

» Textmetrics

D&I Month

Special

Diversity, Equity and inclusion in recruitment

**Four aspects of DE&I in recruitment that
deserve extra attention**

For our D&I month we wrote a special article about Diversity, Equity and Inclusion in recruitment. We have rewritten our 4 most read blogs into a new article!

Diversity, Equity and inclusion (DE&I) is a topic that continues to receive more and more attention. Companies all over the world set ambitious DE&I goals to do the right thing. Because that is what being inclusive and having a diverse workforce is all about. You want to give everyone an equal chance to participate in society, no matter what their background. And no matter what skills and qualifications they have.

Have you succeeded in building a diverse and inclusive workforce? Then you will reap the benefits. Diverse and inclusive companies are more progressive and creative. They make better decisions and solve problems faster. Diverse teams are also more productive, and they perform better. On top of that, diverse companies have a better reputation. Their employees are also more likely to stay on for longer.

Becoming more diverse and inclusive starts with recruitment. If you want to reach your DE&I goals, you need to hire a diverse group of people. There are four aspects of DE&I in recruitment that you should pay extra attention to. We'll tell you all about them in this article.

#1 Diversity recruitment

For a workforce to be diverse, it needs to look like society. It should be diverse in terms of age, gender, race, sexual orientation and religion. But also diverse in terms of skills, education, experience, values and knowledge. That is where diversity recruitment comes in. It's about designing a hiring process that is free of biases. All applicants need to have an equal chance at consideration for the job. Regardless of their age, gender, race and more.

A successful diversity recruitment strategy puts people on top. It focuses on their talents, not on their background. Without a good diversity recruitment strategy, you won't be able to achieve a more diverse workforce. Diversity recruitment is important because of the benefits of a more diverse workforce. We've already mentioned a number of them above. Other benefits are the broader range of skills and experiences it brings to the company. More languages are spoken in diverse workforces and there is more cultural awareness. Lastly, you'll have a much larger candidate pool to hire from.

#2 Employer branding

A successful diversity recruitment strategy is not enough. Potential future employees need to see your company as an employer of choice. Candidates in your target group need to think of your company as a place they want to work. This is where employer branding, i.e., a good reputation, plays an important role. To build a good reputation, you need to establish a work culture that aligns with the aspirations of candidates. Ask yourself the following question. *What unique set of benefits do we offer employees in return for their skills, capabilities, and experience?*

Building a strong employer brand is not easy and takes a lot of time and effort. But if you manage to do so, you will benefit from it greatly. Employer branding is important if you want to compete in the ongoing war for talent. And if you're a smaller company, the competition for talented candidates is fierce. By building a strong employer brand, you can attract the best candidates. It's the best way to level the playing field in the war for talent. Particularly when you're hiring young, capable professionals.

You can also use employer branding to keep your best employees. They will enjoy working for your company and feel proud of being employed at your company. They could even become brand ambassadors and refer you to talented friends who are looking for a job. Or they might leave positive reviews online, inspiring other great candidates to apply.

#3 Gender bias

We briefly touched on gender earlier in this article. To become a more diverse and inclusive company, you need to remove gender bias from recruitment. Currently, a lot of companies struggle with hiring an equal number of men and women. And the amount of women in leadership roles overall is still quite low. Gender bias is often the culprit here. The job descriptions companies write appeal to men more than they do to women. As a result, women aren't convinced to apply.

In recruitment, gender bias relates to the simplified judgments we make about the ideal candidates for jobs. For example, recruiters might label traits like emotional thoroughness and analytical thinking as typically male. When these traits are needed for a job, they may unconsciously be looking for male candidates.

In job descriptions, this gender bias can be spotted through the use of gendered language. This is the use of gendered nouns and pronouns. Think of words like *man, mankind, man-made, policeman, the common man* and *he*. You should avoid using gendered language and replace it with gender-neutral nouns. This means using *person, people, machine-made, police officer, the average person* and *they*.

We often use gendered language without even realizing it. That's why it's difficult to prevent it from happening. A gender decoder is a tool that can be a big help here. It analyzes job descriptions to help you understand the hidden implications of the language you've used. It highlights the gendered nouns and pronouns that you might have used. But also words that are associated with masculine or feminine traits.

#4 Readability of job ads

Did you succeed in writing a job description that is free of any bias? Then there is one more thing you need to check. How is the readability of your job ad? Many job descriptions are written at a language level that is too difficult for most people to understand. If people don't understand what you're looking for, they won't apply.

The Common European Framework of Reference (CEFR) distinguishes six different language levels. These are A1, A2, B1, B2, C1 and C2.

A1 - A2

Content written at language levels A1 and A2 is intended for the basic user. It's very simple language with short sentences.

B1 - B2

Language levels B1 and B2 are meant for the independent user. It's straightforward standard language that is within one's own area of expertise or interest. B2 is more complex than B1.

C1- C2

C1 and C2 can only be understood by the expert user. It's very complex language filled with idioms and implicit meanings.

Language level C2 is the most difficult to understand, and A1 is the easiest. The language level that the majority of people are able to read and understand is B1. Do you want to improve the readability of your job ads? Then you need to write them at a B1 level. You can do so by using:

- lists (particularly using bullet points);
- short paragraphs (three to five sentences);
- spaces;
- easy-to-scan subtitles;
- short sentences; and
- readable fonts.

Textmetrics and diversity, equity and inclusion in recruitment

At Textmetrics, we can help you with each of the four aspects of DE&I in recruitment we mentioned above. You can use our platform to implement your diversity recruitment strategy. It also offers you the tools you need to build a good reputation and strong employer brand. Additionally, you can use it to eliminate gender bias from your job descriptions. And to write your job ads at language level B1. All in all, the Textmetrics platform offers you everything you need to build a more diverse and inclusive workforce.

Want to know more about our [Smart Writing Assistant?](#)
Or check out our special [D&I Month](#)