

Recruit and Retain a Diverse Workforce

—
Kembre Roberts, PhD
SVP, Employee Engagement





Community Hero



Marketplace Considerations



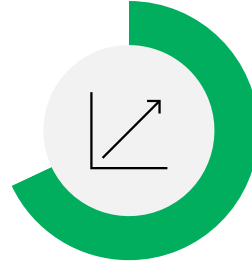
75%

Job seekers who consider an employer's brand before even applying for a job.



100%

Candidates 3X as likely to trust the company's employees rather than the company on what it's like to work there.



73%

Employees who are considering seeking a new job



69%

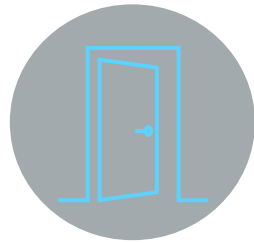
Employees who shared they would work harder if recognized



29%

Employees happy with their career advancement opportunities.

Your Recruitment and Retention Efforts Should...



Welcome.

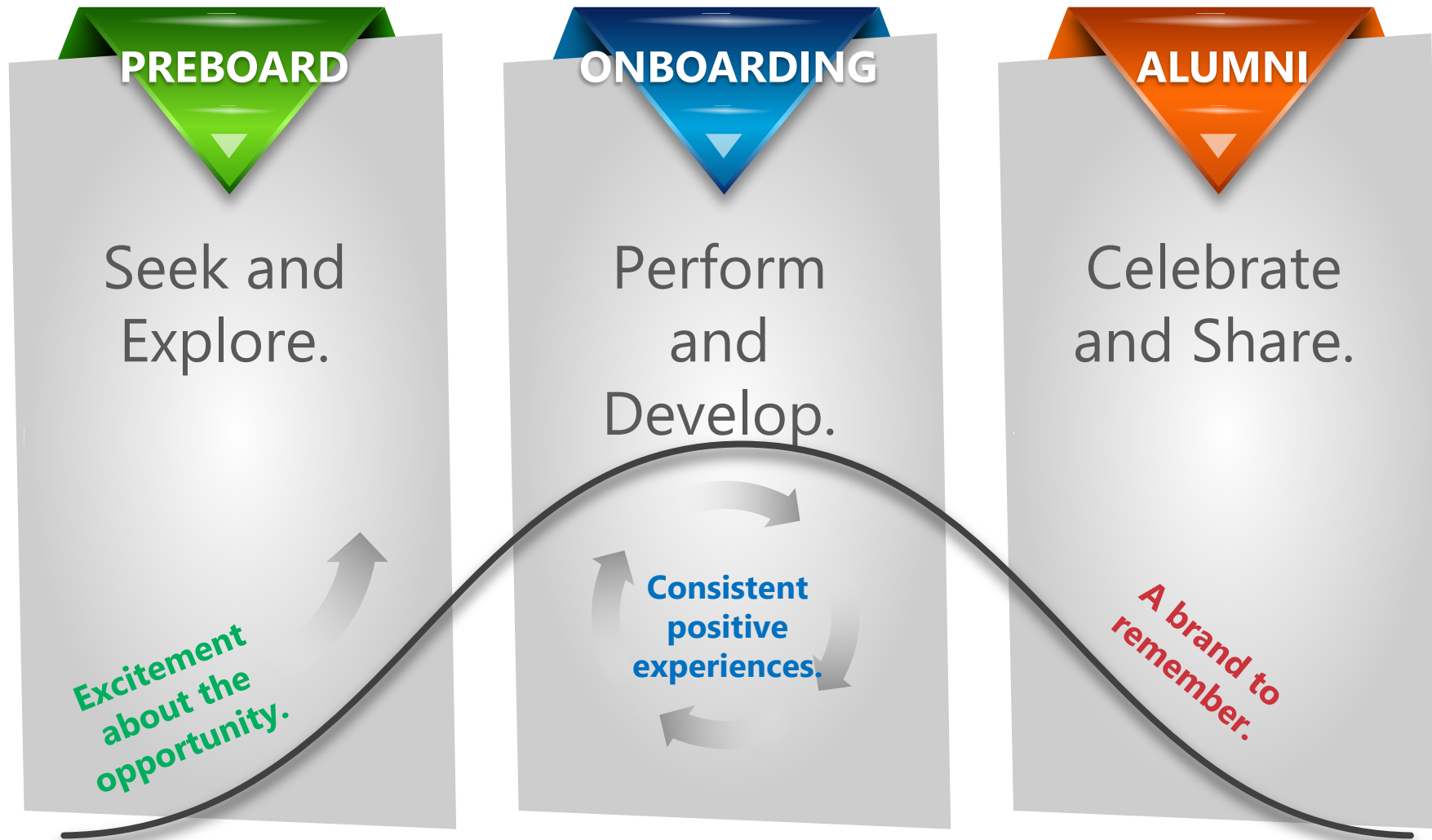


Support.

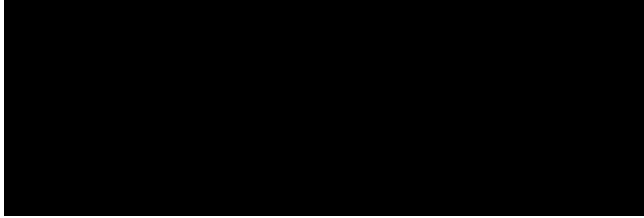


Recognize.

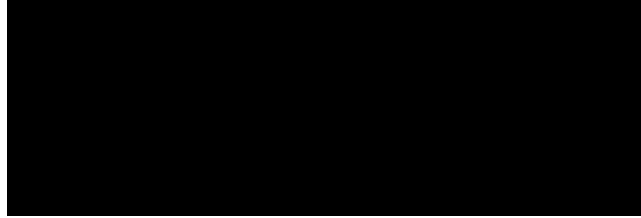
Employee Experience Key Touchpoints



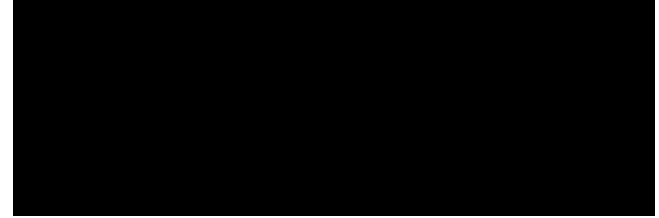
Recruitment and Retention Tactics



CAREGIVING SUPPORT



FINANCIAL WELLBEING

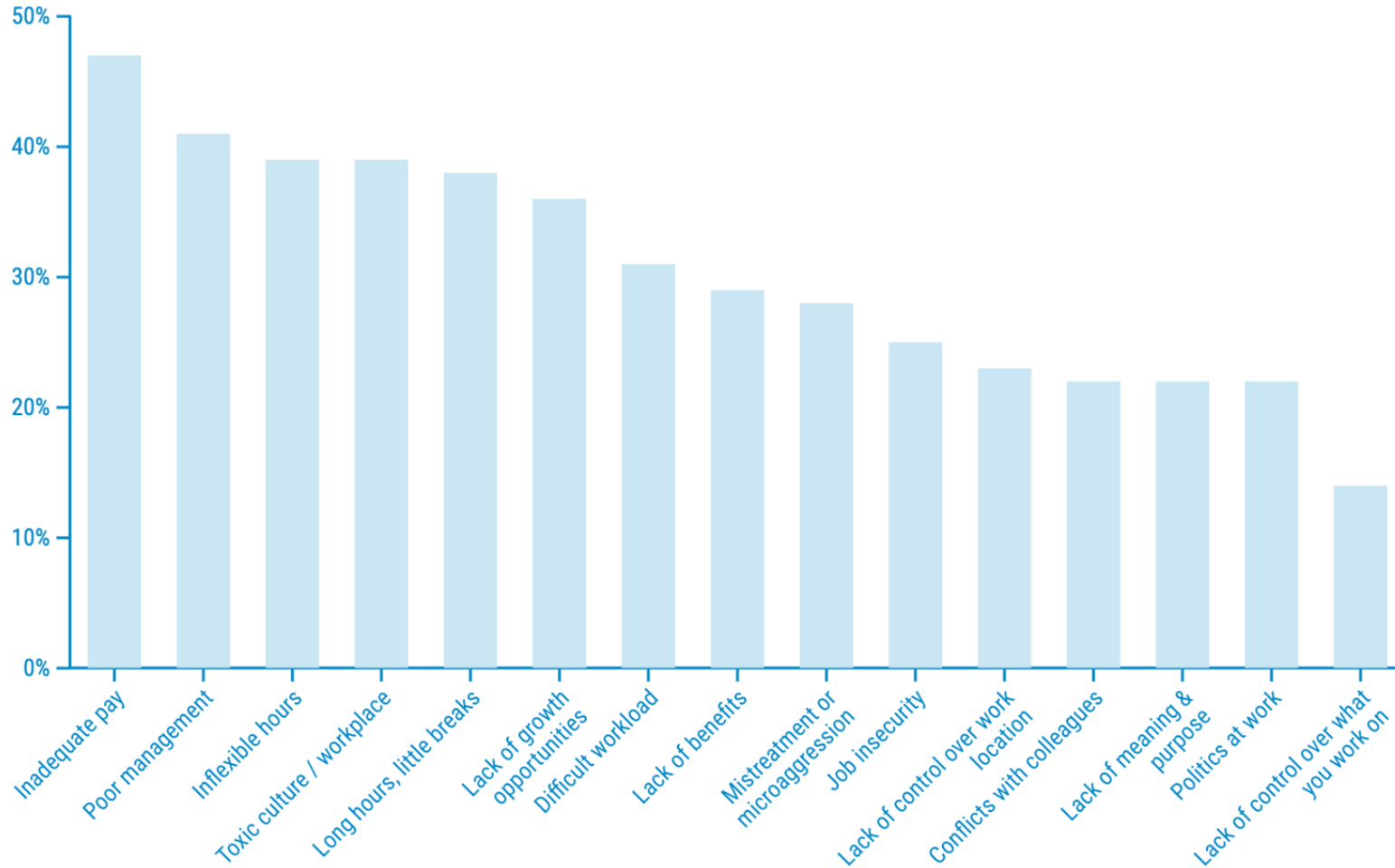


FLEXIBLE SCHEDULES



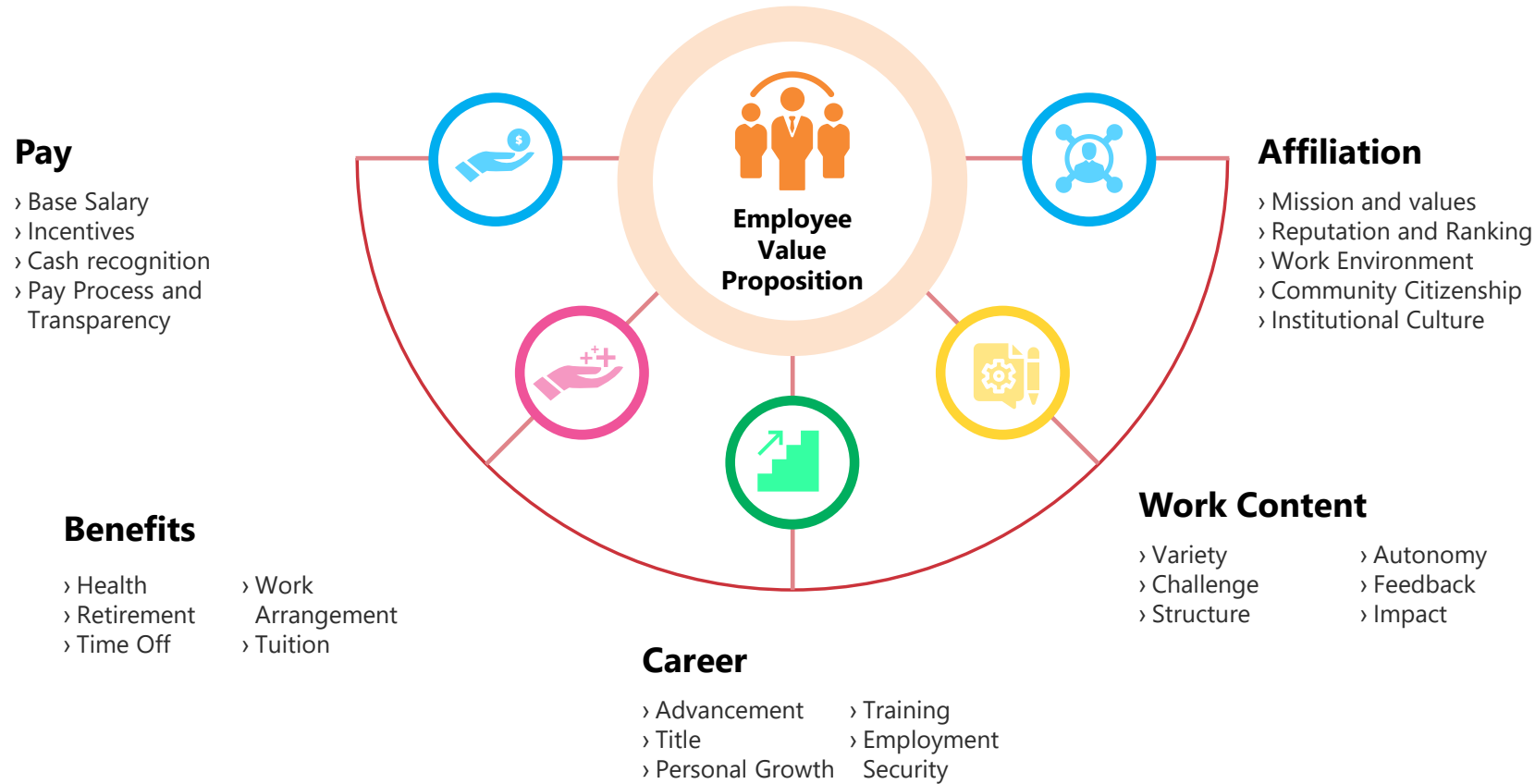
Only **56%** of **employees** think their company's executives care about their well-being, while **91%** **Leaders** think their employees believe they care about it

Workplace issues that affect employee well-being



Source: BetterUp

Employee Value Proposition



Employee expectations



I need better upskilling



I want more flexible working arrangements



I need to be able to do work faster



I want leaders to make decisions faster



I want better guidance on new technologies



I want to spend less time on unnecessary processes



I want higher levels of transparency



I want to work on my own devices



I want better data to do my job better



I want collaboration with colleagues more easily



I want more personalized HR services



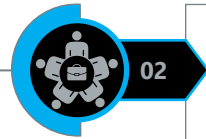
Tips to develop positive employee experience



01

Voice of Employees

- Understand employee sentiment on external channels
- Collect and analyze employee's feedback on engagement, pay, and benefits.



02

Employee Persona

- Develop employee personas for employee segmentation
- Segment workforce into different personas according to their behavior, motivation, etc.



03

Prioritize Improvement Areas

- Develop roadmap of employee journey phases
- Categorize improvement areas into high, medium and low

Addressing Engagement in a Diverse Workforce



Types of diversity

- Age
- Disability
- Gender
- Race/ethnicity
- Lifestyle
- Religion
- Sexual Orientation
- Socioeconomic status

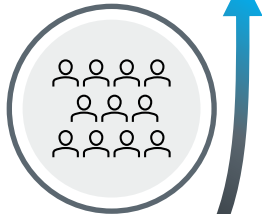
The Evolution of Support in the Workplace

Comprehensive Wellbeing:

- Sam's Needs
- Joe's Needs
- Mary's Needs



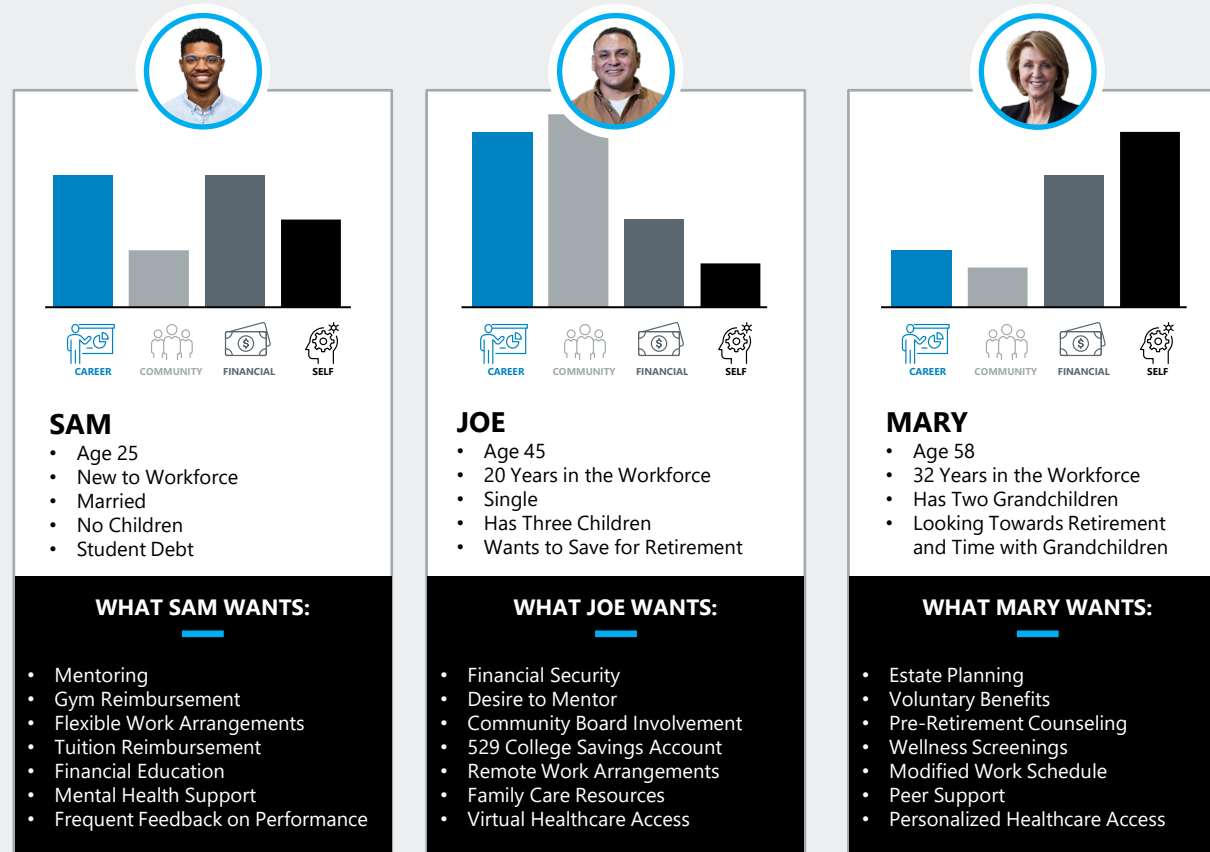
Total Rewards



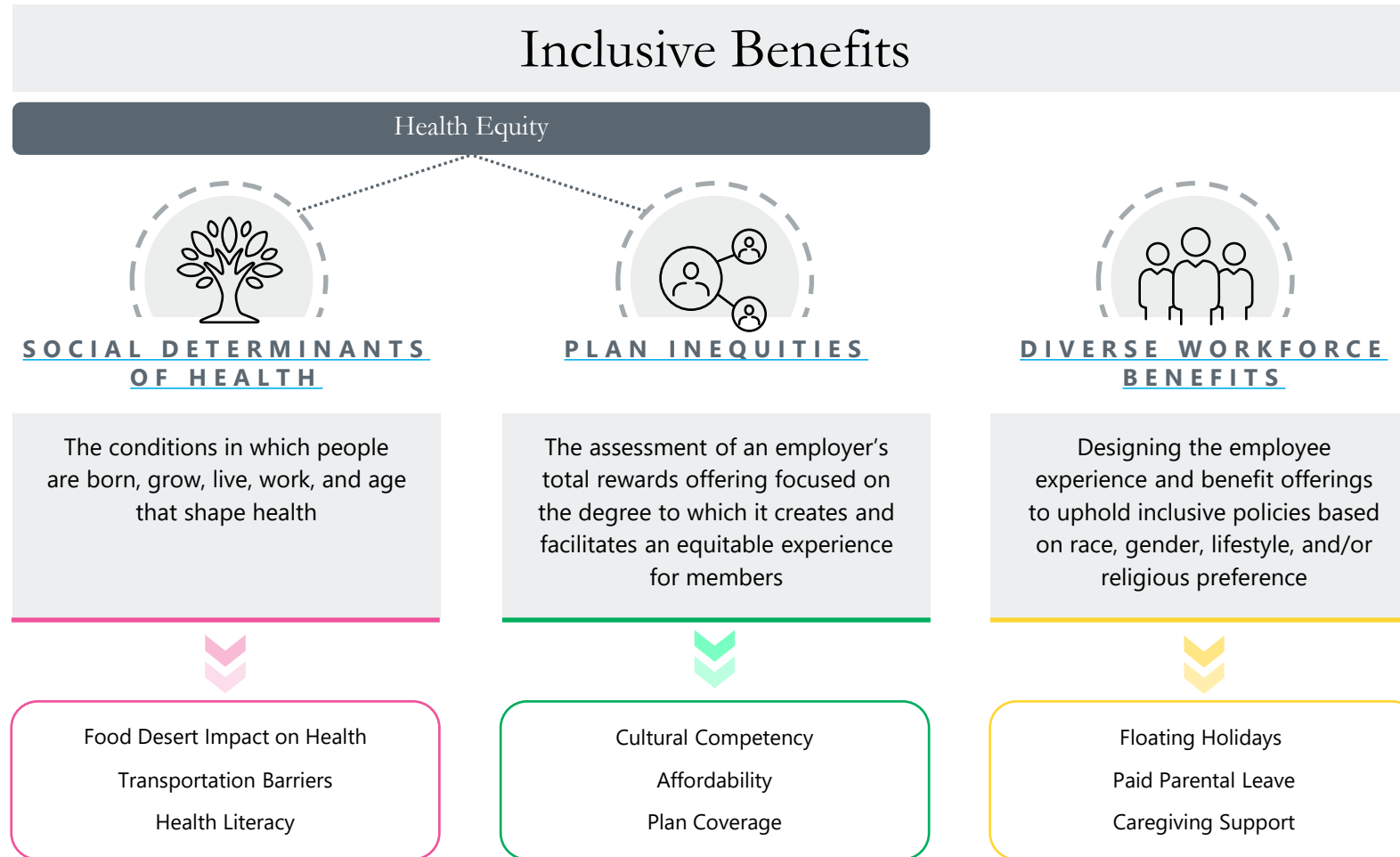
ABC Company



WORKFORCE NEEDS COMPARISON


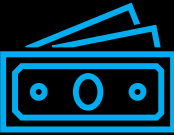



Addressing the needs of a diverse workforce



Ways Employers are Supporting a Diverse Workforce

Examples

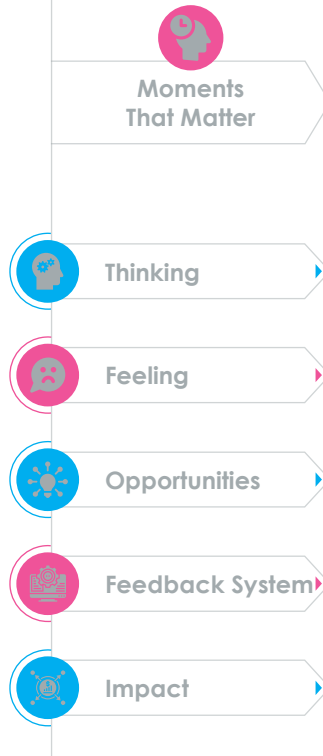
 Family Support	 Socioeconomic	 Cultural Relevance
<ul style="list-style-type: none">• Paid parental leave• Maternity programs• Infertility coverage• Adoption support• Eldercare programs• Backup Childcare• Online tutoring	<ul style="list-style-type: none">• Tuition reimbursement• Student loans• Budgeting resources• Virtual healthcare• Employer emergency funds	<ul style="list-style-type: none">• Floating holidays• Multilingual benefits communications and service providers• Provider demographic accessibility

Develop the Employee Journey Map

Basic Employee Journey Map

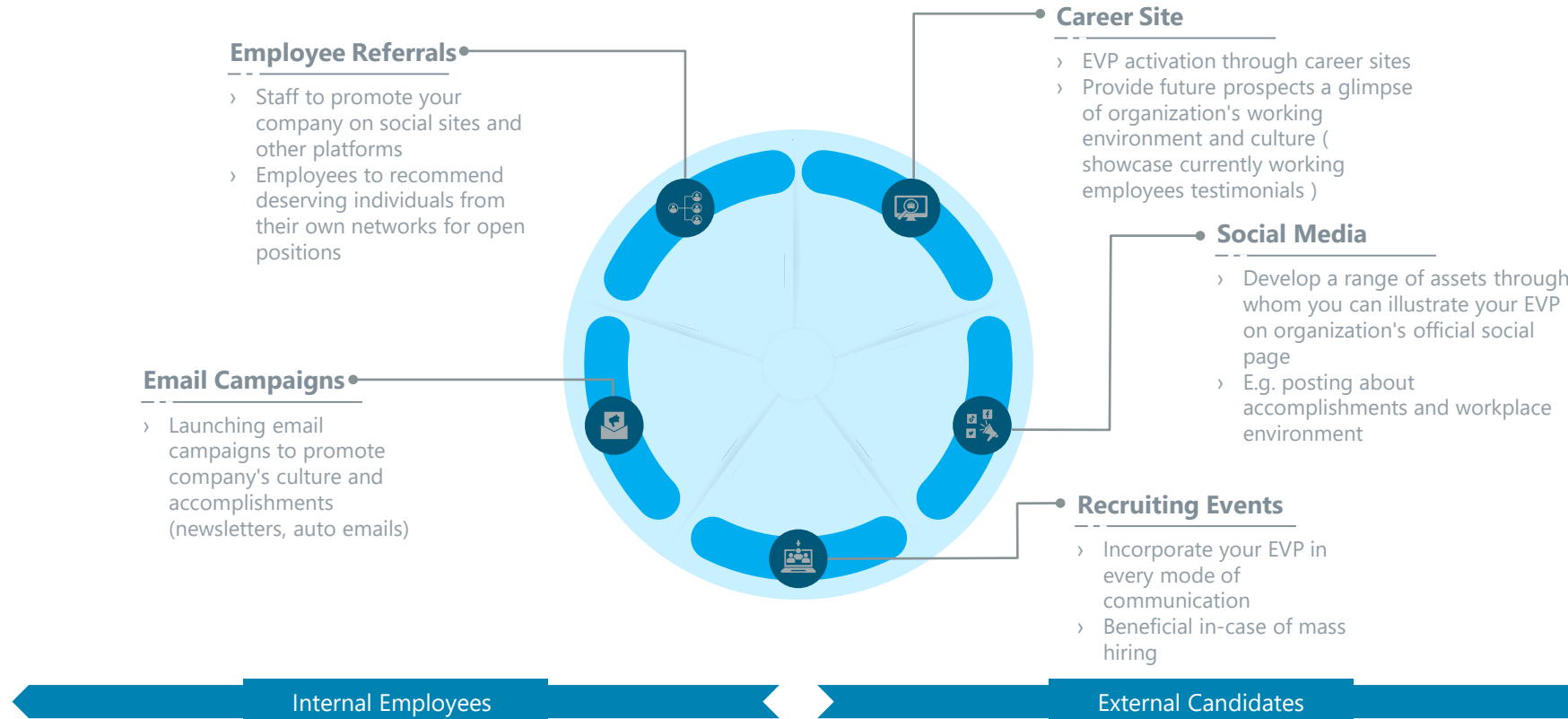


Role	Customer service
Experience	10 years+
Traits	<ul style="list-style-type: none"> • Ambitious • Energetic • Customer focused



	Onboarding	Work anniversary	Post-parental leave	Promotion
	How will I fit in? Will i know what to do?	What's next for me?	How will I settle back in? Has a lot changed	I can prove my skills! How will i know i'm doing a good job?
	Anxious Excited	Ambitious Unsettled	Nervous	Energized Valued/ recognized
	Structured Onboarding plan	Development plans	Structured transition Enhanced communication	Formal training
	Onboarding pulse	Anniversary pulse	Pre-return check in 4 week return pulse	Pulse multi-rater (360s)
	Accelerated Performance	Further discretionary Efforts Higher sales	Advocacy	Strong leaderships overall team engagement

Employee Value Proposition promotional channels



Independence changes everything.



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