- **Anonymize Applications:** Use software that hides names, addresses, and educational institutions to prevent unconscious biases.
- **Skill-Based Assessments:** Focus on skill tests and task-based assessments rather than resumes.

## 5. Diverse Interview Panels

- **Representation Matters:** Ensure that interview panels have diverse members, representing different genders, ethnicities, and backgrounds.
- **Standardized Questions:** Use a consistent set of questions for all candidates to ensure fairness.

## 6. Training

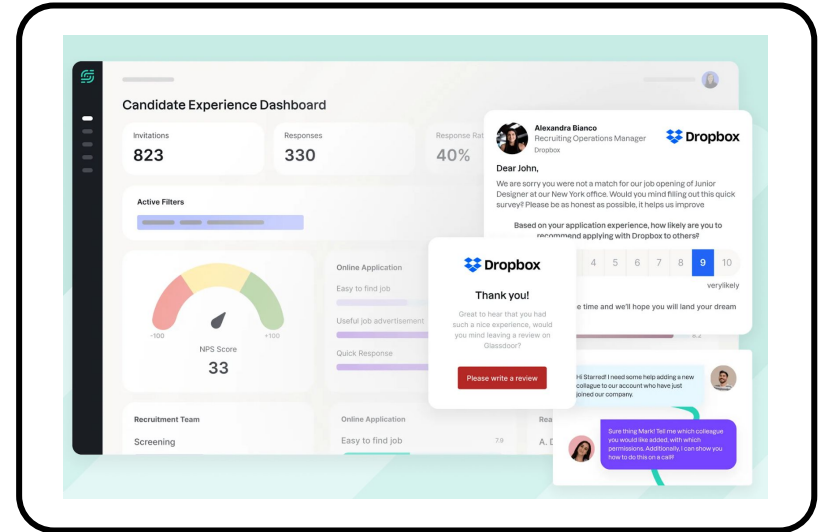
- **Unconscious Bias Workshops:** Organize regular workshops to help your hiring team recognize and counteract their biases.
- **DE&I Champions:** Identify and train individuals who can lead the DE&I initiatives and mentor others.

## 7. Partner with Diverse Organizations

- **Engage:** Collaborate with organizations, colleges, and groups that cater to diverse communities.
- **Job Fairs:** Attend and sponsor job fairs focused on diverse talent pools.

## 8. Feedback Loop

- **Post-Interview Surveys:** After interviews, ask candidates for feedback on the process, especially regarding DE&I. You can use platforms like Starred to craft your feedback forms and surveys.
- **Regular Check-ins:** Once hired, have regular check-ins with employees to understand their experience and gather insights on improving DE&I.





### Here's an example of it

**XYZ Tech Inc. noticed that their tech department was predominantly male and lacked ethnic diversity.**

#### **They took the following steps:**

1. Conducted a company-wide survey to gauge perceptions about DE&I. The results showed that many employees felt there was room for improvement.
2. They set a goal: Increase female representation in the tech department by 30% and hire from a broader range of ethnic backgrounds within 18 months.
3. Revised their job descriptions using Textio, removing terms like "coding ninja" and emphasizing their commitment to DE&I.

4. Implemented blind recruitment, focusing on skills rather than names or educational backgrounds.
5. Ensured that interview panels had both male and female interviewers, as well as representation from different ethnic backgrounds.
6. Organized unconscious bias workshops, which became a turning point in their hiring process.
7. Partnered with "Women Who Code" and attended diverse tech job fairs.
8. After 18 months, not only did they achieve their goal, but the feedback from new hires was overwhelmingly positive. They felt valued and saw that XYZ Tech Inc. wasn't just talking about DE&I but was genuinely committed to it.

# Next Steps

## 1. Review and Update

Regularly review and update your DE&I strategy.

## 2. Expand DE&I

Expand DE&I beyond recruitment — into retention, promotion, and company culture.

## 3. Feedback Loop

Engage with your hires to understand their onboarding experience.





# Further Resources

 [20 DE&I Recruitment Tools for Inclusive Hiring \[The Ultimate List\]](#)

 [Building Inclusive Hiring Strategies for High Volume Recruitment](#)

 [The 5Cs Framework for Inclusive Job Descriptions](#)

 [How to Recruit Candidates with DE&I in Mind](#)