

Unconscious Bias in Recruitment





What is unconscious bias?

Unconscious biases, also known as implicit biases, are the underlying attitudes and stereotypes that people unconsciously attribute to another person or group of people that affect how they understand and engage with a person or group.

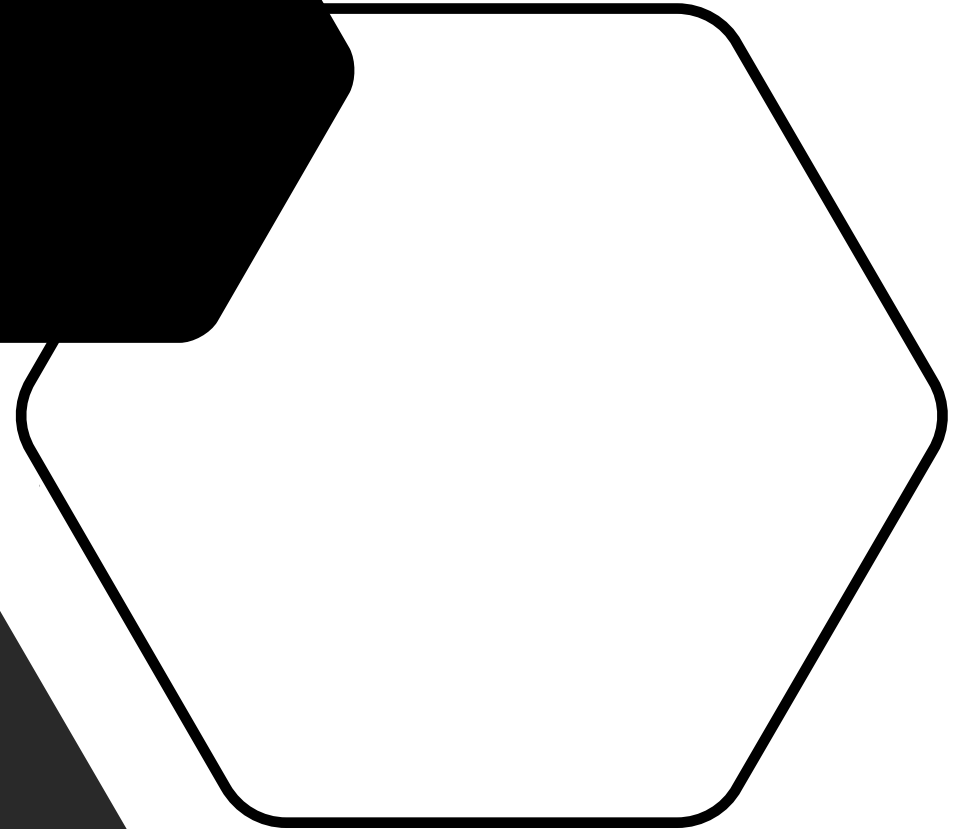
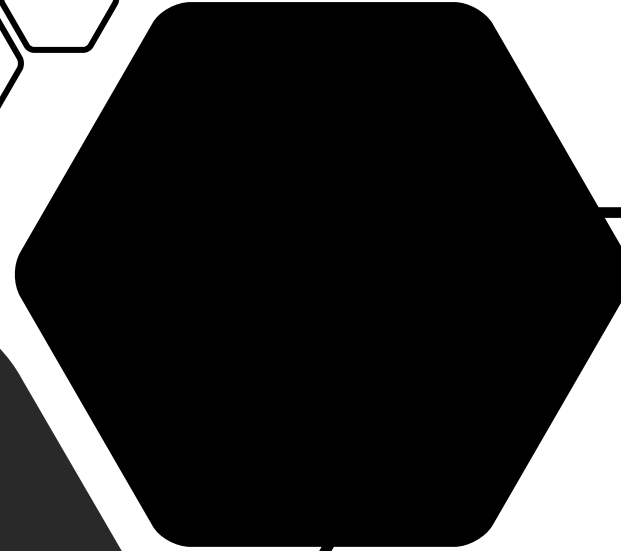
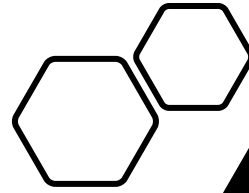
This can be hiring on “gut feeling”, based on what you’ve hired in the past, your own preferences, and similarities to candidates/experiences.

Why is diversity important?

The benefits of a diverse workforce include better performance and financial results, increased sales, better profitability, broader and deeper customer reach, improved customer relations, higher creativity, and a larger candidate pool.



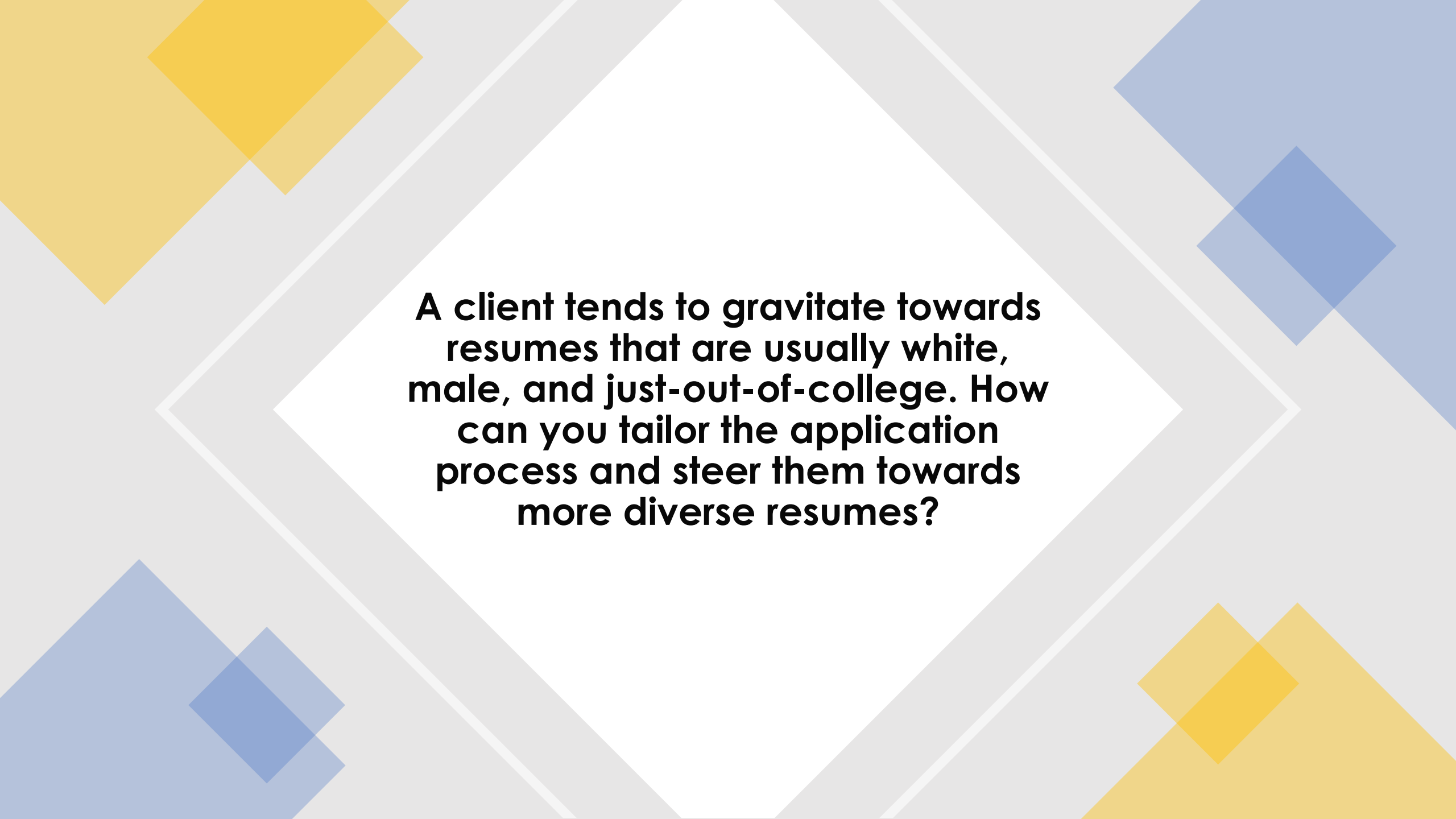
**A company is asking for
ONLY diverse candidates,
and you've exhausted
the generic LinkedIn
search. How can you
build that diverse talent
pool?**



How can you build a diverse talent pool?

- Audit your job ads
- Target sources where diverse candidates congregate
- Foster relationships with colleges and universities
- Attend job fairs
- Recalibrate your employee referral process
- Post jobs on diversity focused websites
- Create an employer brand that showcases diversity
- Create company policies that appeal to diverse candidates





A client tends to gravitate towards resumes that are usually white, male, and just-out-of-college. How can you tailor the application process and steer them towards more diverse resumes?

How to present more diverse resumes?

How do WE review our resumes and applications?

- Name-blind submissions: assign a number to the applications, avoiding making unnecessary or biased conclusions
- No gender references
- Is it an educational requirement or a preference? Instead of the name of the college, focus on type of degree and/or coursework
- Nix the “overqualified” mentality. Beware of previous job-holder comparisons.
- Interpretation of employment gaps: long term unemployed = extra motivated to work, resulting in higher retention, loyalty, reliability and engagement; the pandemic



A client is wary of hiring based off a video interview. What are some advantages and disadvantages to interviews via Zoom?

Advantages and Disadvantages to Video Interviews

Advantages

- Remote work
- Accommodate different time zones
- No commute
- Schedule around family and school
- More easily ADA compliant
- Better for those who can't take time off
- Multiple interviewers can participate

Disadvantages

- Physical and audio biases
- Background judgement
- Less connective bonding
- Technology access/sophistication may not be aligned
- Candidates may actually be more self-conscious

THE DIVERSITY CONTINUUM

HRMorning lays out 4 levels of corporate commitment to diversity.
Where does MindSpring fall and where can we improve?

- **LEGAL COMPLIANCE** – doing only the minimum required
- **TOLERANCE** – allowing people to have differences
- **EQUITY** – advocating for fairness
- **CAPITALIZING ON DIFFERENCES** – leveraging unique identities and harnessing the collective power

Thank you!

