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Creating more equitable hiring processes for your startup

Developing more equitable hiring practices isn't just about creating a fairer future. Diverse, inclusive workplaces can foster innovation, improve morale and empower each employee to reach their full potential.

Follow this guide to find out how you can create an equitable hiring strategy and the ways that technology can help.

01: Create inclusive job advert

Run your job adverts through online tools like gender decoders to find language that could be inadvertently biased towards a particular group of people. Using more inclusive language will help to attract a broader range of applicants.

02: Minimise bias when screening applicants

Unconscious bias and affinity bias are common when screening résumés, which often cause us to overlook qualified applicants. AI can scan applications to remove characteristics like gender, age, race or class.

03: Reach candidates with passive recruitment

Traditional recruitment methods often limit access to diverse talent. Using LinkedIn or other professional network platforms for passive recruitment (where you reach out to people not actively job hunting) can help to find skilled candidates.

04: Provide AI-powered assessments

Neurodivergent people can sometimes struggle to write job applications or express themselves effectively during interviews. Gamified assessments can be used to accurately evaluate candidates on technical skills and behavioural traits.

05: Automate basic hiring tasks

A lack of time leads us to make quick, snap judgements, which is where bias comes in. Automating routine tasks frees up the time to find and engage a wider range of candidates.

06: Promote a rewarding work culture

It's not enough to simply put the right processes in place – future hires need to see that they can thrive at your business. Make sure you're creating an equitable work environment and culture where everyone is empowered to contribute.

DW/EN Dell Women's Entrepreneur Network