

# attracting diverse talent.

## a step-by-step guide

### understand the need.

Making your team more representative of society should not be a tick-box exercise. Diverse teams perform better, and that is reason enough to make it a priority, as **75 per cent** of businesses have done this year.

83%

of Millennials say they are more engaged if their employer supports D&I initiatives. A more engaged workforce leads to a **12% increase** in productivity.



### don't pass the blame.

We've seen plenty of employers claim the candidates that apply for their positions isn't diverse enough – we understand that, but there's no smoke without fire. It's time to take responsibility and change your recruitment process.

7 in 10

entry-level job seekers value diversity over competitive salaries.

### break down barriers.

Take a look at your job descriptions and approach each point as a possible barrier to entry for applicants. There are plenty of studies on gender-coded language in job descriptions, for example, and its power to dissuade female and non-binary applicants.

gender-neutral language

male-coded language | + 66.75% |

Job adverts with gender-neutral language attract two-thirds more applicants. Consider swapping...

confident → self-aware  
driven → accountable  
headstrong → determined

### widen the net.

Do you need the successful applicant to be in the office, or can they work remotely? The pandemic has opened up opportunities to hire from far and wide, which means you may not need to limit your search by geography.



### make it a no-brainer.

Underrepresented groups are more loyal to their employers, so it's in your best interest to foster a more inclusive environment – but that also means your proposition has to be more enticing. Make sure your benefits appeal to a mix of people – think flexible working policies, progression opportunities, your corporate social responsibilities – and make sure your salaries are competitive too.



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