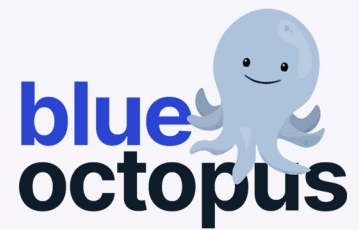




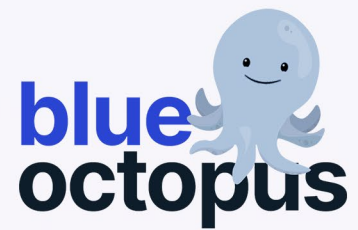
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Diversity & Inclusion Guide



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Introduction

Employers are increasingly coming to realise the need for improving the level of diversity and inclusion within their workplace. Recruiting professionals from all backgrounds at all levels ensures a wide variety of viewpoints and perspectives. Attracting and retaining diverse staff can allow businesses to identify new opportunities and explore new solutions.

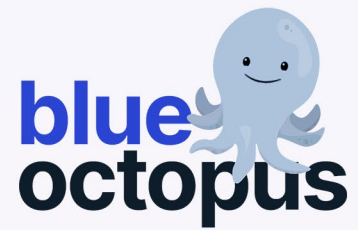
About Blue Octopus

We are a recruitment company working with businesses of all sizes as a trusted partner, providing them with the best talent and recruitment solutions to streamline their HR processes. Our guide explores why and how to be diverse and inclusive in your recruitment practices. We highlight the necessary steps to ensure you get the recruitment process right.

We work with wide range of diverse job boards including:

- Diversity Jobs Group
- CV Library
- Indeed
- Total Jobs
- Jobsite
- Fish 4 Jobs
- Monster
- Reed
- The Guardian
- LinkedIn

Our focus is to bring those candidates with the right skill set to the right employer no matter who they are or where they come from.



What is meant by diversity and inclusion?

Building an inclusive and fairer workplace is so important, regardless of identity, background, or circumstance, we all deserve the opportunity to develop our skills to our full potential and work in a safe and supportive environment.

Diversity and inclusion go hand in hand but are different.

Diversity in the workplace describes the variation in personal, physical, and social characteristics such as gender, ethnicity, age, and education.

Inclusion refers to the procedures a business takes to involve everyone in the workplace. Ensuring their differences coexist in a mutually beneficial way.

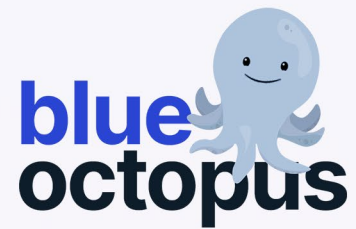
About Blue Octopus



One of the main benefits of businesses taking diversity and inclusion seriously is talent.

People want to feel valued at work and work for employers with good employment practices. Employers should recognise the importance of inclusion and diversity in recruiting and retaining the skills and talent they need.

It's not only important to provide appropriate people practices, but to create an open inclusive workplace culture, where everyone feels valued and respected.



How to be diverse and inclusive across the recruitment process

Educate your team: diversity training should be an ongoing process, not a check box exercise completed once. Creating a recurring education program that helps your teams identify and eliminate unconscious bias is so important.

Widen your candidate search: if you keep finding that your candidate talent pool is filled with individuals of similar educations, backgrounds and experience levels, your search may be too narrow. Expand your search by posting on different job boards such as Diversity Jobs Group, who Blue Octopus work in partnership with.

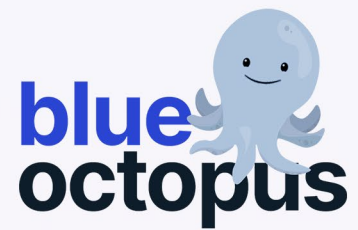
Involve diverse people in the hiring process: you can get more feedback, different perspectives, and opinions from people with different needs and expectations. Reaching out to other departments and team members can remove bias by taking different perspectives into account.

How to be diverse and inclusive in the job advert

The Equality Act ensures candidates are treated equally and fairly in areas of:

- Race
- Gender and gender reassignment
- Pregnancy and maternity
- Equal pay
- Disability
- Age
- Religion and belief
- Sexual orientation

Ensure in the advertisement it's clear that an applicant won't be excluded on grounds of sex, gender reassignment, pregnancy, maternity, race, marital status, disability, age, religion, belief, or sexual orientation. Use neutral language such as 'sales assistant' not 'sales girl' and avoid gender-specific titles such as 'craftsman' and 'waitress'.



How to be diverse and inclusive in the job application form

Application forms mean applicants answer questions in the same format to ensure equal opportunities. They should be treated with caution. If an applicant feels they have been discriminated against based on information they have provided (for example their marital status), they could take you to a tribunal. Only seek personal data relevant to the role.

You can ask about:

Disability – ensure you identify reasonable adjustments to be made to the interview process.

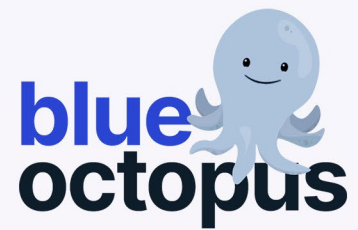
Criminal convictions – only if justified for the role. Make it clear that spent convictions do not have to be declared (unless there's an exception under the Rehabilitation of Offenders Act 1974). Remember to include:

- Information on the rights of access under the Data Protection Act 2018.
- An explanation as to whom the information is being provided and how it will be used.
- Details of when referees will be contacted.
- A warning that incomplete and/or misleading statements can lead to dismissal.

Why imagery is important in recruitment advertising

It's good practice for illustrated adverts to represent both sexes and to include a multi-cultural mix. I.e., it could be discriminatory to advertise a job that illustrates a woman in a profession traditionally undertaken by women.

To counteract the effect, either depict a man in equal prominence or add an obvious disclaimer that the job is open to men and women. If a discriminatory advert is published, the advertiser (employer), their agents (recruitment agencies) and the publisher are liable.



How to be diverse and inclusive in shortlisting

It's recommended that at least 2 people from the interview panel should be involved in shortlisting:

- Information on the rights of access under the Data Protection Act 2018.
- An explanation as to whom the information is being provided and how it will be used.
- Details of when referees will be contacted.
- A warning that incomplete and/or misleading statements can lead to dismissal.

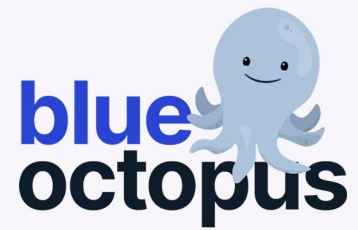
How to be diverse and inclusive when planning the interview

The date and time should be arranged at the beginning of the recruitment process, but be flexible.

Before the interview:

- Information on the rights of access under the Data Protection Act 2018.
- An explanation as to whom the information is being provided and how it will be used.





How to be diverse and inclusive in the interview

Only ask questions that are relevant and essential to the job and avoid making sudden judgements based on intuition or subjective personality assessments. For a final checklist:

- Treat all candidates the same.
- Focus on each person's skills based on the skill specification.
- Avoid reading into body language.
- Make candidates aware they have the right to request access to their interview notes.
- Ensure disabled candidates are not disadvantaged by the interview or application process.
- Have the same list of questions to ensure uniformity.

How to be diverse and inclusive in the selection process

Once all interviews are complete, look at the interview notes and ensure that all candidates meet the necessary criteria. Then:

- Decide which of the desirable criteria is more significant.
- Score all candidates accordingly.
- Assign the best individual for the position (not the individual with whom the interviewing panel have the most in common).

What next?

Interested in finding out more about how to create a diverse and inclusive workplace environment? Get in touch with us here at Blue Octopus to discover how we can help to match you and your business with the perfect candidates!

Get in touch



Contact Us
0113 532 3418



Email Us
hello@blueoctopus.co.uk



Visit
Blueoctopus.co.uk

