

## Broadening the Talent Pool: How Employers Can Connect with Underrepresented Ethnic and Social Groups

In today's increasingly diversified and globalized world, fostering an inclusive work environment is not just ethically imperative but also a business necessity. Many studies have shown that diverse teams are more innovative and creative, and can even lead the business to better financial performance. However, one of the challenges organizations face is finding ways to connect with and hire talent from underrepresented ethnic and social groups.

### UNDERSTAND THE IMPORTANCE OF DIVERSITY

The first step in diversifying your workforce is understanding the importance of diversity. Educate your HR team, hiring managers, and other decision-makers about the benefits of a diverse workforce. Inclusion should not be an afterthought; it should be ingrained in the company culture.

### RETHINK JOB DESCRIPTIONS AND REQUIREMENTS

Often, the language used in job descriptions can discourage certain groups from applying. Make sure that your job listings use inclusive language and focus on the essential skills required for the job, rather than creating long lists of "preferred" qualifications that might not be strictly necessary.

### UTILIZE DIVERSE RECRUITMENT CHANNELS

Standard recruitment practices often tap into a limited pool of candidates. Employers can broaden their search by:

1. **Partnering with Diversity Organizations:** Organizations like the National Society of Black Engineers, the Society of Hispanic Professional Engineers, or LGBTQ+ career fairs can be excellent sources of diverse talent.
2. **Targeted Outreach:** Utilizing social media platforms frequented by underrepresented groups can be an effective method of outreach.
3. **Community Engagement:** Holding workshops, seminars, and other forms of engagement in communities that are home to underrepresented groups can foster goodwill and offer an opportunity to spot talent.

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### IMPLEMENT BLIND RECRUITMENT METHODS

Removing names and other identifying information from resumes can reduce unconscious bias during the selection process. Some companies use software tools to anonymize applications before they reach the hiring managers for this reason.

### CREATE AN INCLUSIVE INTERVIEW PROCESS

A company's interview process should also reflect its commitment to diversity. Consider panel interviews that include diverse employees or offer remote interviews for those who cannot easily attend in-person meetings.

### OFFER INTERNSHIPS AND SCHOLARSHIPS

Long-term initiatives like offering scholarships and internships targeted towards underrepresented groups can not only bring diverse talent through the door but also improve the company's image as an inclusive employer.

### SOLICIT EMPLOYEE REFERRALS CAREFULLY

While referrals are a common and effective hiring method, they can also perpetuate a lack of diversity if your existing team lacks diversity. Consider incentivizing referrals for underrepresented groups or creating a separate channel for these referrals.

### CONSTANTLY REASSESS AND ADAPT

Creating a diverse and inclusive workplace is not a one-time effort but requires constant reassessment and adaptation. Listen to employee feedback, analyze hiring data, and be willing to make changes when necessary.



### CONCLUSION

The strength of an organization is often reflected in the diversity of its team. In the competitive business landscape, an inclusive environment can offer a unique edge. By rethinking their recruitment strategies and making a concerted effort to reach out to underrepresented ethnic and social groups, employers can significantly broaden their talent pool and build a more innovative, adaptable, and successful team.

#### AUTHOR



ROBERT MITCHELL  
Producer  
[robert.mitchell@imacorp.com](mailto:robert.mitchell@imacorp.com)