How to Encourage Workforce Diversity With Avature

Achieving diversity and inclusion (D&I) requires a proactive sourcing strategy and HR technology that doesn't skew results but empowers you to find the right candidates. The benefits of D&I are broad. In addition to a healthier workplace environment and heightened employee satisfaction, it can improve overall business performance.

Key Ways You Can Leverage Avature to Implement Diversity

- Find the diverse candidates already in your system using Avature's robust and powerful Google-like search experience. Searches can be filtered by any field in your custom data model.

- Use Avature WebSources to find you the best candidates on diversity-specific job boards.

- Build segmented diversity pools to make it easier to track and engage this talent.

- Define targeted engagement campaigns for diverse candidates with personalized email templates that can be automated with workflows to reduce recruiters' workload.

- Showcase your diversity efforts and goals on your website or create audience-specific career sites and landing pages.

- Use the Landing Page Builder to create your diversity talent community in minutes!

- Promote your audience-specific career sites and landing pages on social media through Avature. Use the Scheduled Action feature to publish content automatically.

Key Stats to Make the Business Case

1 ▶ 67 percent of job seekers consider workplace diversity an important factor when evaluating employment opportunities

2 ▶ More than 50 percent of current employees want their workplace to do more to increase diversity

3 ▶ Harvard Business Review found diverse teams are able to solve problems faster than cognitively similar people.

4 ▶ Racially and ethnically diverse companies outperform industry norms by 35 percent

CBRE

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CBRE's Asia-Pacific region is extremely diverse culturally and linguistically and therefore they created an APAC-specific microsite to attract diverse talent. To drive traffic and increase applications from minority groups, they launched a number of email marketing campaigns in 2018 and measured them using Google Analytics linked to their Avature career site. They found their sourcing efforts were successful, increasing applications from women by 10 percent. Below are some of the key Avature features that made their D&I initiatives possible:

- Targeted Marketing Campaigns: Powered by segmentation capabilities, they were able to deliver content that resonated with strategic audiences.

- An Engaging and Inclusive Career Site: Showcased their diversity efforts to encourage relevant applicants to apply.

L'Oréal wanted their employees to become aware of how diversity bias can affect their decision-making, which is why they launched a tailored portal for stakeholders. This hub integrates diversity and other training for recruiters and other employees who interact with and interview candidates on a daily basis. Some of the key Avature features that allowed their vision to come to life include:

- One-stop source for content: D&I videos in a centralized portal where stakeholders go to take their key actions

- Progress tracking: Employees can view any key metrics they report on in Avature, including D&I data

By showcasing employee stories of people transitioning from the military to Dell, the company enhanced their diversity recruiting efforts and boosted their employer brand in a simple yet powerfully effective and resonating initiative. Even CEO Michael Dell joined the conversation on Facebook! Here are some of the Avature features the technology giant leveraged to successfully carry out the effort:

- Following the source: Created trackable URLs for each of their landing pages, or community talent portals to track source

- Social media activity: Posted directly to their social media accounts from the Avature platform

- Measuring success: Tracked the engagement activity such as unique visitors, number of clicks associated to each URL to gain a clearer view of what works and what doesn't for each segment.