

Using Data Led Tools to Attract Diverse Talent

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“Collecting good D&I data has arguably been one of the biggest challenges for businesses this year, along with the concomitant issue of procuring the right platforms and tools for proper analysis and target setting. It is therefore not surprising that investment in D&I systems seems to be a popular and well-reviewed intervention.” -

Tech Talent Charter Diversity in Tech Report

The Process

- **Getting started** - The importance of data-led tools
- **Building the business case** - For data-led diversity tools
- **Useful and relevant tools** - To attract diverse talent
- **Metrics and reflection** - 360 analysis, impact and assessment of your of data-led tools



Getting started. *Where do we begin?*

Attracting and cultivating a diverse and inclusive workforce can spur innovation, draw in skillsets from a more extensive talent pool, and make a business more competitive.

[World Economic Forum](#)

Useful Tools

[Creating a data-driven strategy](#)

[Diversity and Inclusion in UK Tech Companies](#)

[Diversity in Data Report Webinar 2021/2022](#)

Strengths

- Can offer challenge to long held processes
- Increased data allows for further scrutiny of practices, and greater focus towards addressing inequitable systems.
- Ease of use/ time savings

Opportunities

- EDI is an emerging area of focus - knowledge and best practice continue to develop and more tools are coming to market to support attraction and recruitment.

Weaknesses

- EDI and Recruitment Expertise are still essential to ensure a fair process.
- Tools can be subject to bias, so careful selection and research is essential.
- Subscription/ adoption costs

Threats

- Increased focus from organisations to recruit diverse talent, resulting in a more competitive market.
- Ensuring legal compliance with UK Employment Laws, the Equality Act 2010 and GDPR.

Getting started with data-led diversity tools

78% of UK companies have taken steps to increase their commitment to equality, diversity and inclusion since 2020, according to research by TopCV, with 77% of recruitment professionals stating that their organisations are focussing on maintaining employee engagement or attracting diverse talent.

Technology and data-led tools can play a crucial role in hiring an inclusive and diverse workforce, and provide a competitive advantage to Inclusive hiring practices in an candidate led market.

- 59% of businesses use blind resumes to improve their hiring
- 31% are adapting job adverts to attract more diverse talent
- 30% are providing anti-bias training to staff

Two out of three candidates looking for a job view diversity as a core influencer on whether or not they will apply for a role. Dedicating effort to diversify an organisations employee base, will not only result in a workforce which is more innovative, productive, and profitable, but will ultimately result in a hiring and attraction process which is more cost-efficient, inclusive and one which yields better results.

Building the business case. *The importance of data-led diversity tools in today's society*

Useful Tools

[Delivering through diversity](#)

[How to best meet your DEI goals](#)

[The State of Diversity & Recruiting](#)

[Why workplace diversity is so important](#)

[Global diversity and inclusion: perception, practices and attitudes](#)

To **future-proof our organisations** and achieve better talent outcomes, HR leaders and professionals need to evaluate the rigour and relevance of their current assessment tools and practices.

Workforces including or involving people from a range of different social and ethnic backgrounds and of different genders, sexual orientations—that is, workforces that are diverse—are associated with greater levels of innovation and organisational success, and in midst of '**The Great Resignation**', are able to boast a competitive edge with candidates looking for more inclusive work environments.

While the benefits of building a diverse workforce are well documented, such an endeavor requires the creation of a comprehensive diversity strategy that focuses on developing an equitable recruitment process throughout its stages. To create such a process—one that will best cultivate a diverse workforce—studies suggest implementing and utilising data-led tools to remove biases and standardise stages.



Useful and relevant tools. To attract diverse talent and build a strategy that is effective

“The most effective interventions related to **auditing processes and systems**. This was the second most common impactful intervention among **companies with the most gender diversity**; fourth among those with the **most ethnic diversity**” [Tech Talent Charter \(2021\)](#)

Auditing Language

How to ensure your job adverts do not reinforce inequalities?

The [Totaljobs Gender Bias Decoder](#) is a free tool which evaluates the content of a job advert for 'hidden' gender specific words.

[Textio](#) converts your job descriptions to include gender-neutral language. It's a great platform that validates your job description & shows how it compares to those of the competition.

[Applied](#) provide a paid for tool that assess job adverts in their entirety for language that is biased against women, people of colour, working class people and older people.

Auditing Job Ad Placements

How the placement of ads impacts diversity of applicants?

[Equality Boost](#) increases applications from underrepresented groups through targeted display advertising. Using data science, it pinpoints where, how and when to reach underrepresented talent

Many of these tools use data science and AI. These are powerful tools that could help or hinder inclusion in the workplace.

Case Study: [Amazon](#)

Auditing Accessibility

What data led tools review accessibility of job sites?

[Recite Me](#) - Paid for tool that audits an entire job site for accessibility

[Intent Based](#) - Free accessibility checker that evaluates according to your country's accessibility legislation, including UK [WCAG compliance](#).

[Wave](#) - Free chrome extension to evaluate site accessibility

[Blendoor](#) - D&I tracking tool to identify blindspots in hiring

[BeApplied](#) - predictive recruitment auditing tool

Auditing Necessary Skills

What data led tools enable you to review whether the skills on the job description are necessary (e.g remove unnecessary personal information?)

[Toqql Hire](#) - Ensures that candidates are judged by skills only by asking applicants to take a 10 minute skills based quick which then automatically shortlists candidates without looking at their age, education, work experience.

[Pymetrics](#) - Uses gamification to find candidates. Applicants play a 20 minute game which then matches them to a role. This removes any personal characteristic information.

→ Pymetrics' algorithms were evaluated in a peer reviewed study and found to be bias free [Building and Auditing Fair Algorithms](#), Wilson et al 2021

Reflection

- Do these tools consider non visible forms of diversity enough?
- Organisations over 250 employees have to legislatively report information on gender and race only. How do smaller organisations negotiate using such tools, especially if there is a cost implication?
- How can these tools be leveraged not just for recruitment, but for retention too?

Metrics and reflection. A 360 analysis, impact and assessment of your of data-led tools

What are the outcomes of using data-led tools? They allow us to flag discrepancies, provide a deeper discussion on why things 'are the way they are,' track progress and inform our overall strategy.

Measurements

Reviewing your data. We have picked 5 key D&I metrics your organisation can track:

- Gender
- Ethnicity
- Disability
- Sexuality
- Age

Collecting this data allows us to compare talent pool against hires to observe patterns or D&I trends for recruitment.

Broader hiring metrics which can be incorporated include:

- Cost per hire
- Time to hire
- Gender pay

Some other useful links include:

- [10 DEI metrics your organisation should track](#)
- [Tools and metrics to supercharge D&I](#)

Reflection

Gain feedback from stakeholders using your data tools. Consider questions on infrastructure (ease of use), training and tool capacity. Perhaps even [work with an external provider](#) based on the output

Always **ask for consent** in the attraction phase as part of general GDPR regulations. Grow your understanding of how this can [influence broader ESG initiatives](#) through the attraction of talent

Why has your tool not been effective? Is the pipeline the real problem? Are your job descriptions inclusive? [Pinpoint the problem, reflect and re-adjust.](#)

The next steps are to **create a data-driven culture** and [HBR's 10 steps](#) highlight some of the obstacles but most importantly, opportunities for companies to implement change with impact.

Other Toolkits

- Broader [hiring](#) funnel metrics for consideration
- Benchmark your [gender pay](#) with competitors
- [Mercer's D&I Technology report](#) provides an overview of the dynamic and important human resources (HR) technology marketplace
- [Social Mobility Commission](#) - using data led tools to gather socio-economic data
- [Build talent pipelines](#) through effective advertising, headhunting and referral methods
- [Guidance when reassessing your data-driven tools](#) to ensure any future risks have been mitigated and opportunities maximised

The team that put this all together...



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