

Building Bridges

STRATEGIES FOR A DIVERSE, EQUITABLE, AND INCLUSIVE WORKPLACE

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About Staffmark Group

Staffmark Group is part of Recruit Group, one of the world's largest staffing companies and pioneer of Indeed and Glassdoor. Leveraging our global strength to give you a local competitive advantage, we offer the industry's widest range of tailored workforce solutions through our family of specialty brands.

We're here to match your organization with the talent and solutions that propel your business forward, ensuring you leave a lasting mark in your industry

Staffmark GroupSM

STAFFMARKGROUP.COM

Improving Lives. Empowering Business.

WE'VE ALL EXPERIENCED THE STING OF EXCLUSION.

Whether it's being left without a seat at a table or struggling to have our voice heard in a conversation, these moments are frustrating. Sadly, for some, this isn't an isolated experience—it's a daily reality, even in the workplace.

According to a survey from McKinsey, 84% of workers have experienced microaggressions, and a Monster survey found 77% of workers have witnessed an act of discrimination.

This is why diversity, equity, and inclusion (DE&I) initiatives are gaining momentum. DE&I strategies help employees feel safe, welcomed, and included. And it's not just the employees who benefit. These initiatives also result in satisfied, productive employees who are motivated to stay and contribute to the company's growth—so it's a win-win!

LET'S TAKE ACTION.

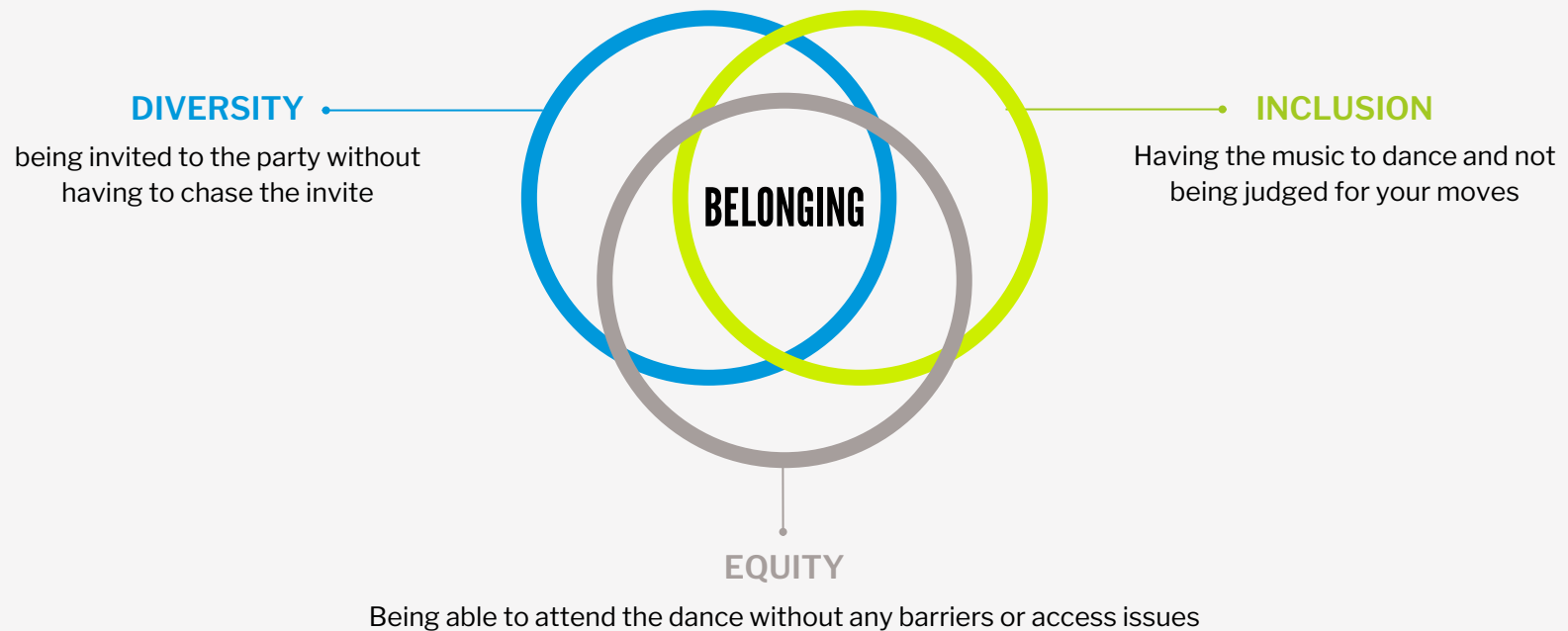
If your organization hasn't embraced DE&I yet, there's no better time to start. And if you have some initiatives in place, there's always more to be done.

That's where this guide comes in. It's packed with actionable steps to enhance your DE&I efforts and **create a more inclusive workplace for all.**



DE+I Defined

Diversity, equity, and inclusion (DE&I) are used together to describe the principles and practices that create a workplace, school, or community where everyone is valued and respected. **Let's unpack these key terms:**



DIVERSITY:

refers to different identities, backgrounds, perspectives, and experiences within a group or community. It goes beyond visible differences such as race, ethnicity, gender, age, and includes sexual orientation, disability, socio-economic status, and more. Embracing diversity means recognizing and valuing the unique qualities that individuals bring to a collective.

EQUITY:

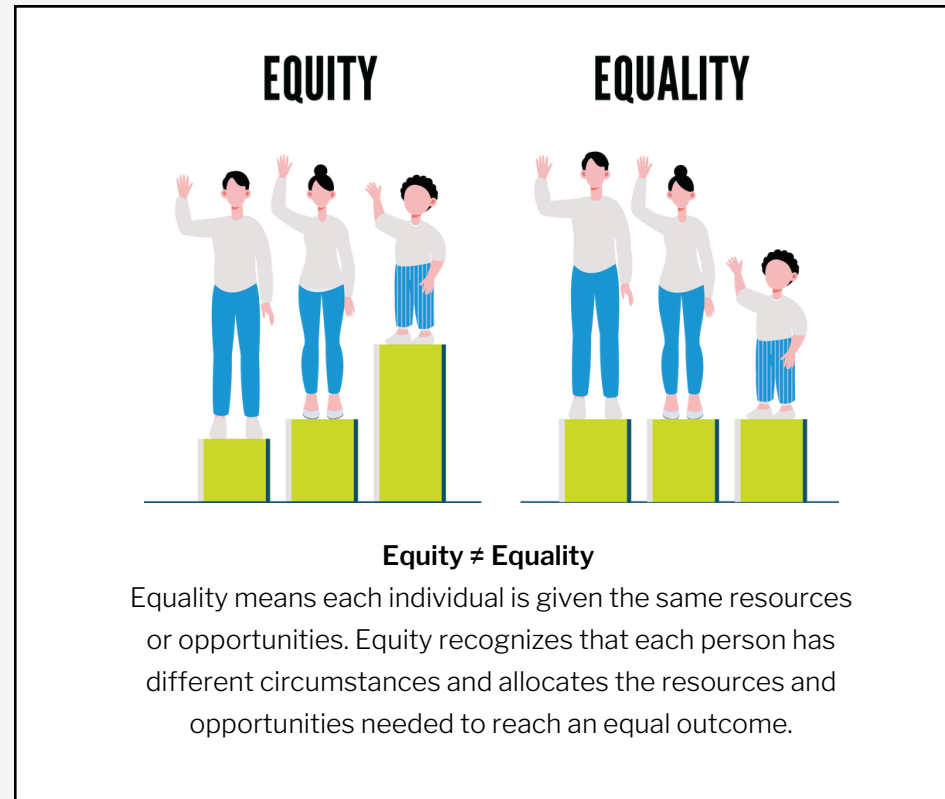
is about ensuring that everyone has access to the same opportunities and resources, regardless of their background or identity. It involves recognizing and addressing historical and systemic inequalities to promote fairness. Equity acknowledges that individuals may require different levels of support or accommodations to achieve the same outcomes, with the goal of achieving equality in results.

INCLUSION:

is an intentional and proactive effort to create an environment where everyone feels valued and a sense of belonging. It involves creating a culture that actively welcomes and supports the participation and contribution of individuals from diverse backgrounds. Inclusive environments seek to remove barriers and biases, ensuring that all individuals have an equal opportunity to thrive and succeed.

BELONGING:

is the feeling of being accepted, valued, and connected to a particular group, community, place, or environment. It involves a sense of inclusion, attachment, and acceptance, where individuals feel that they are an integral part of a larger whole. For people to feel like they belong, the environment (in this case the workplace) needs to be a diverse, equitable, and inclusive.



“Research shows that companies with diverse teams not only enjoy greater innovation but are also twice as likely to surpass their financial goals. Within Staffmark Group, we’ve seen firsthand how it impacts performance and makes us more adaptable, resilient, and competitive.”

– ASHLEY OLIVER THOMAS

Director of Diversity, Equity & Inclusion at Staffmark Group

Workplace Strategies

DE&I initiatives can be as diverse as the individuals they aim to support. What programs you choose and how you implement them depends on your business and employees.

If you're in search of strategies to start the process, here are three DE&I initiatives worth considering:

INITIATIVE #1: WRITE INCLUSIVE JOB DESCRIPTIONS

Word choice within a job posting can have a significant impact on a candidate's decision to apply. The last thing you want is to unintentionally discourage qualified candidates from joining your team, so it's important to be aware of the many ways to be inclusive.

Here are some ways to make sure everyone feels welcome:

- Opt for "they" or gender-neutral language instead of "he/she."
- Use gender-inclusive job titles such as "sales representative" or "server" rather than "salesman" or "waitress."
- Steer clear of age-specific terms like "recent college graduate" and "digital native."
- Avoid "able-bodied" language in job descriptions. For example, instead of saying "walks throughout the building to get files," try "moves throughout the building to access files."

These changes not only promote inclusivity but can also expand your pool of potential candidates. According to Appcast data, job listings without gender-coded words receive nearly 30% more applications.

Recognizing exclusionary language can be challenging at first, but technology can help. Tools like Textio and Datapeople can identify non-inclusive language in job descriptions and suggest improvements. Incorporating these tools, even temporarily, allows hiring managers to gain insights and make positive language changes.

30%

Job listings without
gender-coded
words receive
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applications.

Source: Appcast

INITIATIVE #2: START A BUSINESS RESOURCE GROUP PROGRAM

Business Resource Groups (BRG) are voluntary, employee-led groups that are designed to foster diversity, equity, and inclusion within a corporate setting. They bring together employees with common characteristics, interests, or experiences, such as ethnicity, gender, LGBTQ+ identity, or professional development goals.

BRGs provide personal and professional support and create a safe space for employees to be themselves and share their unique experiences and perspectives.

In addition, they:

- Develop leaders by connecting employees with mentors across your organization.
- Help workers feel connected in the workplace through a common interest. This can be especially helpful for remote employees or workers who need extra support.
- Attract and retain diverse talent through targeted recruitment initiatives.

If your organization is looking to start a BRG program,

get some leaders on your side, ideally from an executive sponsor within the organization. Review your company's needs and goals, identifying underrepresented groups and addressing challenges like recruitment or retention. BRG goals should align with top-line organizational objectives.

And when you're ready to begin, don't be afraid to start small. Allow for gradual growth over time, as this allows for manageable implementation and creates a solid foundation for future success.

**NO WONDER BRGS
ARE FOUND IN**

90%

of Fortune 500 companies!

STAFFMARK GROUP'S BUSINESS RESOURCE GROUPS



STAFFMARK GROUP
BLACK ALLIANCE



STAFFMARK GROUP
H.O.L.A. ALLIANCE



STAFFMARK GROUP
INTERFAITH ALLIANCE



STAFFMARK GROUP
MILITARY ALLIANCE



STAFFMARK GROUP
PRISM ALLIANCE



STAFFMARK GROUP
RGF CONNECT ALLIANCE



STAFFMARK GROUP
WOMEN ALLIANCE

NOT ALL COMPANIES USE THE TERM “BUSINESS RESOURCE GROUP”

The choice often hinges on the core purpose of the group. Here are some alternative names:

- Employee Resource Group
- Affinity Groups
- Diversity and Inclusion Networks
- Employee Affinity Networks
- Employee Resource Networks
- Inclusion and Diversity Councils
- Employee Support Networks
- Employee Resource Associations

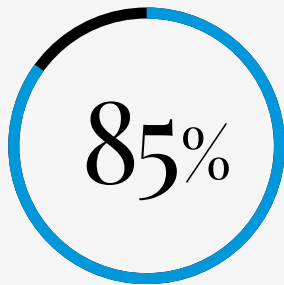


INITIATIVE #3: CREATE A DIVERSITY TRAINING PROGRAM

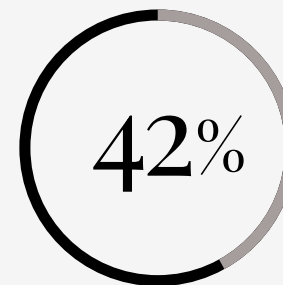
Training is the cornerstone of an inclusive workplace culture. It extends beyond HR and involves every member of an organization, especially those in leadership positions. Through workshops, seminars, and online modules, diversity training allows employees to gain valuable insights and develop essential skills.

The objective is not to point fingers but rather to cultivate a shared commitment to inclusivity. It helps get everyone on the same page and create an environment where every team member feels respected and empowered to contribute their best.

DO MOST ORGANIZATIONS OFFER DE&I-RELATED TRAINING?



OF ORGANIZATIONS OFFER DEI-RELATED TRAINING TO AT LEAST SOME EMPLOYEES



OFFER TRAINING TO ALL EMPLOYEES

Source: HR.com

WHAT TOPICS ARE INCLUDED IN A DIVERSITY TRAINING PROGRAM?

HERE ARE A FEW TO CONSIDER:

Understanding Diversity and Inclusion

- Definition and importance of diversity and inclusion.
- Benefits of a diverse and inclusive workplace.

Unconscious Bias

- Identifying and addressing unconscious biases.
- How biases can impact decision-making and relationships in the workplace.

Recruitment and Hiring Practices

- Strategies for diversifying the recruitment process.
- Mitigating biases in hiring decisions.

Allyship

- Promoting allyship among employees.
- Tools for being an effective ally to colleagues from underrepresented groups.

Cultural Competence

- Developing cultural awareness and sensitivity.
- Understanding different cultural norms, customs, and communication styles.

UNSURE WHERE TO START?

The strategies included in this guide – inclusive job descriptions, employee-led affinity groups, and diversity training – are just a few ways to build a more diverse and inclusive organization. If you're uncertain about where to begin, turn to your team for guidance.

Their insights can provide valuable direction on the changes they want to see.

By involving people in the process, you'll build a culture that reflects the shared values of its team. This ensures your efforts are not only well-intentioned but also effective in creating positive, lasting change.

DE+I Benefits

The benefits of DE&I extend beyond the emotional well-being of your employees. There are also tangible benefits.



Increased talent pool – 76% of employees and job seekers said diversity was important when considering a job offer (LinkedIn)



Improved problem-solving – diverse organizations outperform non-diverse ones by 35% (McKinsey & Company)



Higher employee engagement – 83% of millennials are more engaged in their work when their employers support DE&I (Deloitte)



Reduced turnover rates – companies with higher levels of diversity have 22% lower turnover (Deloitte)



Elevated employer branding – companies with a DE&I team were 22% more likely to be seen as “an industry-leading company with high-caliber talent” (LinkedIn)



Better market reach – companies with diverse management teams report 19% higher revenue from innovation (Boston Consulting Group)

DE&I efforts can positively impact your entire business by exposing your organization to new ideas, perspectives, and unique talent, ultimately helping build a strong, engaged workforce.

“Our Business Resource Groups [BRGs] are a vital part of our DE&I strategy and organizational fabric. Employees engaged in BRGs report significantly higher levels of engagement and satisfaction. BRGs empower our employees to bring their whole selves to work, ensuring that every voice is not only heard but is also contributing to our collective success.”

– ASHLEY OLIVER THOMAS
Director of Diversity, Equity & Inclusion
at Staffmark Group

DE+I Success Metrics

As with any business initiative, you can't improve what you don't measure. Without a method for monitoring the results of your DE&I efforts, you may struggle to make progress, and you may even fall back into familiar patterns.

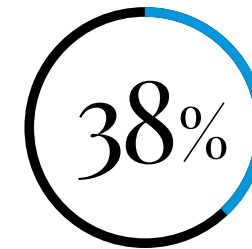
Metrics provide a bird's-eye view of your DE&I landscape, helping you identify areas that may need attention. Whether it's gender representation, ethnic diversity, or equal opportunities for advancement, tracking metrics allows you to pinpoint where your organization can make positive changes.

Beyond the numbers, tracking progress demonstrates your commitment to DE&I. It communicates to stakeholders and employees that your organization is serious about creating an inclusive environment. It also gives you an opportunity to celebrate achievements. Recognizing milestones, both big and small, boosts morale and encourages continued commitment to the cause.

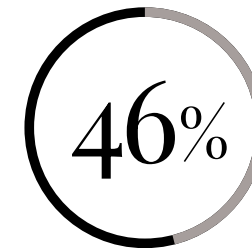


DO ORGANIZATIONS MEASURE AND ANALYZE DE&I?

Most companies fall short in the areas of metrics and training



Establish and measure DE&I analytics and reporting to a high or very high degree



Agree or strongly agree they know how effective DE&I programs are



Use basic metrics such as gender and ethnicity to measure the current state of DE&I

Source: HR.com

TO EFFECTIVELY STEER YOUR DE&I PROGRAM

CONSIDER THE FOLLOWING STRATEGIES:

1

Set goals. Define clear, realistic DE&I goals for your unique organization. This could include increasing the representation of underrepresented groups in leadership positions, fostering an inclusive workplace culture, or implementing fair hiring practices.

2

Use quantitative and qualitative data. Combine quantitative metrics, such as demographic data and representation percentages, with qualitative data, such as employee feedback and engagement surveys. This holistic approach provides a comprehensive understanding of your organization's DE&I progress.

3

Regularly evaluate and adjust. DE&I efforts are dynamic, and what works today may need adjustment tomorrow. Regularly evaluate your metrics, seek feedback, and be willing to adapt your strategies based on the evolving needs of your workforce.

It's important to remember that results may not be immediate, but persistence is key. By measuring metrics and staying committed to your DE&I goals, you will not only steer your organization in the right direction but also pave the way for a future where diversity, equity, and inclusion are more than just buzzwords—they're integral components of your organizational DNA.

Partner with Us

Staffmark Group's commitment to DE&I aligns with our company's purpose as the "heart between people and jobs." We are proud of the positive outcomes we've achieved within our own organization, as well as the impact we've had on other companies striving for inclusivity.

Our recognition as America's Greatest Workplaces for Diversity by Newsweek is a testament to our dedication.

Whether you're navigating challenges in building a diverse workforce or looking to elevate your efforts, let us be your partner. Our role extends beyond finding qualified candidates from diverse backgrounds; we are also here to assist in creating inclusive job descriptions, broadening your sourcing methods, and integrating DE&I best practices.

We look forward to partnering with you to develop customized strategies and solutions that address your goals. Reach out to us today!



We are the heart
between people and jobs.

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Advantage
Resourcing

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