

Diversity in Hiring

How to Make Your Recruiting More Inclusive



Are you looking to hire and are having trouble finding talent? America is facing a talent crisis. 29% of recruiters say that a lack of applicants is to blame.

However, implicit bias makes the problem worse. When diverse workers don't feel wanted by employers, they don't bother to apply. Tweak your recruitment efforts to make job postings appealing and welcoming to all.

Here are ways that you can tweak your recruitment advertisements to make your job postings welcoming to all:

✓ Gender

Some words are more male-coded while others are more female-coded. When women read a male-coded job posting, they are less likely to apply for the position. Use words like "collaboration" and "together" in your job advertisements instead of "active" and "dominant."

Men only feel like they need to meet 50% of the qualifications to apply for a job. Women feel as if they need to meet 100% of the qualifications. On your job description, make sure that you only list what qualifications are truly required for the job.



✓ Disability & Neurodivergence

- 66% of customers will purchase from companies with disabled employees
- 78% will purchase if the company is clearly accessible
- Don't require personality tests. They were not designed with neurodivergence in mind.
- Make sure your physical workplace is accommodating to PTSD, ADHD, autism, and anxiety disorders. No flashing lights or tight spaces!

✓ Sexual Orientation & Identity

20% of LGBTQ+ Americans experience discrimination while applying for jobs.

When writing your job posting, use gender neutral language. Say "they" instead of "he/she" or "spouse" instead of "husband/wife." Stay away from outdated language. Terms like "sexual preference" and "lifestyle" turn applicants away from your door.



✓ Age

Older workers have a hard time competing with younger applicants. Words like "tech native," "high energy" and "cultural fit" make them feel unqualified. Instead try:

Tech native-> Ability to use specific computer programs

High energy-> Multitasker with effective communication skills

Cultural fit-> Enjoys collaboration and teamwork

