Attracting and Retaining Diverse Talent

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Who We Are

✔ Created to “bridge” the gap between employers and students
✔ Focus on researching and presenting best practices based on current data
✔ Create resources for employers and universities by delivering seminars, workshops, and product suites
✔ Team of Researchers, Pioneers, Consultants, Publishers and Producers

Today’s Presentation

• Evaluating Organizational Diversity Goals
• Getting Talent in the Door
• Attracting Talent via Social Media
• Using Intercultural Competence to Retain Talent
• Retaining Talent for Leadership
Evaluating Organizational Diversity
Attracting the Right Talent

The New Definition of Diversity
Utilizing the unique talents and perspectives of a particular group to directly effect an organization’s bottom line goals and priorities.

DIVERSITY AS A CAPITAL ASSET IS THE NEW DEFINITION OF DIVERSITY!!!

THE BASIC CASE
INNOVATION | INFLUENCE | SOLUTIONS

As organizations seek to those with diverse workforces better understand the diverse needs and sensitivities of the global market and therefore create the best and most effective marketing strategies to spread brand knowledge and influence, Superior Client Solutions: Heterogeneity within an organization provides a plethora of perspectives and methods of analysis which produce superior solutions to unique and complex problems in a shorter period of time than can be produced within a homogeneous grouping.
THE BASIC CASE

INNOVATION | INFLUENCE | SOLUTIONS

When result producing solutions are appreciated and valued, the workplace evolves into a culture conducive to solution-focused leaders at all levels. Solution-focused productivity at all levels leads directly to innovation as it relates to making all the gears of the organization turn most efficiently to meet the needs of its market.

Innovation

Solutions

Influence

Measuring Diversity ROI

Groups are ready to be viewed as an asset.

Organizational structures will adapt to maximize diversity’s asset impact.

Diversity will demonstrate tactical and strategic value.

Executives will invest in diversity, commensurate with contribution.

Diversity groups are capable of leveraging their strength and influence.

Diversity is prepared to impact corporate objectives and priorities.

Restructuring Your Hiring/Interview Process

3 Common Myths

- Tests seem to predict performance on traditional academic tasks better than they predict performance on everyday, real-world tasks or on unusual, multifaceted problems that are likely to arise in the business world.

- Intelligence does play an important role in school achievement, but many other factors—motivation, quality of instruction, resources, support, peer group expectations—are also involved.

- Standardized scores do a reasonable job of predicting achievement for a short period—the following year or two. They are less useful in predicting achievement over the long run.

Getting Talent in the Door

Making the Case for Hiring Diverse Talent

LIFE

GPA

Scores

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Social Media Recruiting
Attracting Diverse Candidates Online

The State of Traditional Recruiting

In a survey of career service directors at colleges and universities from programs of all sizes, with reported attendance ranging from fewer than 15 up to 2,000 students, only 35% reported being Satisfied or Very Happy with the turnout. Overall, the average attendance was 370 students.

The State of Social Recruiting

Infographic via Alfred Poor available in full size at www.Pinterest.com/ShayMLawson

Socially Acceptable
THE STATE OF SOCIAL RECRUITING IN 2013

The State of Social Recruiting

Social Media

Infographic via Alfred Poor available in full size at www.Pinterest.com/ShayMLawson
Social Media Basics

Brand Awareness: GECareers

A major factor in GE’s reputation is the industry’s future leaders and their global business. GE’s professional and engineering training and development are set to change the industry. As a company, GE invests in their employees and wants to be a part of their success.
Hey girl,
I heard you like music, so I invented the phonograph.

Making Diverse Orgs Work
HR Strategies to Retain Diverse Talent

MAKING DIVERSE ORGS WORK

Open Doors that Are Really Open

- Establishing Mechanisms to Handle Conflict
  - A diverse organization is more likely to face internal conflicts between the employees or between employees and management. Therefore, an effective conflict management system should be evolved between the HR department and senior management for swift and efficient resolution of such conflicts.

- Quality Evaluations
  - Employees of are often given vague performance evaluations that give no indication of what they need to work on. Next thing they know, they've been passed over for a promotion for no apparent reason

- Having an Inclusive Promotion Strategy
  - Support continuing education and be sure that promotion opportunities are transparent and open to diverse applicants. Demonstrate that diversity is welcome in all levels of the business or organization.
Pathways to Diverse Leadership
Using Community Involvement to Foster Retention and Leadership

Mentorship = Leadership

When mentors build trusting, open relationships with minority protégés, companies gain an important window on leadership talent that is often hidden from view. Mentors can actively engage their protégés in discussions about their outside roles and work with them to apply and enhance those skills in their everyday jobs.

Executive Level Opportunity
Enhancement of Skills and Roles
Active Mentorship Programs

Community Leadership to Foster Retention & Leadership

Allowing employees to set aside time for volunteer activities send a message that employers recognize and value social outreach and community involvement.

Take an active role in helping young minority professionals access nonprofit boards, giving them an early opportunity to develop leadership skills they can bring back to their workplaces.

An overwhelming majority of our survey participants would welcome training from their companies in fundraising for volunteer activities.

Minorities (55 percent), Young Women of Color (50 percent)

Minorities most likely to feel their lives are "invisible" to their employers.

HR Strategy in Action

Unilever introduced its Leadership Growth Journey program as a key part of the company’s leadership development.

Support diverse social organizations.

Pitney Bowes has continued to support Delta Sigma Theta in many ways, including matching charitable donations.

Nearly three-quarters (74 percent) want help paying for health insurance for up to two members of their extended families. Many (72 percent) want a few days of vacation/leave for elder care or extended family care.

Nearly one-quarter (25 percent) want to go back to school for their MBA or another advanced degree.

Time Warner extended its employee assistance program to any other reliant individual. Five months from inception there was a 200 percent increase in uptake.

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Diversity As a Capital Asset Creates Retention

1. Creating a culture of transparency
2. Team Building Through Cultural Competence
3. Creating Clear Pathways to Leadership

RETENTION OF TALENT

8 KEY TAKE AWAYS

FOUNDATION
- Diversity is an asset with monetary and strategic value
- Each organization must do an internal evaluation to determine what their diverse needs are

GETTING THE RIGHT FIT
- Effective use of social media can increase the size and quality of candidate pools exponentially with little budget impact
- Culture and message branding online will create company transparency and attract candidates to your organization

DEBUNKING MYTHS
- Don’t miss out on great candidates by focusing on scores and GPA; look for a total package
- People stay where they feel comfortable; create team building through a focus on intercultural competence

ENSURING SUCCESS
- Encourage community leadership and social involvement
- Foster mentorships to enhance skills and uncover potential leaders

Questions & In-House Trainings
Crafting the Business Case, Social Media Strategy, Mentorship Programming.

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