



## 2. CONSIDER WHERE YOU'RE ADVERTISING ROLES .....

This sounds obvious but is surprisingly often forgotten in the rush to get a job advertised. Before sending your advert off to all the usual channels, take a few minutes to think about who you hope to attract, and - crucially - how you might reach them. We often post our job adverts in the same two or three places, usually your own website and one or two trade publications and websites. But in advertising only in these locations, you're only reaching people who already know about your sector. Instead, could you consider where you might reach a broader talent base?

A quick search will deliver you lots of resources like [this one](#) from LSE which breaks down social media usage by age, gender, ethnicity and other characteristics, which could help you find routes to a wider demographic. And remember that if YouTube were a country, it would be the third biggest in the world as it has over one billion users. Recording a two-minute video introducing your company and role could really help you to reach people you might not otherwise - and you only need a smartphone and a few minutes of your time!

## 3. OFFER INTERVIEW SUPPORT .....

Having done your best to attract a wide range of talent to apply for your role, you need to make sure you're setting them up for success at interview. A few things to consider are:

- Can you make a few simple accommodations for the interview stage? Candidates from lower socio-economic backgrounds may find the cost of travel prohibitive, so can you interview by phone or video conference? If a candidate has physical disabilities, can you accommodate them?
- How are you assessing specific skills? Tests can often allow less articulate candidates to demonstrate their skills by 'doing' rather than discussing
- Are your selection criteria fair and transparent? The best way to mitigate against bias is to try to be objective. You could set a list of questions and criteria in advance to assess candidates against.
- Are you hiring for a cultural fit? Try to guard against this. 'Cultural fit' is often just code for 'people like me'; try to think about how someone could add to the culture and improve it, not just slot right in. And get someone else to meet your preferred candidate, as a different perspective candidate can help you to see if your own biases are driving your decision making

As a small business owner, I know that getting everything right is hard, and the reality is that building a diverse business does effort and intent. By taking these small but meaningful steps however, you can optimise your existing processes to help you attract and recruit from the widest possible talent pool.

