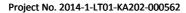| |
|---|
| **Diversity in Organisations** |
| **Diversity-friendly recruitment** |

See for yourself!

Ask yourself the following questions:

1. **Does our corporate culture actually seek to avoid directly or indirectly discriminating against employees on the basis of gender, age, ethnic origin, disability, faith, sexual orientation?**
   - Ø <u>Rethink and question your personal thinking about certain groups</u>: "Women go on maternity leave" > do all women go on maternity leave? How often do women go on maternity leave? "Turkish people are lazy" > has that been proven? Do you personally know a Turkish person? Have you ever seen a Turkish man at work? "Gay men are bitchy" > Do you know a gay person? Does he or she differ from other employees? "People with disabilities need plenty of space" > Does a wheelchair really need more space than a swivel chair? What about people with visual or hearing impairments, or people with simple mobility limitations...
   - Ø <u>Reconsider why you are reluctant to hire certain people (groups) for your team: Do you have reservations?</u> Why do you have reservations? Does your own life story have something to do with it? Have you obtained ideas or fantasies about this group from someone else?

2. **Are specific anti-discriminatory guidelines and activities regularly communicated to our staff?**
   - Ø <u>Inform staff about why they should take certain people into their team.</u>
   - Ø Explain to them that it is good for the company.
   - Ø Tell them that all people have the same right to work. Demonstrate to them how you and employees are operating within the law.

3. **During staff recruitment campaigns do you communicate, either in writing or orally, the company's policy on inclusion to all potential candidates?**
   - Ø <u>Design your job advertisements to be diversity-friendly.</u>
   - Ø Draw attention to your company's philosophy in relation to diversity at the job advertisement stage.

4. **Do you use multiple search channels that are also attuned to minority groups?**
   - Ø <u>Obtain advice about the wide variety of search channels and use them.</u>
   - Ø Also publish your advertisements in a variety of media sources and not just in the usual major websites and magazines (magazines for specific target groups: women, men, people with certain particular interests...)

5. **Are all persons involved in the recruitment selection process specifically trained and able to recognise the various forms of direct and indirect discrimination?**
   - Ø <u>Create a personnel team that consists of people who have had recognised gender and diversity training.</u>
   - Ø Ensure that the personnel team receives supervision as well as ongoing further training.

6   **Do your job advertisements and application materials contain requirements that exclude people on the basis of their age, gender, sexual orientation, ethnic origin, faith or disability?**

Ø   <u>Take one requirement from a job advertisement that is explicitly relevant to the job in question</u>: is it really necessary that a petrol station attendant needs to be able to speak and write the local language perfectly? Are terms such as "young and dynamic" (both for the current team as well as for the new employee) really essential? Such terms minimise the likelihood of an older but very dynamic person applying for the job!

7   **Are job profiles checked for exclusionary criteria with the responsible members of the senior management?**

Ø   Discuss precisely what requirements a new employee needs to fulfil with the relevant senior management members.

Ø   Take care particularly with the wording.

Ø   Consult <u>qualified</u> staff within the personnel team.

Ø   Seek <u>professional help</u> from a gender / diversity expert.

8   **Do you specifically invite candidates from under-represented groups to apply?**

Ø   <u>Select specific wording</u> such as: "As a company that is committed to gender equality and diversity, we expressly invite all applications, regardless of any personal or cultural background" or " in particular from (underrepresented groups)"

9   **Are your website and e-recruiting tools designed to be accessible to all?**

Ø   Check the clarity of your website.

Ø   Check the font-size on your site.

Ø   <u>Check that the e-recruiting tool is easy to find on your site, as well as its intuitive usability and functionality</u>: can visually impaired people (a factor which should be of no relevance to the advertised position!) find the tool? Ensure that documents can be uploaded properly.

10   **Do you also ensure that internal recruitment is addressed to employees from underrepresented groups?**

Ø   Evaluate which group(s) are under-represented in a team before the post is filled.

Ø   <u>Devise clear wording</u>: "We call in particular on women / men / ... to create the perfect mix in the team."

Ø   Ensure that underrepresented groups feel motivated to apply, even if they do not meet requirements that are not absolutely essential to perform the advertised job: <u>Keep wording to the point</u> to make sure that as many potentially suitable people apply as possible! In this way you will have an abundance of applicants to choose from.

11   **Do you continually strengthen the demographic structure of your organisation and review how you can adapt it to the demography of the market and locality?**

Ø   <u>Make sure that the workforce corresponds to the demographic setting of your company and customers</u>.

Ø   Only in this way can you be sure that your service/product serves the actual market, guaranteeing the development and growth of your company as well as safeguarding jobs.

12 **Are jobs within your company/organisation/institution designed so that staff with special needs are supported to improve their efficiency?**
- Ø   Make sure that the ideal conditions are created for producing good work.
- Ø   <u>Note that these conditions are very dependent upon the needs of each individual employee</u>: accessibility for people with physical disabilities, working areas to suit various physical body sizes, communal areas for relaxation and recreation that take account of cultural/ethnic backgrounds, sufficient easily obtainable working materials regardless of physical size, appropriate means and channels of communication that reflect the diversity of the workforce ...

13 **Do you cooperate with external organisations to help you to understand how to meet the needs of specific/diverse groups of employees?**
- Ø   Join networks that focus on diversity.
- Ø   <u>Establish contact</u> with organisations that can support and/or assist you with the implementation of gender/diversity measures.
- Ø   Obtain professional support from gender and diversity experts to give you on-site guidance and help within your company.