5 Tools For Improving Diversity In Your Organization
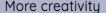## Diversity Benefits Everyone

Diverse organizations reap tremendous benefits:

More creativity

Stronger innovation

Increased market share

Smarter, more objective teams!

Here's how to bring more diversity to your organization:

1. Ask your underrepresented employees to write about their experiences at your organization and to recommend candidates!

Their perspective will be valuable and they will feel like they **matter** in your organization.

Safety, belonging and **mattering** are the three things all humans crave. This is how you build trust and engagement with your employees - current and future!

2. Write. Wording matters! Studies show that men apply for jobs when they think they're 60% qualified, whereas women only apply when they think they're 100% qualified. (see research here: bit.ly/job_qual)

Rather than having job descriptions that focus on qualifications, **write about what the applicant can expect to accomplish** in the role. Give examples!

When we recruit using **impact descriptions** rather than job descriptions, we get more qualified people in the right roles.
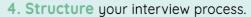See SmartTribesInstitute.com/impact-description-download

3. Commit to a diverse pipeline and consider using third-party websites to post open job opportunities rather than relying only on referrals.

Diversifying your final candidate pool yields tremendous results!

Studies show that having two

minorities in the final candidate pool increases chances of a minority getting hired **194 times more** than if there was only one. (bit.ly/job_pool)

4. Structure your interview process.

You don't have to follow a script, but asking each candidate a set of similar questions will help you develop a data set that you can analyze, rather than rely on a gut feeling — which may be an indication of inherent bias.

STI's Recruiting Process screens candidates for **Value Alignment** before the interview. All applicants receive the same questions to ensure they're a good potential fit!

See SmartTribesInstitute.com/recruiting-download

5. Check your team's biases. Unconscious bias is a natural state of the brain that evolved from the days when we needed to calculate very quickly if something was like us (friendly), or unlike us (potentially dangerous).

Despite bias being so deep-rooted, there are ways to overcome. Awareness is key... You can't overcome something you aren't conscious of.

Mindfulness techniques such as meditation and presence practices are a great way to start increasing your self-awareness now.

Get our presence practice here: bit.ly/presence_practice

When leaders use these tools to promote diversity, they get results like these*:

35-50%+ Increased Productivity

Employee Retention of 90%+

22%+ Increased Profit Per Employee

*Stats are from over 1,000 of SmartTribes Institute's coaching and workshop clients

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