

ED&I, the **business development** tool you never knew you had in your kit

Jo Major | Founder, Director



Me...

- 23 years in the industry
- Ran a desk for 17 years
- Temp/perm/contract/exec/c-suite/retained
- Built out teams/divisions/specialisms
- Obsessed with developing client services
- Global recruiter sales trainer
- Studying ED&I for five years
- Set up DIR 2021
- Set up IRF e-Learning platform in 2023
- Practitioner, NOT expert

diversity
recruitment

inclusive
recruitment foundations



My mission...

Women

Single parents

LGBTQ+

Over 40's

Race & ethnicity

Faith

Disabilities

Gender identity

Social economic status

Access to quality education

Chronic/long-term illness

Mental health

Ex-offenders

Class

Neurodiversity

Carers

Menopause

Accent

Appearance

Pregnancy

Nationality/immigration status

Housing instability



**ED&I isn't just
the right thing
to do.**



**There are many
commercial
benefits of
ED&I**



**We get something
fresh & different
to talk to clients
about!**



Question #1



Who talks about the quality of
their **candidate network** to sell?

Question #2



Who talks about their ability to reach **untapped talent** to sell?

Question #3



Who talks about their **placement rates** or **fill ratios** to sell?

Question #4



Who talks about their **client services** to sell?

Question #5



**Who talks about their market
knowledge & recruitment
expertise to sell?**

Question #6



Who thinks **ED&I** can be used as a **BD** tool?

The data...

Almost half of them don't have anything in place to attract underrepresented candidates

46%

Yet over half don't think about asking recruiters to support them with diversity goals

52%

85%

Of clients say that increasing diversity in their workforce is a priority for them

45%

Believe that their current recruitment strategy is ineffective at attracting underrepresented talent

61%

Believe that partnering with diversity specialists will help them with D&I, yet only 32% have one!

The data...

Of businesses don't have websites or career pages that are accessible to disabled, neurodiverse or ESL candidates

Just under half of employers do not collect or monitor employee diversity or representation data.

73%

34%

43%

45%

61%

Only 34% of employers are providing hiring managers with professional diversity training, 78% believe social events are an effective strategy!

Less than half of businesses have an EVP in place that appeals to a diverse range of candidates

of clients recognise that bias can impact hiring, almost half don't use any strategies to reduce it

Not just a bolt-on!



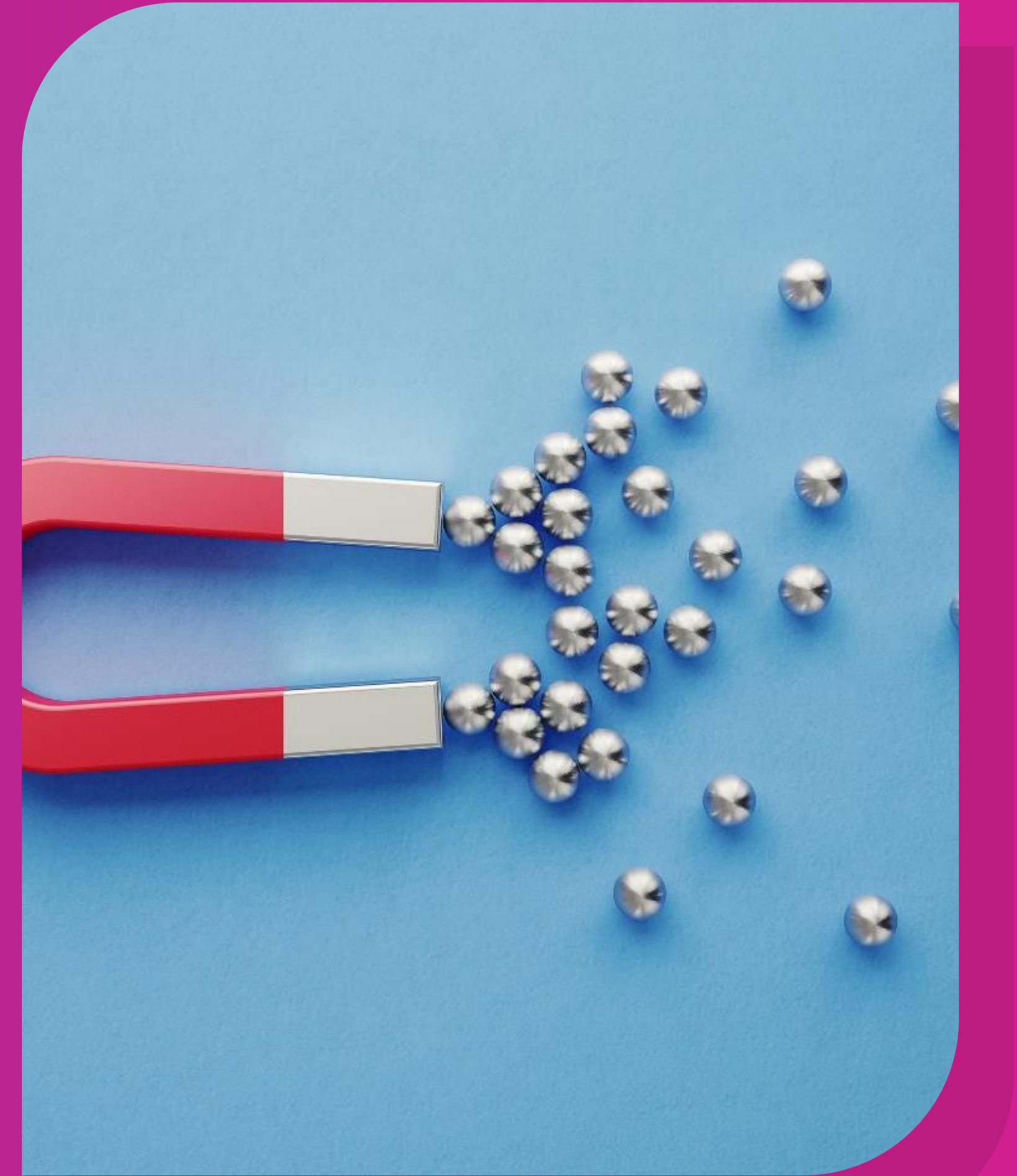
**If we've
invested in
ED&I, it can be
baked into ALL
selling points.**

diversity 
recruitment

ED&I & talent attraction

Talk to your clients about...

- Accessible services
- Improved advert response
- Ability to reach talent others miss
- Your talent pools are representative
- Brand of choice, candidate trust, and safe recruitment environment



ED&I & improved hiring

Talk to your clients about...

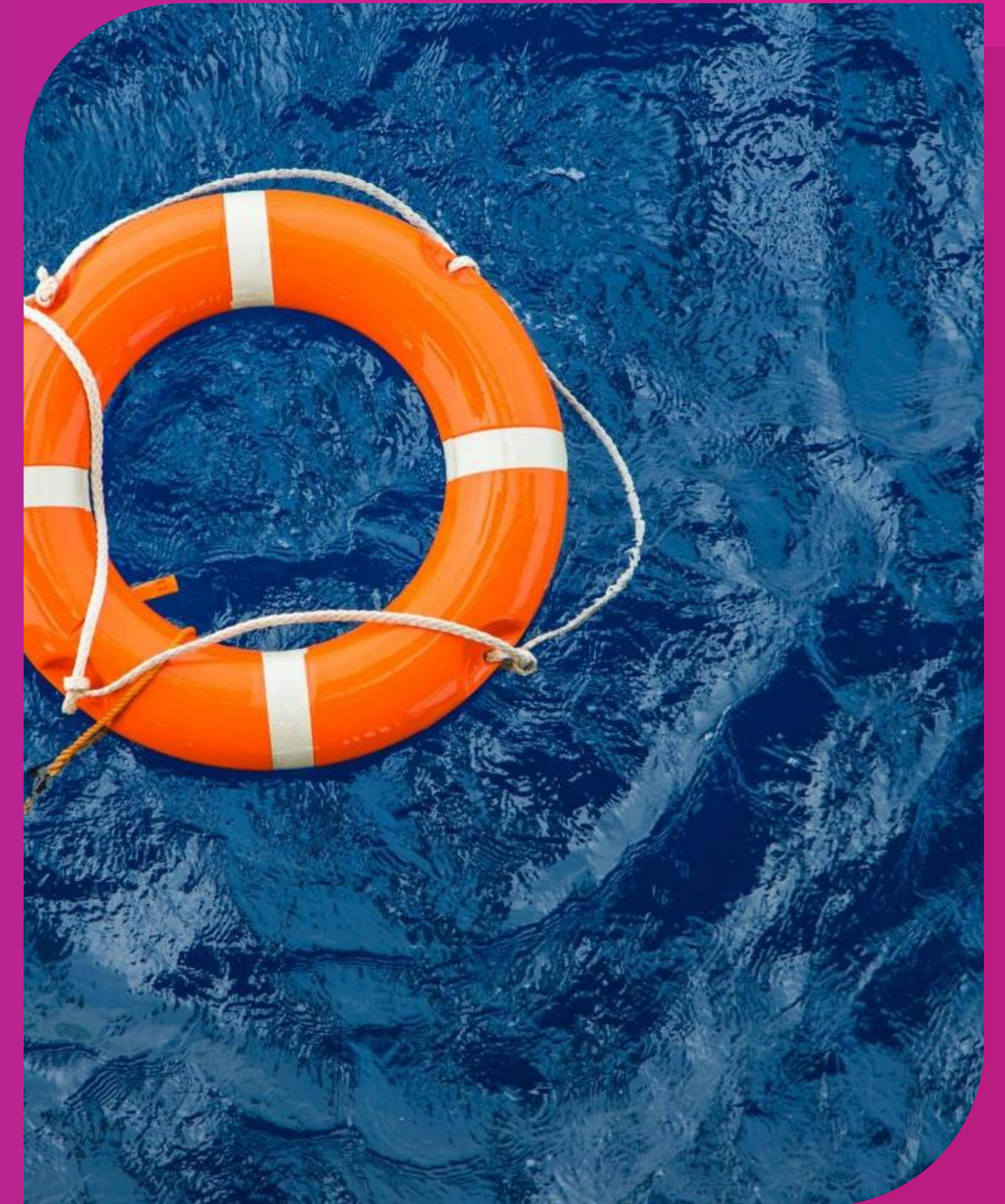
- You're controlling bias & preference
- Enhanced interviewing techniques
- Accessible & equitable processes
- Minimising deselection points
- Improved candidate experience, more transparency, less drop-outs



ED&I & client services

Talk to your clients about...

- Inclusive Job description guidance
- EVP development
- Hiring process guidance
- Inclusive & equitable hiring toolkits
- Accessibility & inclusion audits
- Inclusive recruitment training
- Retained for Inclusion solutions



ED&I & recruitment expertise

Talk to your clients about...

- The law & legal responsibilities
- Diversity – what's realistic
- The evolution of candidate motivators
- Ethical recruitment-technology
- AI & its implications
- What creates high performing teams



EDI as a BD tool...

Call

Info gather & research, who is leading the work, what are they doing, get examples, update your database

Visit

Get in front of the ED&I lead, be inquisitive, talk them through your work, understand their pain points, and identify solutions.

Event

Think round table, tackling underrepresentation together, developing knowledge

EDI as a BD tool...

Post

Talk about the stuff that relates to recruitment, ask people to share their thoughts, be authentic, show interest & allyship.

E-shot

Top tips, share research and insights, interviews, how-to guides & best practice.

Blog

Write about your journey no matter the pace, and make ED&I a pillar of your communication

**ED&I will be in
every talent
partner's future,
don't get left
behind!**



Final Question...



Who thinks **ED&I** can be used as a **BD** tool?



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