



6 WAYS TECHNOLOGY DRIVES WORKPLACE DIVERSITY

Research shows there are fewer women CEOs than CEOs named John or David.

Workplace diversity and inclusion (D&I) has been a hot topic for many years, with companies increasingly paying more attention to creating an inclusive business environment. Social media movements and real-time news updates showing racism, gender inequality and ageism have left many of us with **unconscious biases** that need to be addressed.

As a result, younger generations also expect more from their prospective employers, and a commitment to D&I is high on their list of priorities. Technology and social media make it easier for candidates to inspect how committed companies are to these issues. On the flip side, technology also has the power to help businesses create the **multi-dimensional workforce** they need to succeed in the future.

Keep reading to explore why **diversity is essential** for your business to thrive in 2021 and beyond, and discover how technology helps create an inclusive workplace.

Why Diversity is Important for Your Workplace

Attracting New Employees

DID YOU KNOW THAT

70%

OF JOB SEEKERS SAY A COMPANY'S COMMITMENT TO WORKPLACE DIVERSITY IS IMPORTANT WHEN EVALUATING A POTENTIAL EMPLOYER?

Whether or not your company is interested in creating a more inclusive workplace, the chances are that candidates have diversity in mind when researching your company and during the interview process. HR managers must take D&I into account when evaluating their entire **hiring process** from the language they use in job ads to the interview process and selecting the final candidate.

Company Performance

COMPANIES IN THE TOP QUARTILE FOR RACIAL AND ETHNIC DIVERSITY ARE

35%

MORE LIKELY TO HAVE FINANCIAL RETURNS ABOVE THEIR RESPECTIVE NATIONAL INDUSTRY MEDIANS.

Employees of varying ages, genders, sexual orientations, and cultural backgrounds bring different perspectives to the table, which gives your business a competitive edge in the marketplace. More diverse companies are better equipped to win top talent and improve their customer service, **employee satisfaction**, and decision-making.

Innovation

Having an inclusive business also fuels innovation. A company with a diverse and inclusive team is 70% more likely to enter new markets and cater to a larger client pool.

Diverse workforces are also **30% more likely to spot mistakes** and have a higher chance to develop solutions that solve your clients' challenges and pain points. When at least one team member has traits in common with the end-user, they can help the entire team better understand that user, which helps increase their creativity

Value of Diverse Thinking



85%

of large global enterprises believe diversity is crucial to fastening **innovation** in the workplace.



79%

of companies believe that diversity initiatives have had a positive effect on **company culture**.



83%

of executives agree that a diverse workforce improves their company's ability to capture and retain a diverse **client base**.

How Technology Drives Employee Diversity Initiatives

On average, **70% of employers** have specific goals for diversity hiring, such as **increasing female representation in tech roles by 15%** or bringing in recruits from different cultural backgrounds. Below we've listed six ways technology helps companies drive their diversity initiatives:

1 Removing bias from job descriptions & recruitment

Bias is many recruiters' Achilles heel. Unintentionally using inequitable language in your job descriptions can cause some applicants to shy away, leaving you with a collection of similar candidates. Predictive analytics platforms can score a job description on ethnicity, gender, or age neutrality and offer suggestions for improving your wording. This way, you ensure your application attracts a variety of candidates that still have the relevant qualifications, skills and personal traits for the role.

2 Improved cultural intelligence

An **Applicant Tracking System (ATS)** can collect demographic-related data to ensure your company aligns with the legal requirements. Having a built-in ATS feature that measures the diversity (or lack of it) in your talent pipeline lets you adjust hiring techniques as needed to include applicants from all cultures.

3 Making online applications more accessible

Technology can create online recruiting tools that lead to better talent acquisition. People with disabilities must be able to use these technologies as easily as other applicants, especially now that most work procedures and job applications are online.

Making your website, job application and other digital tools accessible to people with disabilities could significantly boost your business performance. Research shows that increasing the recruitment of people with disabilities by 1% could boost your national GDP by **\$25 billion**.

4 Developing blind application and assessments

Some companies still use written tests as a method for removing bias from the hiring process. However, companies that institute written job tests for managers actually result in decreased diversity. On average, written tests result in white women or individuals from **minority backgrounds only landing 4% to 10% of managerial jobs**.

Anonymised application processes and assessments that can instead generate relevant candidates based on qualifications, skills and behavioural characteristics that remove unintentional bias.

5 Enhanced analytics to create an inclusive workplace culture

Diversity and inclusion don't stop at the signing of a contract. Creating a truly inclusive work environment requires companies to make every employee feel **supported, respected, and valued** regardless of their gender, age, cultural background or sexual orientation.

An enhanced analytics program helps you identify where your diversity and inclusion gaps truly lie within your organisation, so you know where to focus your efforts. By letting data-driven decisions guide your D&I strategy, you can make alterations that have a real impact on creating an inclusive workplace culture.

6 Standardise decisions to close the pay gap

- Among full-time employees, the gender pay gap was 7.4% in April 2020, down from 9.0% in April 2019.
- Between April 2019 and the same month 2020, the gender pay gap among all employees decreased to 15.5% from 17.4%.
- For full-time employees aged under 40 years, the gender pay gap remained close to zero but was over 10% for older age groups.

While the salary gap between men and women shows signs of improvement, many companies continue to pay one gender more than the other. Investment in analytics technology helps employers make critical decisions around staffing, compensation and benefits, scheduling, etc., to create a fair workplace.

Committing to D&I is crucial for your business to succeed in the future. But completely removing bias from the hiring process demands careful consideration. Recruiters who embrace technology stand to streamline efficiency, improve accessibility, boost inclusivity, and ultimately access larger and more diverse talent pools.

Contact eArcu Today

Speak to one of our team members today to find out more about how you can successfully attract and onboard a diverse team.

For more information on eArcu's proven and future-proof ATS solution email sales@earcu.com or call 0800 085 0340.