Unbiased & Inclusive Recruitment Writing Tips

MONSTER

Whether you're writing a job description, social job ad, email, text message or video job ad script, it's important that each and every communication is unbiased and inclusive. Follow these writing tips to ensure EVERY qualified candidate feels welcome to apply. You'll not only deepen your candidate pool, you'll reap the rewards of a diverse and inclusive workplace.

✓ Remove Gender-Coded Words

If candidates assume the role is more suited for the opposite gender, you might be missing out on qualified candidates.

Female-Coded Words

agree	empath	sensitiv
affectionate	feel	support
collab	honest	trust
commit	interpersonal	understand
compassion	nurtur	share

Male-Coded Words

aggress	confident	fearless
ambitio	decisive	head-strong
assert	defend	independen
battle	dominant	outspoken
challeng	driven	superior

Source: Journal of Personality and Social Psychology; abbreviated list

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WOMEN typically only apply if they meet 100% OF THE QUALIFICATIONS

Hewlett Packard Internal Report

- Eliminate requirements that are not essential
- Don't ask for experience on software if training could be easily provided
- Generalize areas where transferable skills are okay
- Clearly outline which qualifications are required and which are preferred

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✓ Eliminate Racial Bias

When writing communications:

- Never mention race or national origin
- Phrases like, "strong English-language skills" may deter qualified non-native English speakers from applying
- A "clean-shaven" requirement can exclude candidates whose faith requires them to maintain facial hair (it also indicates the position is for men only)
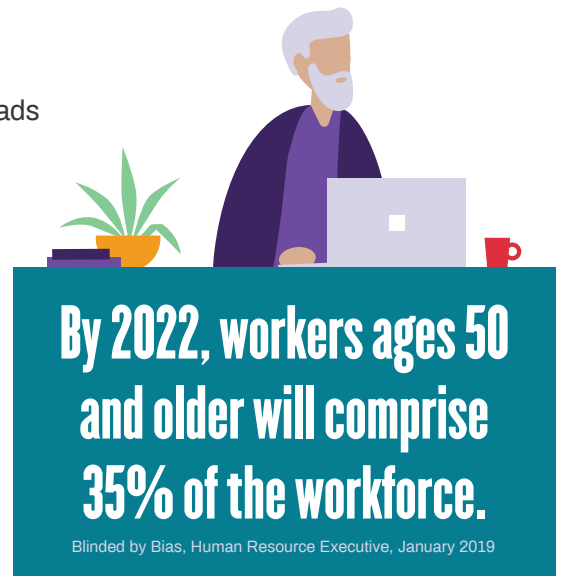
When reviewing candidates:

- Avoid "Cultural Fit" and focus on "Value Alignment"
- Limit referral hiring, and go beyond your network
- Don't waiver from the qualifications for a select few
- Ask everyone the same set of interview questions

✔ Win over experienced workers

- Don't ask for GPA or SAT scores – it implies that only recent grads are being considered
- Make sure company videos and photos represent all ages of your workforce
- Avoid phrasing like:
  - "Young and energetic"
  - "Party atmosphere" or "work hard/play hard"
  - "Digital native" or "Calling all recent college grads!"
  - "Athletic" or "athletically inclined"
  - "No more than X years of experience"
  - "Junior" or "Senior" except as part of a job title
  - "Supplement your retirement income!"

By 2022, workers ages 50 and older will comprise 35% of the workforce.

Blinded by Bias, Human Resource Executive, January 2019

Diverse talent, great rewards

Companies with more diverse management teams see on average **19% higher revenue** due to innovation.

Source: Forbes referencing BCG diversity and innovation survey, 2017

26% innovation revenue
Below-Avg. Diversity

45% innovation revenue
Above-Avg. Diversity
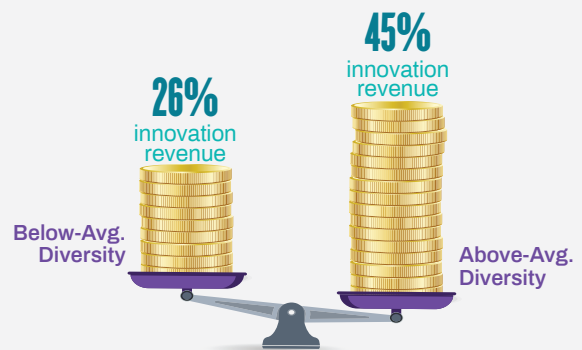
✔ Inclusion of Disabled Workers

- Advertise accommodations like flexible hours or telework policies that would appeal to disabled workers
- Let applicants know your workplace welcomes and values all candidates with phrasing like: "Ability to complete tasks with or without reasonable accommodations"
- Access to you own vehicle isn't always necessary; "Access to reliable transportation" is more inclusive to people with disabilities. See chart below for other inclusive language considerations:

Discriminatory Language	More Inclusive Language
must be able to lift 50 pounds	moves equipment weighing up to 50 pounds
seeking able-bodied individual	No replacement. Avoid completely.
bending and crouching under desks to install equipment	positions self to install equipment, including under desks
must be able to stand for entire shift	must be able to remain in a stationary position during shift
talks to students about their financial concerns	communicates with students about their financial concerns
Walks throughout the building to access files	moves throughout the building to access files
this role requires visually inspecting sites for safety	this role requires inspection of sites to detect safety concerns