

How Can A **Diversity Recruitment** Agency Help You Improve Your Bottom Line?



What Do “Diversity” and “Inclusion” Really Mean?

Diversity refers to the differences between us as human beings, both visible and not visible:

- Visible factors: gender, race, ethnicity, age, etc.
- Invisible factors: nationality, family background, personal values, religion, personal experience, socioeconomic status

Inclusion is about cultivating a collaborative, supportive environment where individuals feel valued and respected. Inclusive workplaces are places where every staff member at every level feels inspired to do their best work.

The Business Case For Workplace Diversity

Diversity and inclusion aren't just buzzwords.

True workforce diversity and an inclusive culture actually improve business outcomes. When your company partners with a diversity recruiting agency, you have a greater chance of organizational success.



How Diversity and Inclusion Improves Business

Just how can you improve your bottom line with a diversity recruiting agency?

- Businesses with a diverse workforce are 35 percent more likely to have financial returns above industry medians.
- Companies in the top quartile for gender diversity are 15 percent more likely to have financial returns above their respective national industry medians.
- For every 10 percent increase in racial and ethnic diversity on the senior-executive team, earnings before interest and taxes (EBIT) rise 0.8 percent.
- Ethnically diverse leadership teams are 36 percent more likely to be profitable.
- Companies with diverse management teams report innovation revenue 19 percentage points higher than their less diverse counterparts.
- Companies in the top quartile for both gender and ethnic diversity are 12 percent more likely to outperform all other companies.

Diversity Can Improve Recruiting Outcomes

Job candidates want to see companies that reflect their communities, and they want to see people in leadership positions who look like them or come from similar backgrounds.

- 67 percent of job seekers said a diverse workforce is important when considering job offers.
- 57 percent of employees think their companies should be more diverse.

Investing in a diversity recruitment strategy can greatly improve your ability to source and hire exceptional talent.

Diversity Boosts Employee Morale

When you partner with a diversity recruitment agency, the results go far beyond your candidate pool.

Want your employees to be happier at work? Diversity and a culture of inclusion can do that.

Research shows that in workplaces that have invested in diversity recruitment, employees are much more likely to achieve their full potential and even to tap into “hidden” qualities you – and they – didn’t even know they possessed.



How Can Your Business Embrace Diversity and An Inclusive Culture?

- 1 Create a diversity and inclusion strategy at the C-Level
- 2 Incorporate diversity strategies into recruitment, performance management, training and leadership.
- 3 Create a scorecard to measure progress for recruiting, promotion rates, compensation, and turnover.
- 4 Hold leaders equally and consistently accountable for results.

But First, Know Your “Whys”

Before you can implement any type of diversity and inclusion strategy, you must know your “whys.”

- Why are you making this move?
- How do diversity and inclusion fit into your strategic goals?
- What do you want to achieve by improving diversity recruiting?

These are not always easy questions to answer.

Let a top Diversity Recruitment Agency Help you Chart Your Course

Shepherd Search Group is a diversity recruitment agency that can help you define your goals and develop a plan to achieve those goals to become a more inclusive organization with improved outcomes.



Achieving Diversity and a Culture of Inclusion Takes Time

Developing and implementing a diversity and inclusion strategy that yields results can take years. If you want fast access to a more diverse candidate pool while you work to improve your internal processes and culture, partner with Shepherd Search Group, a top diversity recruitment agency.

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