



## Recruiting for diversity is not always easy.

Here are six tips you can use today to get your diversity initiative back on track.

### Source Candidates in Different Places

If you're struggling to recruit underrepresented candidates as-is, you need to source from different talent pools. Find groups for minorities or other groups online focused on your industry, connect with diversity associations, and dig deeper than LinkedIn. If you're struggling to recruit underrepresented candidates as-is, you need to source from different talent pools. Find groups for minorities or other groups online focused on your industry, connect with diversity associations, and dig deeper than LinkedIn.

### Create an Employer Brand That Reflects an Inclusive Culture

It's not enough to offer great compensation, people want to work where they will feel respected and valued. Take a close look at your employer brand and ask yourself whether it reflects an inclusive culture or is inviting to people from different backgrounds.



### Rethink How You Select Candidates

It's possible that you are hurting your efforts by screening out candidates unfairly. Critically examine your screening process and make sure you're not ruling out candidates for arbitrary qualifications like college degrees, years of experience, and so forth. These traditional metrics do not predict success!

### Encourage Referrals

One of the best ways to boost your recruiting efforts in general is through employee referrals. If you can, offer a cash bonus or another reward to encourage employees to refer friends and colleagues.

### Offer Internships to Underrepresented Candidates

Internships are a great way to source talent. If an internship goes well, this can make for a very efficient way to recruit up and coming professionals.

### Consider Blind Interviews or Resume Reviews

If you're finding that underrepresented candidates are being unfairly screened, blind resumes or interviews can help you thwart bias. Blind interviews can be conducted through written questions and responses, while resumes can be reviewed blindly with the name and any picture blocked out.



If you need extra help recruiting underrepresented candidates, schedule a consultation with our team today. We'll ask you some questions about your process, get to understand your needs, and provide actionable suggestions for meeting your goals.



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TO SET UP A CONSULTATION TODAY.