

Tech Talent Charter (TTC) Signatory Spotlight: Brightpearl
Open Playbook Chapter: [Recruitment > Candidate attraction](#)

The Problem

Our company was lacking in diversity and diverse candidates were either not applying or not making it through to latter stages. Once in the company, we can provide inclusive and equitable opportunities - but we were struggling to attract people with diverse backgrounds and experiences.

Overview

We provided education so that all employees are aware and equipped with both the benefits of diversity as well as tools and techniques to address any issues or obstacles and to be a positive promoter for diversity and inclusion.

We introduced new checks and balances - like training for everyone; ensuring employees with diverse backgrounds and perspectives are involved in the recruitment process.

Method:

- Diversity Recruiting (via LinkedIn Learning) training must be completed by anybody participating in the hiring process.
- 'Bystander to Upstander' training for all employees + Inclusive Conversation training (both LinkedIn Learning modules).
- All job ads must be screened (for masculine vs feminine language) and we make sure that all candidates meet people from diverse backgrounds during the interview process.
- We have reviewed all tests/presentation requirements to make sure that they are fair and valid for the role.
- We highlight our flexible working practices, wellbeing and inclusive perks and benefits.

Result

We are seeing improvements in hiring more diverse candidates and employees are now talking more openly about inclusion and belonging. Awareness has definitely improved.

We have also discovered different routes to access candidates from underrepresented groups that we may never have encountered without this focus and effort to change for the better.

Signatory Spotlight Shared by Jacqui Fernandez, Chief of Staff at Brightpearl