



**How to become more diverse
and more inclusive**

Summary

Diversity, Equity and Inclusion (DEI) can improve the lives of those who might otherwise be overlooked for key roles for which they have the skills, experience and enthusiasm to thrive. However, it can also improve staff retention and attract better candidates to available roles. So, it's not only the right thing to do, having a good DEI strategy is also good for business.

In this guide, we'll suggest some easily-implementable practices to help make your workplace more accessible and attractive to individuals who are often forgotten and underutilized. Some examples of these job seekers are neurodiverse employees, underrepresented genders, and individuals with criminal records.

Ways to make your workplace more welcoming to neurodivergent employees

An estimated¹ 15% to 20% of adults experience some form of neurodivergence. Unfortunately, 61% of employees who identify as neurodivergent say¹ they have experienced stigma at work. Here are some ways to make your workplace more accessible and attractive to neurodivergent employees.



Hire them

Having cognitively-diverse teams is a benefit to the workplace, as diverse perspectives can enrich problem-solving. Companies that embrace neurodiversity are more likely¹ to have higher staff retention and a more diverse talent pool.

While 93% of neurodivergent respondents were more likely to be attracted to and loyal to companies that support employees who are neurodivergent, 63% of neurotypical workers responded the same way.

- Neurodiversity: A look at real life experiences in the world of work

Re-evaluate your job descriptions

You may want to check your job descriptions for bias or exclusionary language and ensure all the job requirements are essential for that particular position. For example, “an ability to work in a team environment” might be daunting for some people and may not even be necessary for the role.

Ask candidates how they’d like to interview

Ahead of interviews, you can ask candidates if they are okay with doing things like using video on conference calls. Some may feel the need to turn their cameras off if it makes them uncomfortable. Others may prefer to not have to use anything other than a phone or face-to-face conversation.

Implement universal design

It’s often not enough to seek out and hire neurodiverse candidates. You should work towards making your workplace accessible and accommodating too. One way to do that is to incorporate universal design such as designated quiet spaces, low traffic areas, collaborative hubs and non-fluorescent light bulbs.

Learn more with /Lead

Learn more about the benefit of making your workplace welcoming to neurodivergent employees, in our online guide.

Read our guide

¹Indeed, How to Make Your Workplace Welcoming to Neurodivergent Employees, April 2023.

Ways to better support underrepresented genders

Underrepresented genders including women, trans and non-binary individuals often comprise a rapidly growing share of the workplace. However, many companies still fail to adequately acknowledge them during and after the hiring process. Here are some best practices for being more inclusive throughout the process.



PART ONE – DURING THE HIRING PROCESS

#1 Build an inclusive job application

If you want to show that your company is a safe space for everyone, job applications should use inclusive language. The application is a first impression and can serve as an important signal of what your workplace values.

#2 Don't just use 'other'

Some companies simply add an "other" option to the gender section of their applications. However, that word is actually not helpful or supportive. Instead, you may consider offering alternative gender options or simply providing a fill-in-the-blank option.

#3 Consider other aspects of inclusion

Many underrepresented genders such as non-binary and trans individuals use a name other than the one they were assigned at birth. You should be careful to use each candidate's preferred name. If you are not sure what name they go by, simply ask them "What do you like to be called?" and then respect them by using the name they request. What's more, when verifying their background, keep in mind that their references might have known them by a different name.

Attract great candidates with Indeed's new AI Job Description Generator

Reduce the time it takes to craft clear, compelling job descriptions with Indeed's AI Job Description Generator tool. Combining the benefits of OpenAI's GPT with Indeed's own proprietary AI, you can quickly create compelling job descriptions to attract candidates.

[Try it now](#)

Learn more with /Lead

Get more guidance on helping non-binary job seekers feel included, in our detailed guide.

[Read it now](#)



PART TWO – AFTER THE HIRING PROCESS

#1 Create access for everyone in your company

Train hiring managers to focus on specific skills over specific schools and credentials. Form inclusive programs and partnerships for underrepresented genders and those in marginalized groups.

#2 Invest in underrepresented genders

Create mentorship programs and inclusive resource groups designed specifically for underrepresented genders. Ensure to partner with third-party organizations that focus on their development. That way, you'll support the creation of an environment where they feel safe discussing career challenges and barriers.

#3 Get transparent about pay

Embrace pay transparency and implement transparent practices such as pay-equity and living-wage analyses to address any pay gaps, while ensuring that you clearly communicate the process behind determining compensation with employees and job seekers.

“Everyone has talent, but not everyone has equal access. Race, gender and disability can intersect to impact one's ability to have the experiences that will prepare you for a job.”

- Courtney McMillian, Indeed's Vice President of Total Rewards

Learn more with /Lead

For more help on closing the gender pay gap in your organization, read our detailed guide.

[Read our guide](#)

How to give candidates with a criminal record a fair chance

Is your company overlooking potential candidates who have a record? Some of them might have one for something that's no longer even illegal. Here are a few ways to give fair consideration to all qualified candidates.



Acknowledge and address the fear

Fear may be a barrier that keeps some employers from hiring individuals with a criminal record. It often overrides rational business considerations. So, acknowledge and address the fear and explain to hiring decision makers how fair chance hiring can benefit your organization.

Employees with a criminal record are no more likely to be fired than those without a criminal record. They're also less likely to quit, saving employers a significant amount of money in turnover costs.

- Kellogg Insight: Should you hire someone with a criminal record?

#BanTheBox

A growing movement in the US is looking to remove the checkbox commonly found on many job applications that ask applicants to indicate whether they've been convicted of a crime. You may consider delaying this question to the later stages, so candidates are first evaluated solely on their abilities.

Highlight your commitment to fair chance hiring

It's important to make clear to potential candidates that you're committed to hiring individuals with a criminal record. You may do so by highlighting how you value diverse experiences, including those who have had prior contact with the criminal legal system.

Reassess and update your background check processes and policies

Overly aggressive background check algorithms can automatically filter out criminal records, regardless of the level of crime committed. You may want to examine the parameters you're setting, to ensure it's not excluding those with arrests or convictions that don't relate to the core duties of the job.

Learn more with /Lead

Get more help on hiring individuals with a criminal record, in our more detailed guide.

Read it now

Continue your journey with Indeed

Now that you've started exploring ways to become more diverse and more inclusive, open the door to even more solutions with Indeed. From using AI to write your job descriptions, to improving your own branding to attract better candidates, the Indeed suite of solutions makes hiring easier.

We've got a tool that lets you effectively plan, track, and execute campaigns that put your hiring goals front and center and attract the right talent for your open roles.

Try Indeed Ads

Additionally, you can proactively search over 245 million resumes instantly and not just locate your next great hire but contact them to apply for your open roles too.

Try Indeed Resume

Hire faster with an all-in-one, pay-for-results hiring events product with built-in talent attraction and recruitment automation.

Try Indeed Hiring Events

People want to know what it's truly like to work at your company. Indeed can help you tell your authentic story to attract great talent.

Try Indeed Employer Branding

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