

From Good Intentions to Lasting Impact



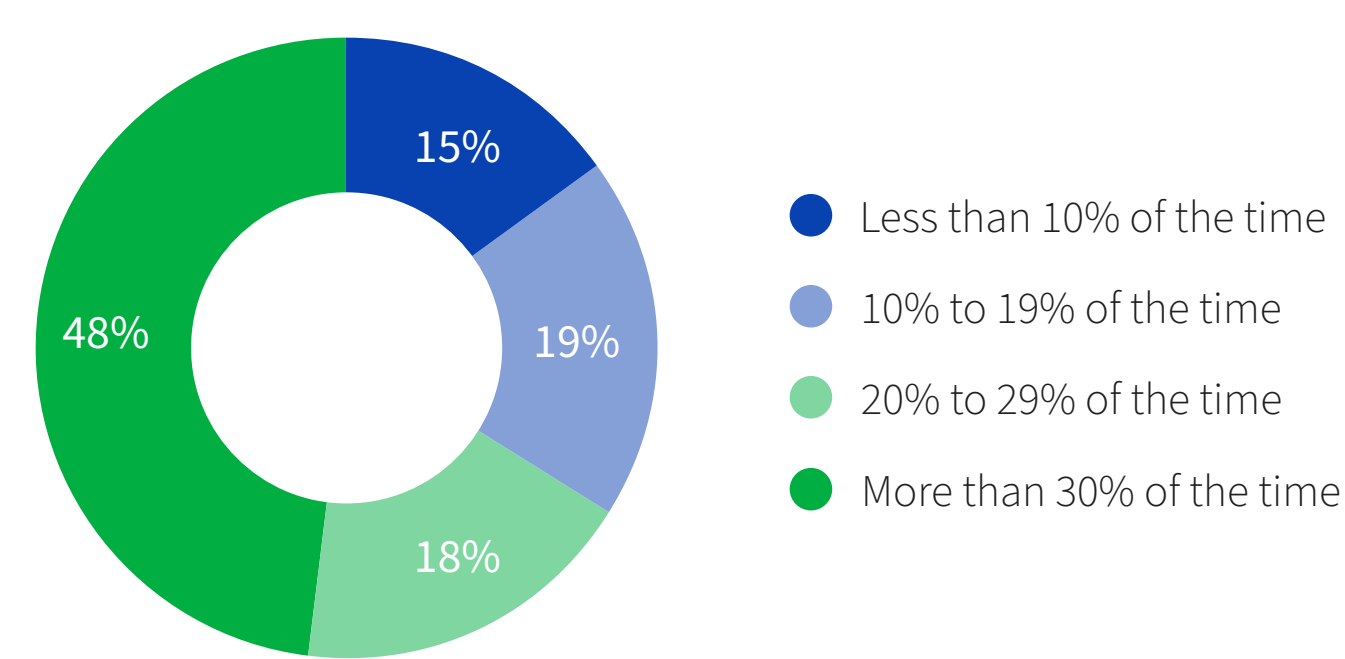
Business leaders at the smallest startups to the biggest global corporations have publicly committed to taking action against bias and discrimination in their own workplaces. **What's holding them back?**



They're Barely Scratching the Surface

Many organizations are missing out on the most basic opportunities to share their commitment to building a diverse and inclusive workforce with potential applicants.

What percentage of the time does your company website, career pages, blogs, social media channels and other collateral contain images of underrepresented groups?



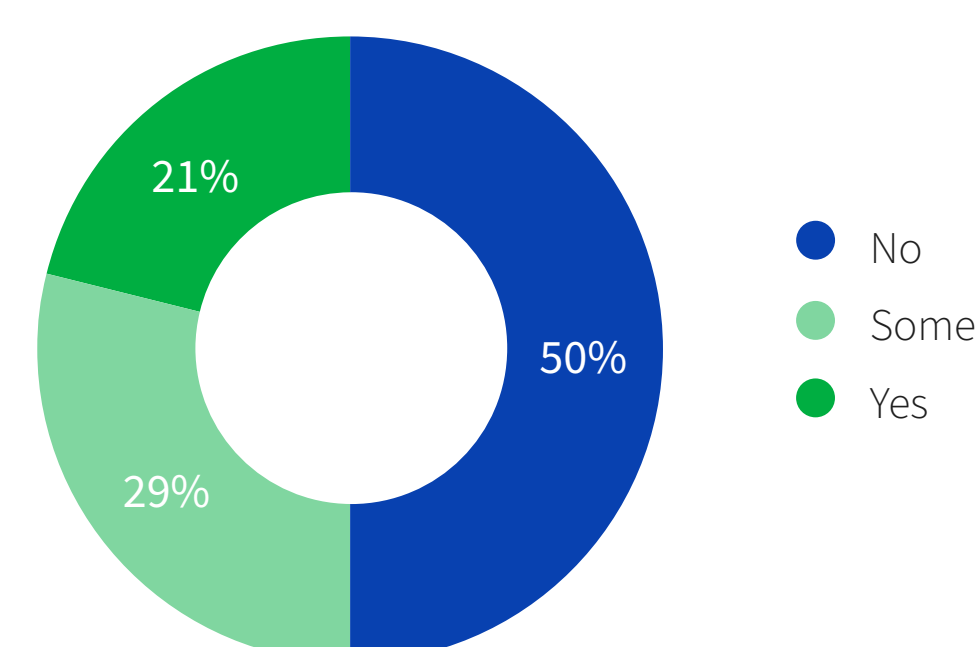
Action Item

Develop a partnership between TA, Marketing, and D&I to create content that highlights values, culture, and diversity.

Action Item

Assign executive and senior leaders specific goals for building a pipeline of diverse talent.

Does your company have defined strategies and processes on setting and calibrating your diversity hiring goals?



They're Working Without a Plan

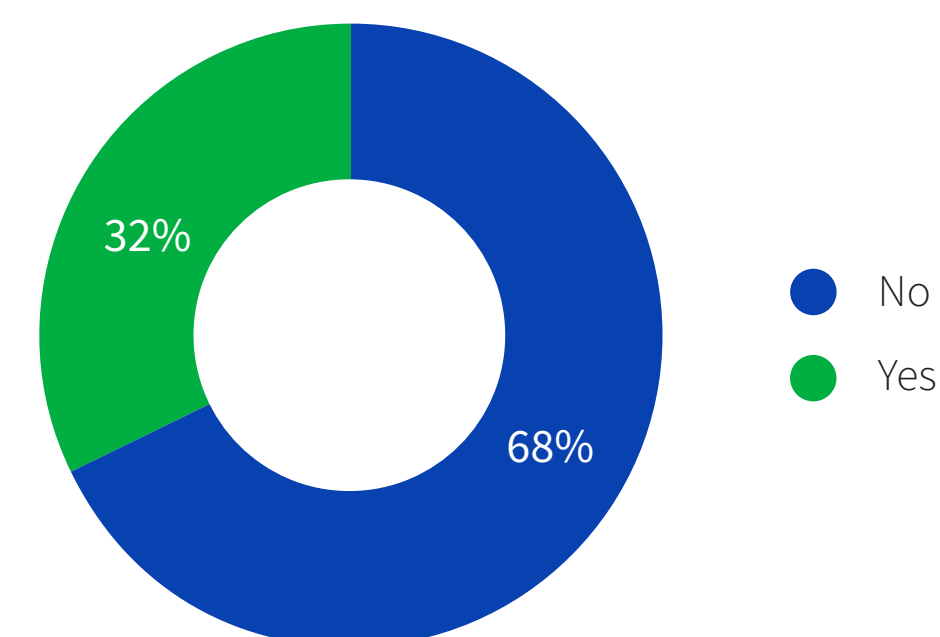
Many employers' recruitment plans are neither strategic nor specific enough to move the needle.



Budgets Haven't Budged

Employers aren't adequately funding their D&I initiatives in line with their publicly stated goals. Meaningful progress requires aligning investment with intent.

Does your company have a budget for diversity sourcing that aligns with your diversity hiring objectives?



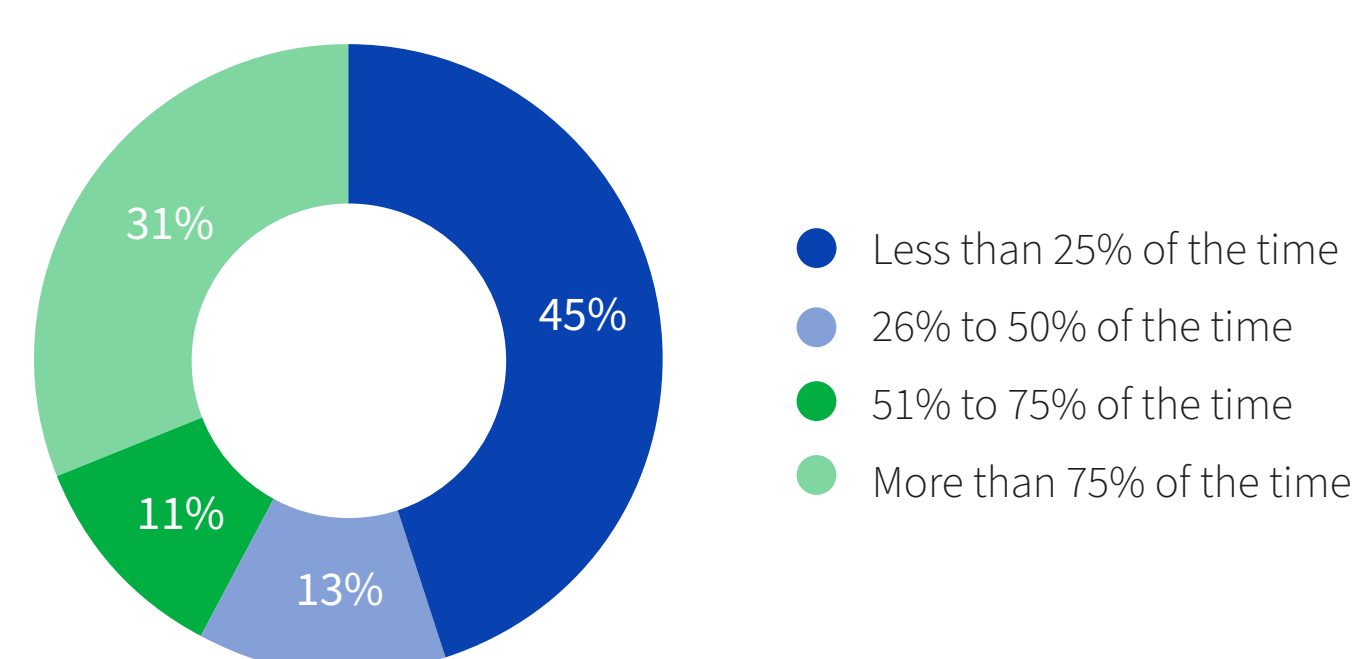
Action Item

Invest in alternative sourcing strategies to attract diverse talent.

Action Item

Assign executive and senior leaders specific goals for building a pipeline of diverse talent.

How often does your company make underrepresented employees aware of job openings via employee resource groups, internal communications, etc.?



Neglecting Opportunities for Internal Talent

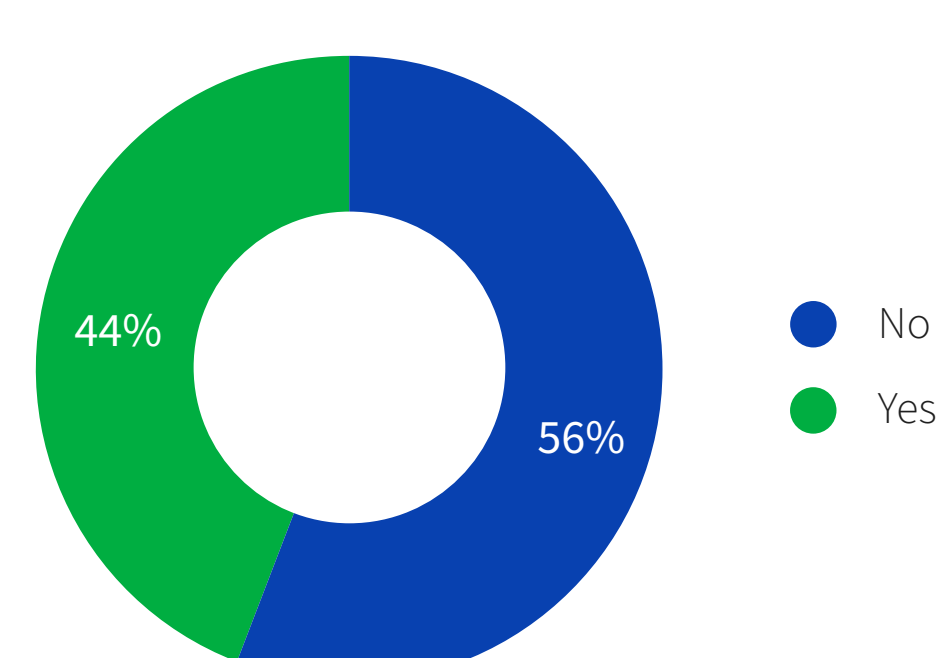
Fair and competitive internal hiring plays a critical role in D&I success, yet many organizations are failing to engage the diverse employees they already have.



Bias Keeps Creeping In

Fair hiring processes add perspective, consistency, and structure to the hiring process, ensuring that all hiring touch points minimize bias. However, many employers have yet to adopt known best practices for minimizing bias in recruitment and promotion.

Does your company have processes to allow recruiters to review all resumes for relevant qualifications in a bias-free way?



Action Item

Vet your interview scorecards and questions with underrepresented team members who are currently in the role.

For more insights, our favorite D&I success stories, and actionable tips, [read the full report.](#)