ENG
Diversity survey report

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Background

After a year of uncertainty and navigating through a pandemic, one thing has remained consistent – the driving force that is improving both awareness and action on diversity and inclusion. It has been proven a diverse workforce contributes to both an elevated level of productivity whilst enabling different decision-making processes to lead to better performance. The misplaced fear, still held by some leaders, that a diverse workforce cannot collaborate as well now feels firmly discredited, indeed there is evidence to suggest diverse teams outperform non-diverse teams by 35%.Many are having a period of reflection on how to improve their diversity and inclusion, and a leading factor in this is how to improve their hiring processes.

Executive Network Group are pleased to have discovered, through our partnered recruitment campaigns, that diversity is becoming less of an exclusive boardroom topic and is increasingly a priority when hiring, and businesses are thinking now more than ever about how to engage and attract more diverse talent pools and how to take meaningful steps in their inclusion agenda.

This survey was used to gather thoughts and opinions to ensure ENG's services continue to support strategic, operational and geographical objectives throughout and beyond these turbulent times. The findings of this research will be used to provide business leaders and executives in HR, Procurement and Talent Acquisition functions with a series of white papers, webinars and market updates.

The survey was sent to over 600 Business Leaders, HR Leaders and Talent Acquisition teams both by emails sent directly, as well as questions posted on LinkedIn polls.

Survey Results

Of those surveyed, the representation of industries worked in was split between; Facilities Management, Construction, Financial Services, Manufacturing, Logistics and Transport, FMCG, Government/Public Sector and Technology.

Q1. How important is Diversity & Inclusion to your business?

An important topic that is a key point of discussion	**65%**
Only mentioned occasionally	**12%**
Diversity isn't important to my business at present	**14%**
There is no diversity and inclusion agenda at my business	**9%**

Almost two thirds of respondents reported that Diversity and Inclusion is important to their business. This statistic comes as no surprise, especially with stance of forward thinking businesses taking considered action. With a recent example of Legal & General warning the FTSE 100 companies over the lack of ethnic diversity, with the fund manager stating they will use voting power against those that fail to have one BAME board member by 2022. In comparison with only 9% that stated there is no D&I agenda this is an indication to how the trend of diversity and inclusion is becoming a progressive movement and being taken seriously.

Q2. Is your organisation taking forward thinking steps when challenging any diversity issues?

Yes this is important to us	63%
Yes we have a dedicated person/ team for D&I	20%
Diversity is not mentioned within any business communication	17%

63% reported that it is important diversity issues are tackled in the workplace with a further 20% stating their business has either a dedicated individual or team for Diversity and Inclusion. D&I specialist roles have shown a huge demand year on year, with the UK experiencing a 106% rise in opportunities advertised for D&I specialists, D&I manager, D&I consultant and Chief Diversity Officer. (Source = inclusivecompanies.co.uk/blog)

Q3. Who drives the D&I agenda within your organisation?

HR – Generalist team	41%
Executive level management	21%
D&I specialist	18%
I don't know	12%

At present the majority of businesses surveyed reported their HR generalist function absorb the responsibility of leading the diversity and inclusion agenda. This aligns with businesses reporting a rise of D&I roles within their workforce with 18% of businesses having a committed specialist. Traditionally the diversity and inclusion agenda was encouraged by the executive level management but this appears to be progressing to HR and D&I specialists taking a lead.

Q4. When thinking about the individuals in your business would you say they are educated on diversity and how to improve?

Yes	17%
No	29%
A mix of the above	34%
We need educating on D&I	19%

Less than 20% of respondents were confident their businesses were educated on diversity and inclusion. With a fifth admitting they need further education on D&I, the way in which this can be achieved is becoming aware of how bias can affect a hiring deci-sion, provide training from a D&I specialist, and by making processes consistent such as ensuring candidates are compared based on the same criteria. Identifying language used in job descriptions and advertisements is also a good place to start including removing words that can be gender specific.

We then surveyed employers around diversity within their recruitment process to understand how they strategically hire as a business. This report showcases how diversity is considered when hiring including the use of diversity data to use as a benchmarking technique to future talent plan.

Q5. Do you use diversity statistics in your recruitment process?

Yes this is important within our hiring process	48%
Occasionally we look at statistics when hiring	10%
No we don't utilise diversity data	23%
No we don't use data stats but would like to	20%

Nearly half reported this was imperative to the success of the hiring process, with 48% of businesses stating they use diversity statistics in their recruitment process to determine their brand attractiveness to the candidate demographic and also to give an objective view of who they are attracting with their opportunities. Nearly a quarter responded they do not harness and utilise any form of diversity data collated in the hiring process, with 20% reporting they also don't use this information but would like to. By utilising recruitment process data businesses can reflect on how this opportunity is perceived, and make a considered approach when next advertising for a similar role with the knowledge of data to enable them to make both strategic and operational decisions.

Q6. Is a diverse recruitment shortlist imperative to your company's success?

Yes this is an important factor	47%
It's nice to have a diverse shortlist but isn't imperative	39%
No	14%

The data surrounding the diversity shortlist question is interesting to review, 65% of respondents answered that diversity is an important topic at their business and yet less than half stated that having a diverse shortlist was imperative to success. This indicates that they believe diversity and inclusion is considered at another level, we believe by having a recruitment process with a diverse shortlist of the most suitable candidates and data to sufficiently evidence how diverse a candidate pool is, this is a great step to become a diverse and inclusive employer.

Q7. Are your companies recruiting efforts supporting a diverse culture?

Yes this is an important factor when hiring	52%
It is sometimes considered	26%
Diversity is not considered when hiring	22%

Half of the respondents agreed with the statement that their business is supporting a diverse culture with their recruitment efforts yet 22% stated this is not considered. Bypassing diversity at the recruitment stages can lead to a business becoming one dimensional with their workforce and this leading to being outperformed by diverse competitors.

Q8. **Do you use any strategies for removing unconscious bias from your hiring process such as removing personal information from CV's?**

Yes	38%
No	34%
No but this would be effective	28%

Removing hiring bias has great benefits to gain the most suitable candidates for the opportunity and can attract a wider array of candidates. Nearly a third of business leaders recognised that although they do not have this practice in place at present they feel it would be effective for their hiring process.

Summary

From our survey findings we surmise that the perception around diversity overall is that this brings positive benefits to a business such as; portraying a positive brand image, a wider breadth of perspectives, and access to a high performing team who contribute different experiences and backgrounds. An opposing factor is the fact that of the respondents only 17% felt their business is suitably educated and informed on diversity issues, so there is still a long way to go. The answer to this is a genuine investment by businesses including education for their workforce, investment in their practices such as utilising diversity data when hiring, and a further commitment to improve their diversity and inclusion agenda.

To discuss the findings of this report please contact **Lauren Howard:**

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