



TRAINING SERIES

Recruiting and Retaining Untapped Talent: People of Color



TRAINING SERIES

Schedule your 1:1 with Charmaine Brown:

<https://calendly.com/charmaine-brown/untapped-talent-1-1>



JOB DESCRIPTIONS AND EMPLOYER BRANDING

PRESENTED BY

GEORGE SAMPLE

PRINCIPAL CONSULTANT

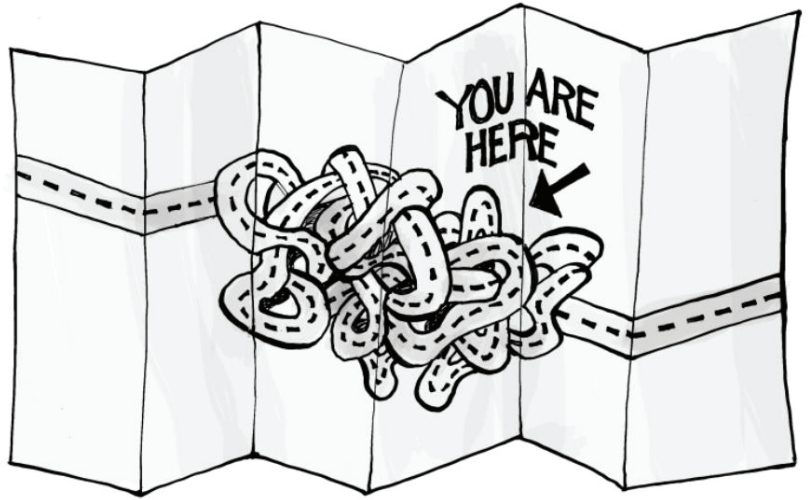
BLUE STREAK CONSULTANTS

**“CHANGE HAPPENS
WHEN THE PAIN OF
STAYING THE SAME IS
GREATER THAN THE PAIN
OF CHANGE.”**

TONY ROBBINS

SESSION ROADMAP

- **CREATING JOB DESCRIPTIONS**
- **EVALUATING LANGUAGE INCLUSIVENESS**
- **RACIAL DIVERSITY REPRESENTATION**
- **POLICIES, PRACTICES, AND BENEFITS**
- **SOCIAL MEDIA PRESENCE AND CONTENT STRATEGY**



DEVELOPING JOB DESCRIPTIONS



April 25, 2021 04:00 AM

Personal View: Let's rethink job descriptions

GEORGE SAMPLE

EMAIL SHARE TWEET IN SHARE

REPRINTS PRINT



George Sample

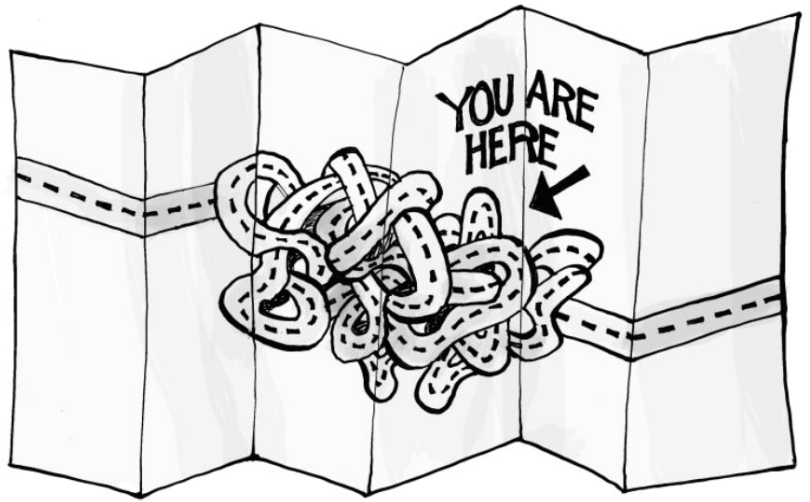
“JOB QUALIFICATIONS ARE OFTEN ARBITRARY HURDLES FOR EXTERNAL CANDIDATES. IF WE’RE SERIOUS ABOUT HIRING VETERANS, DOING REENTRY PROGRAMS, ALLOWING STAY-AT-HOME PARENTS TO RETURN TO THE WORKPLACE, AND HIRING SENIORS (AGE DISCRIMINATION IS SUPER REAL), WE NEED TO RETHINK OUR RELIANCE ON JOB QUALIFICATIONS AND ACTUALLY LEVERAGE THE KNOWLEDGE, SKILLS, AND ABILITIES NEEDED FOR EACH ROLE AS OUR DECISION-MAKING CRITERIA.”

RECOGNIZING AND REDUCING GATEKEEPING CREDENTIALS

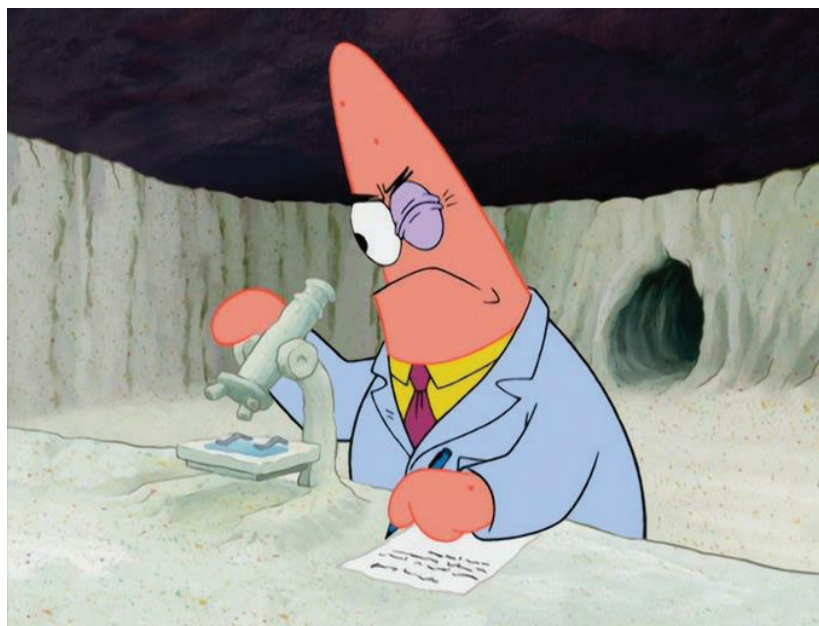


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UNDERSTANDING THE **IMPACT** OF LANGUAGE ON **CANDIDATES**



BIASED LANGUAGE AND STEREOTYPES

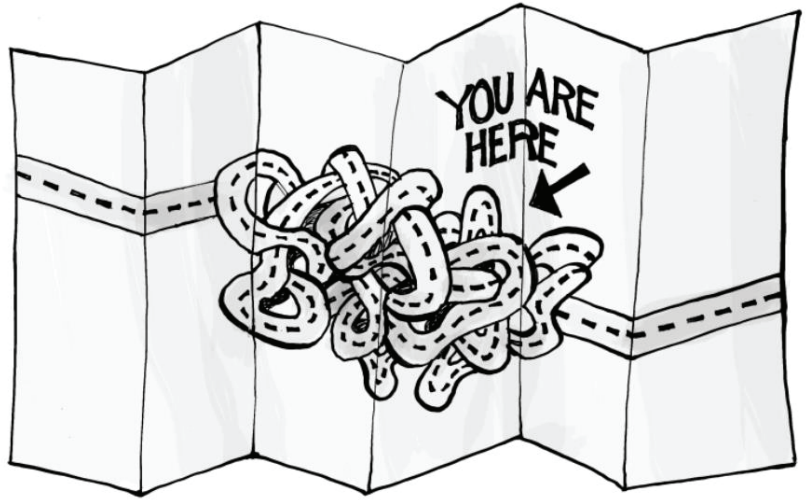
- **GENDER BIAS:**
 - "SEEKING A STRONG, ASSERTIVE MAN TO LEAD OUR SALES TEAM"
 - "LOOKING FOR A NURTURING, COMPASSIONATE WOMAN FOR OUR NURSING ROLE"
- **AGE BIAS:**
 - "ENERGETIC, YOUNG PROFESSIONAL WANTED"
 - "DIGITAL NATIVE NEEDED FOR TECH-HEAVY ROLE"
- **CULTURAL/RACIAL STEREOTYPES:**
 - "MUST HAVE STRONG ENGLISH SKILLS (FOR ROLES NOT REQUIRING ADVANCED LANGUAGE PROFICIENCY)"
- **PHYSICAL ATTRIBUTES:**
 - "ATHLETIC BUILD REQUIRED FOR WAREHOUSE WORK"
 - "ATTRACTIVE HOSTESS NEEDED FOR UPSCALE RESTAURANT"
- **SOCIO-ECONOMIC BIAS:**
 - "MUST HAVE GRADUATED FROM A TOP-TIER UNIVERSITY"
- **ABILITY/DISABILITY BIAS:**
 - "MUST BE ABLE TO MOVE QUICKLY IN A FAST-PACED ENVIRONMENT" (WHEN NOT A CORE JOB REQUIREMENT)

INCLUSIVE AND WELCOMING LANGUAGE

- **GENDER-NEUTRAL TERMS:**
 - USE: "THEY" INSTEAD OF "HE/SHE" IN SENTENCES
- **AVOID GENDER-CODED WORDS:**
 - INSTEAD OF: "WE NEED A STRONG, AGGRESSIVE LEADER"
 - USE: "WE'RE SEEKING A CONFIDENT, RESULTS-DRIVEN LEADER"
- **AGE-NEUTRAL LANGUAGE:**
 - INSTEAD OF: "RECENT COLLEGE GRAD, YOUNG AND ENERGETIC"
 - USE: "ENTRY-LEVEL POSITION, EAGER LEARNER"
- **MILITARY-FRIENDLY:**
 - USE: "WE VALUE THE SKILLS AND EXPERIENCES OF VETERANS"
- **LGBTQ+ INCLUSIVE:**
 - USE: "PROUD SUPPORTER OF LGBTQ+ RIGHTS"
 - USE: "PARTNER BENEFITS AVAILABLE FOR ALL COUPLES"
- **NEURODIVERSITY-FRIENDLY:**
 - USE: "WE APPRECIATE DIFFERENT THINKING STYLES"
 - USE: "OUR INCLUSIVE CULTURE SUPPORTS NEURODIVERSITY"

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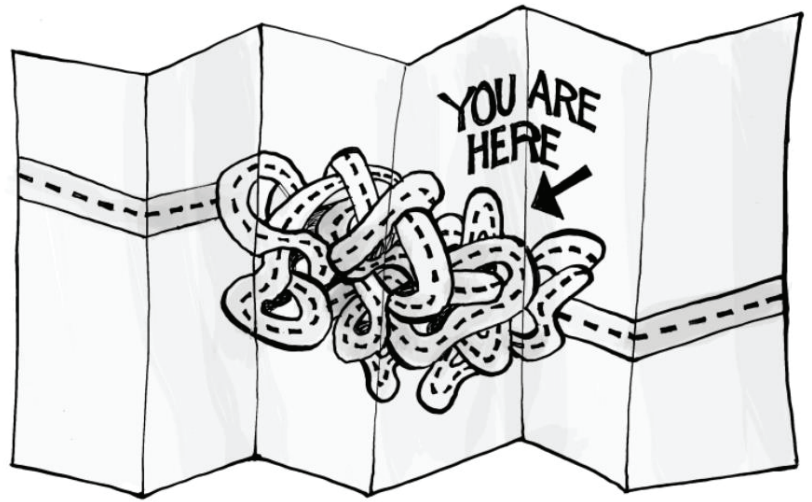
REPRESENTATION MATTERS

- **INSPIRES** UNDERREPRESENTED GROUPS
- ENHANCES **TRUST**
- BREAKS **STEREOTYPES**
- **STRENGTHENS** COMMUNITY RELATIONS
- **APPEALS** TO YOUNGER WORKERS
- CREATES BRAND **ADVOCATES**



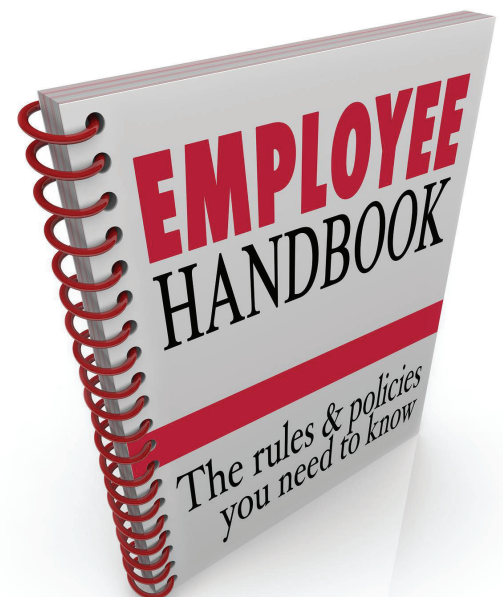
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IDENTIFYING POLICIES AND BENEFITS THAT PROMOTE DIVERSITY AND INCLUSION

- **BENCHMARK** AGAINST LEADING COMPETITORS
- OBTAIN EMPLOYEE INPUT: **SURVEYS, ERGs**
- ANALYZE DATA: **EXIT INTERVIEWS**, EMPLOYEE COMPLAINTS, **PAY EQUITY**
- REVIEW CURRENT POLICES: **FLEXIBLE WORK ARRANGEMENTS**, PARENTAL LEAVE POLICIES, **MENTAL HEALTH BENEFITS**
- UPDATE POLICIES THEN **COMMUNICATE**
- INSTITUTE A **REGULAR REVIEW** PROCESS

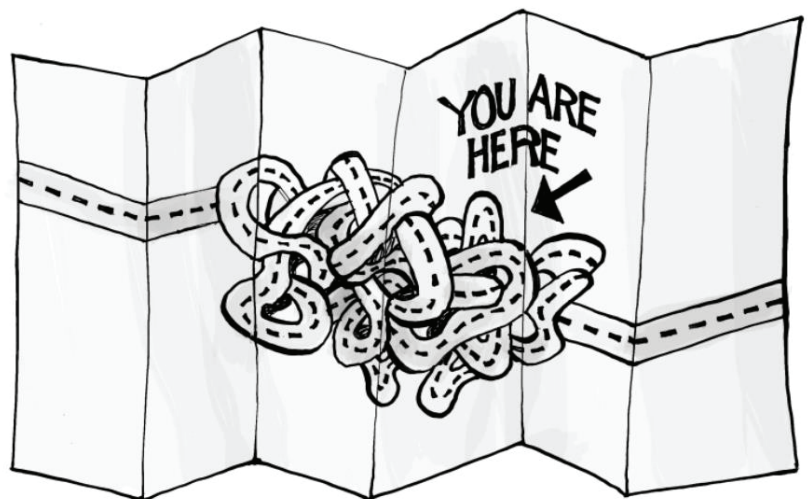


EXAMPLE POLICIES AND BENEFITS

- **COMPANY VERSION OF THE CROWN ACT**
- **MENTAL HEALTH SUPPORT:**
 - BLACK THERAPISTS IN EAP NETWORK
 - COUNSELING FOR RACIAL TRAUMA
 - MENTAL HEALTH DAYS FOR COMMUNITY CRISES
- **ALLYSHIP PROGRAMS:**
 - WHITE ALLY TRAINING
 - ACCOUNTABILITY FOR ADVOCACY
 - CROSS-CULTURAL MENTORING
- **CULTURAL RECOGNITION:**
 - PAID HOLIDAY FOR JUNETEENTH
 - BLACK HISTORY MONTH EVENTS
 - MLK DAY SERVICE OPPORTUNITIES
- **SUPPLIER DIVERSITY:**
 - GOALS FOR BLACK-OWNED SUPPLIERS
 - MENTORSHIP FOR BLACK VENDORS
 - PROMPT PAYMENT POLICIES
- **BLACK FINANCIAL WELLNESS:**
 - WORKSHOPS ON GENERATIONAL WEALTH
 - BLACK FINANCIAL ADVISORS
 - HOME BUYING ASSISTANCE

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SOCIAL MEDIA STRATEGY

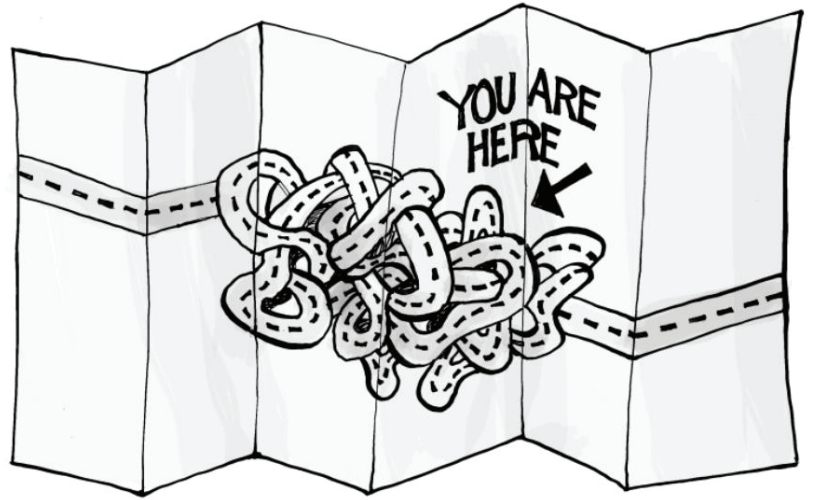
- **CHOOSE PLATFORMS**
 - LINKEDIN, TWITTER, INSTAGRAM, FACEBOOK, TIKTOK
- **AUDIT CURRENT PRESENCE**
 - REVIEW DIVERSITY IN VISUALS
 - ASSESS LANGUAGE INCLUSIVITY
 - CHECK FOR ANY PROBLEMATIC PAST POSTS
- **HIGHLIGHT BLACK EMPLOYEES**
 - FEATURE SUCCESS STORIES
 - SHARE CAREER JOURNEY VIDEOS
 - POST "DAY IN THE LIFE" CONTENT
 - SPOTLIGHT LEADERSHIP ACHIEVEMENTS
- **SHOWCASE BLACK ERGS**
 - SHARE BERG EVENT PHOTOS
 - LIVE-TWEET BERG CONFERENCES
 - POST BERG LEADER INTERVIEWS
 - FEATURE BERG COMMUNITY IMPACT
- **PARTNER WITH BLACK ORGANIZATIONS**
 - NATIONAL SOCIETY OF BLACK ENGINEERS, BLACK MBA ASSOCIATION, BLACKS IN TECHNOLOGY
- **CULTURAL CELEBRATION POSTS**
 - JUNETEENTH EVENTS, BLACK HISTORY MONTH, KWANZAA

CRAFTING CONTENT

- **USE AUTHENTIC LANGUAGE**
 - AVOID OVERLY FAMILIAR SLANG
 - BE NATURAL, NOT PERFORMATIVE
 - USE TERMS LIKE "BLACK" CORRECTLY (CAPITALIZE IT)
- **REFLECT CULTURAL PRIDE**
 - CELEBRATE BLACK EXCELLENCE
 - HIGHLIGHT "FIRSTS" IN YOUR COMPANY
- **CHOOSE RELEVANT IMAGERY**
 - SHOW VARIOUS BLACK SKIN TONES
 - FEATURE NATURAL HAIR STYLES
 - INCLUDE BLACK FAMILIES, GROUPS
- **TELL REAL STORIES**
 - SHARE BLACK EMPLOYEE JOURNEYS
 - BE HONEST ABOUT CHALLENGES FACED
 - SHOW GROWTH AND SUCCESS
- **HIGHLIGHT COMMUNITY IMPACT**
 - SHOW SUPPORT FOR BLACK NEIGHBORHOODS
 - FEATURE BLACK-OWNED SUPPLIER STORIES
 - SHARE BLACK COMMUNITY EVENT PHOTOS
- **INVOLVE BLACK EMPLOYEES**
 - LET THEM GUIDE CONTENT
 - CO-CREATE WITH BERGS
 - PLATFORM TAKEOVERS

KEY TAKEAWAYS

- **CREATING JOB DESCRIPTIONS**
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WE SHOULD **CONNECT!**

LINKEDIN



WEBSITE

