

Make Diversity & Inclusion Part of Your DNA

Danny Stacy

Senior Recruitment Evangelist

Indeed



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Jamal Smith
Java Software Developer
London

Software developer and technology professional with over 7 years of diverse experience in information technology. Proven systems architecture and engineering abilities. Broad variety of skills across multiple platforms and languages. Experience in Fortune 500 and startup environments. Passionate about delivering great solutions that help people. Currently seeking position in London.

Work Experience

Java Software Developer
Tech Company - London
September 2016 to Present

- Contributed to full-stack development of a complex, next-generation security monitoring system
- Designed algorithms for advanced threat detection, leveraging cutting-edge AI research
- Analyzed source code of malicious scripts to build effective detection framework
- Interfaced with databases to provide users with remediation steps based on specific threats
- Implemented RESTful APIs for communication between the UI and backend

Senior Java Developer
Tech Company - London
May 2015 to September 2016

- Developed integration solutions (ETL) using a custom Java framework built on object framework
- Developed new and extended existing Java ETL applications in a hybrid Windows/Mac environment
- Wrote complex SQL and PL/SQL to analyze and repair data and improve database performance
- Modified database structure and migrated data to support ICD-9 to ICD-10 conversion

Education

MSc in Computer Science - May 2015
King's College London

BSc in Computer Science - May 2012
King's College London

Additional Information

HIGHLIGHTS OF QUALIFICATIONS

- 1+ years of experience in the software development.
- Proficient in MS Office.
- Motivated person.
- Self-taught person.

Email Jamal

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software developer

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Greg Smith
Java Software Developer
London

Software developer and technology professional with over 7 years of diverse experience in information technology. Proven systems architecture and engineering abilities. Broad variety of skills across multiple platforms and languages. Experience in Fortune 500 and startup environments. Passionate about delivering great solutions that help people. Currently seeking position in London.

Work Experience

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Email Greg

Save Resume

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**Researchers from the
National Bureau of
Economic Research sent
5,000 CVs to 1,300
employment ads**

**Emily
and
Greg**

**Lakisha
and
Jamal**

Source: The National Bureau of Economic Research, "Employers' Replies to Racial Names"

**Which candidates
do you think
received the most
callbacks?**

**Emily
and
Greg**

**Lakisha
and
Jamal**

Source: The National Bureau of Economic Research, "Employers' Replies to Racial Names"

**When they switched
the names from Emily
and Greg to Lakisha
and Jamal, they had
to send out 50% more
CVs to get a callback**

Emily and Greg

10 CVs



Lakisha and Jamal

15 CVs





“

If the fictitious CV indicates that the applicant lives in a wealthier, or more educated or more white neighborhood, the callback rate rises.”

Marianne Bertrand and Sendhil Mullainathan
The National Bureau of Economic Research

Inside Out London sent CVs from two candidates with identical skills and experience to 100 job opportunities

Adam

Mohamed

Source: BBC News, Is it easier to get a job if you're Adam or Mohamed? February 6, 2017

Which candidates do you think received the most callbacks?

Adam

Mohamed

Source: BBC News, Is it easier to get a job if you're Adam or Mohamed? February 6, 2017



Image source: "Thousands demonstrate in Hyde Park in solidarity with Black Lives Matter" 6/3/2020 - [breakingnewstoday.co.uk](https://www.breakingnewstoday.co.uk)

**What is diversity,
inclusion and belonging?**

Diversity is about reflecting the
global
communities in which we operate

Inclusion is the actions and behaviors that create a culture where employees feel valued, trusted and authentic

Belonging is a feeling of community with people in an environment that makes us feel connected

**Diverse teams help you
become a better business**



**Companies with a
diverse workforce are
more likely to have
above-average
financial returns**

36%

**more likely for companies in the
top quartile for racial and ethnic
diversity**

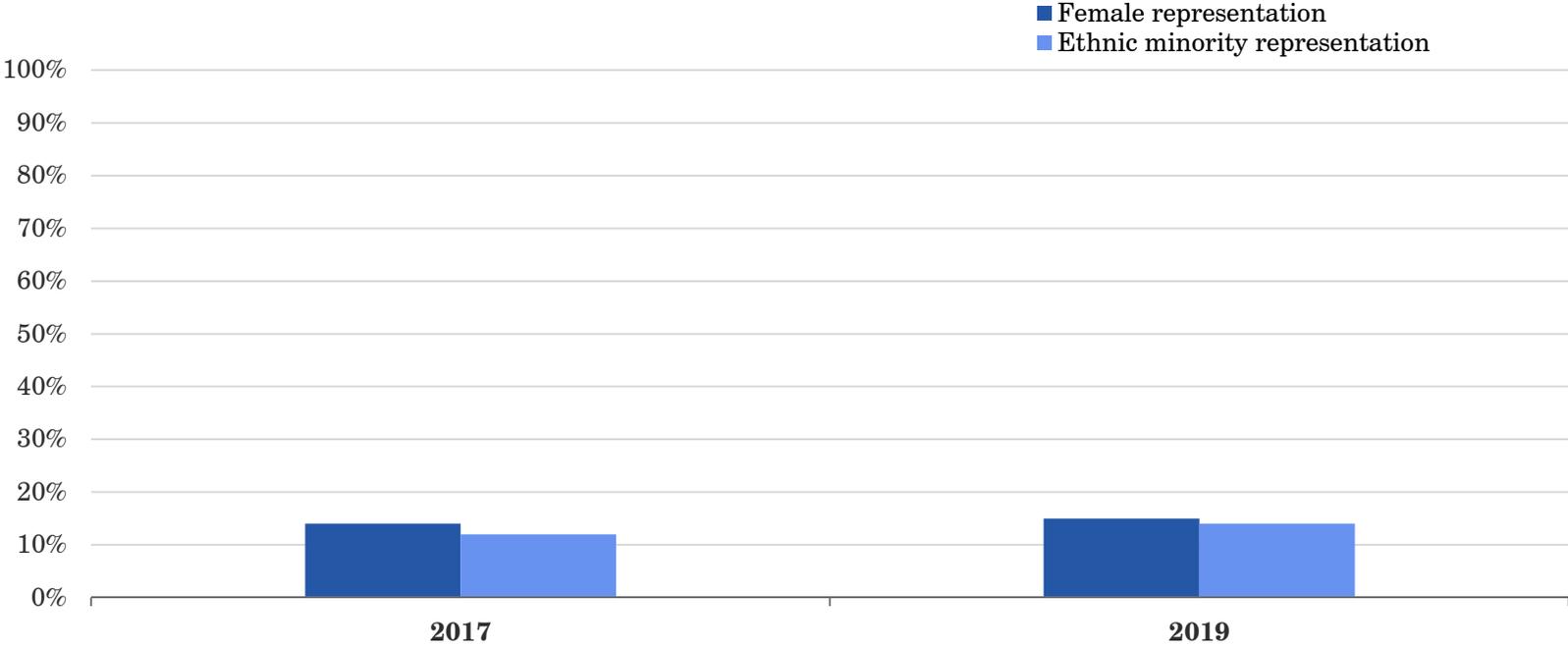
25%

**more likely for companies in the
top quartile for gender diversity**

Source: McKinsey & Company, Diversity wins: How inclusion matters, May 19, 2020

**While talent is equally distributed,
opportunity is not**

Gender and ethnic diversity on leadership teams



Source: McKinsey & Company, Diversity wins: How inclusion matters, May 19, 2020



Despite commitments to diversity and inclusion, business leaders recognise that barriers still exist

76%

of global business leaders indicate that D&I is a stated value or priority for their organisation

39%

of respondents disagree with the statement that diversity is not a barrier to employee progression at their organisations

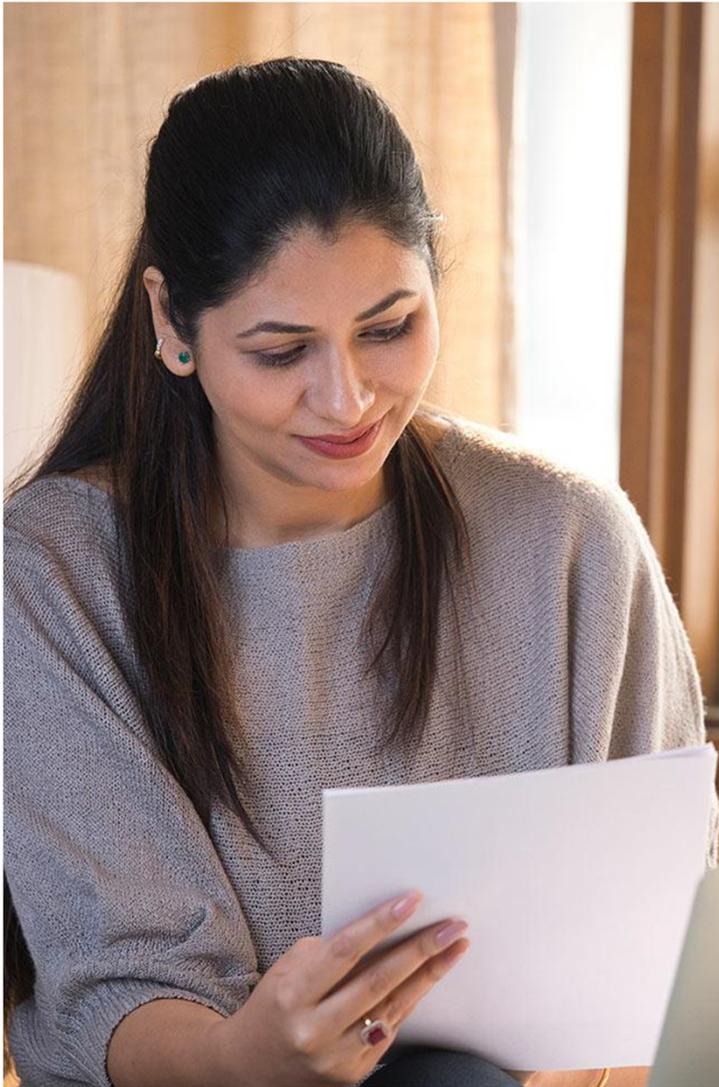
Source: PwC: Global D&I Data, 12/31/18 based on 379 responses across 18 countries and over 25 industries

**How do we overcome these
barriers?**



01

Educate yourself



01

Learn about what's happening in communities outside of your own

02

Arm employees with tools to do the same

03

Don't rely on marginalised groups to educate everyone else

indeed

DI&B RESOURCES LIBRARY



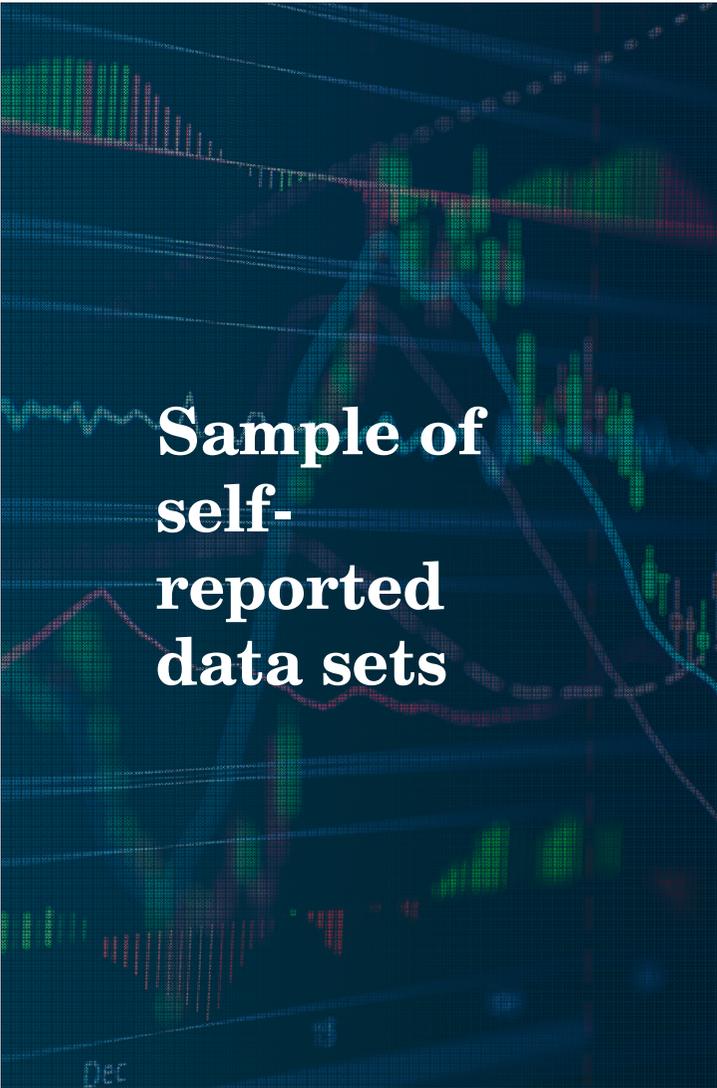


“Barilla is on a journey, and our journey has been one of introspection and discovery. Along the way we have stumbled, but each and every step of the way we saw opportunities to accelerate our commitment to diversity and inclusion.”



02

Examine available data

A person is seen from behind, looking at a computer monitor. The screen displays various financial charts, including a candlestick chart and several line graphs with different colored lines (green, red, blue). The background is dark, and the overall scene is dimly lit, focusing on the light from the screen.

Sample of self-reported data sets

- Gender identity
- Sexual orientation
- Race/ethnicity
- Disability
- Nationality
- Age
- Education





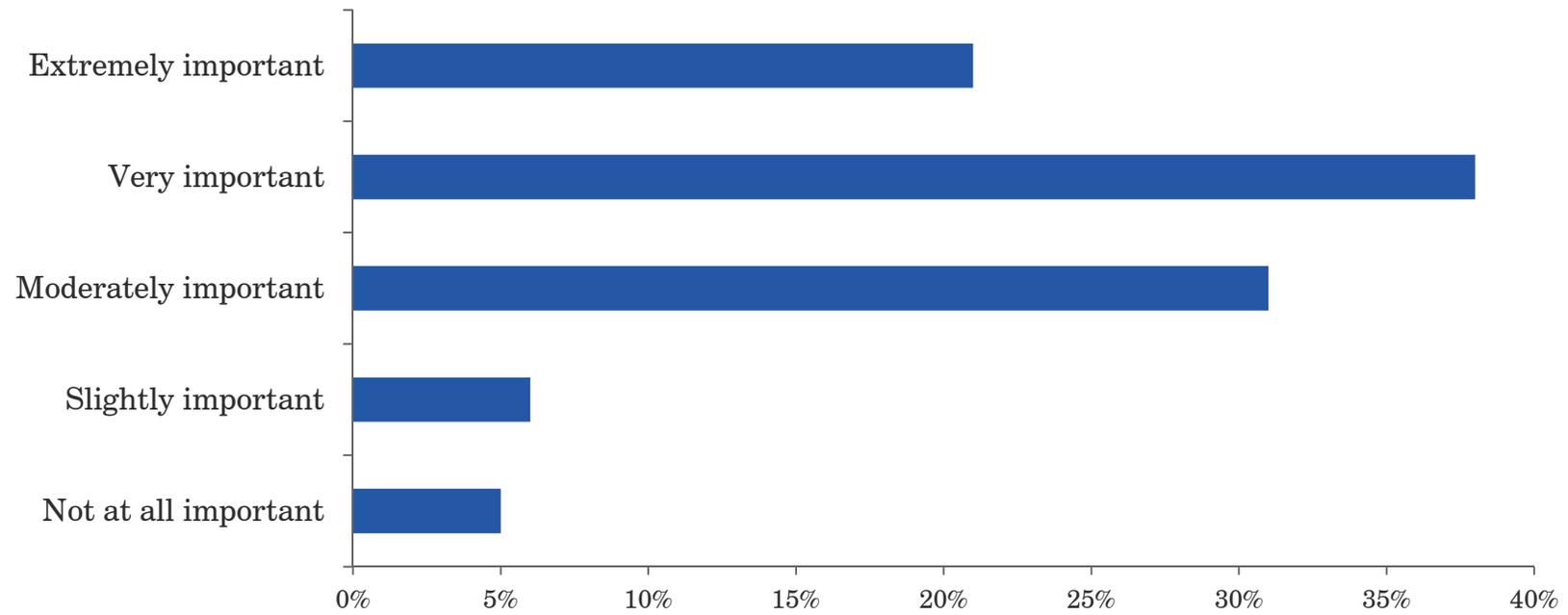
“

You can spend millions on hiring a more diverse workforce, but they will walk in and right out the door about a year and a half later. Because if you don't focus on creating an inclusive environment in which they can thrive, why would they stay?”

LaFawn Davis

VP, Diversity, Inclusion and Belonging, Indeed

How important is it for you to work at a company that prioritises diversity and inclusion?



Source: Indeed survey, Human Side of Hiring 2019, n=750 (UK)



**Strong feelings
of belonging
among
employees are
linked to:**

56%
increase in job performance

50%
drop in turnover risk

Source: Harvard Business Review, The Value of Belonging at Work, December 16, 2019



03

Listen to employees



01

Invite ongoing dialogue about diversity, inclusion and belonging

02

Encourage storytelling

03

Survey employees to better understand their workplace experience



**Look to
qualitative
data to learn
about
company
culture**

- Surveys
- Performance reviews
- Focus groups
- Exit interviews
- Town halls
- Hiring memos



“

Embedding a culture of D&I that is sustainable beyond any one person, policy or employee network takes patience and time. At Vodafone, we focus on implementing sustainable solutions rather than quick fixes, empowering employees to help shape the journey.”

Kristy Kelly

Head of Diversity and Inclusion, Vodafone



04

Approach conversations with empathy
and intersectionality in mind

Intersectionality is the complex, cumulative way in which the effects of multiple forms of discrimination combine, overlap or intersect, especially in the experiences of marginalised individuals or groups



“

It’s not merely that some days I experience racism and some days I experience sexism. Rather it is that oppression shows up differently for me than it does for black men and white women.”

Brittany Packnett

Activist and Co-Founder, Campaign Zero

Source: New York Times, The Effect of Intersectionality in the Workplace, September 30, 2018; Image source: STLAmerican.com

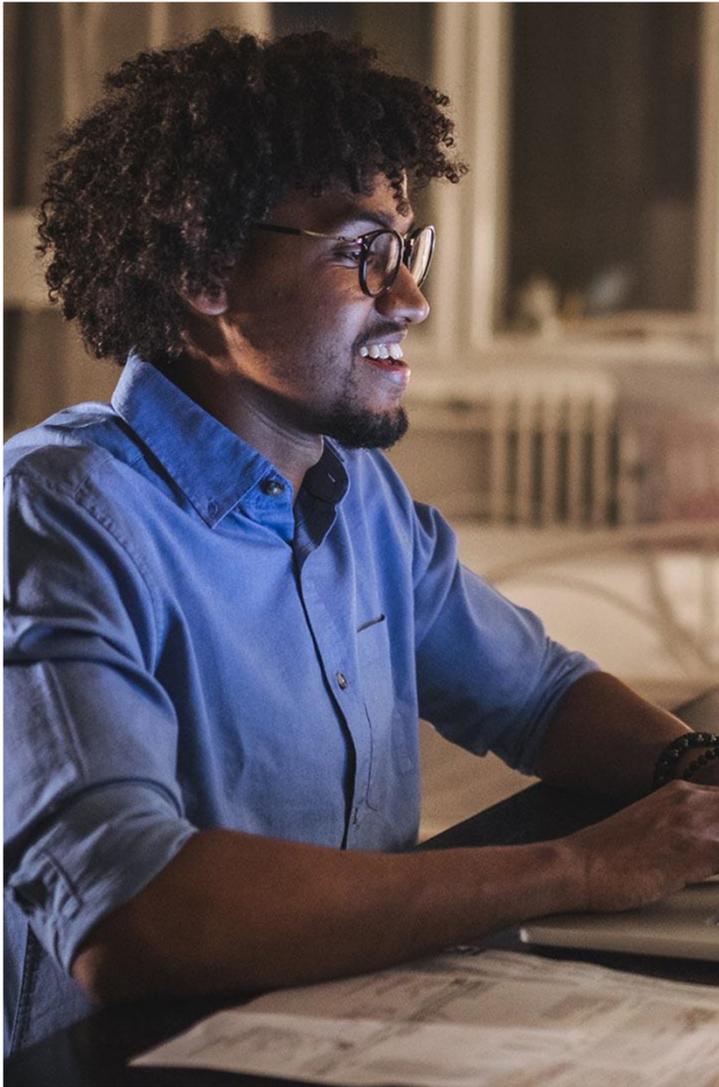
“

Most take a broad-brush approach to diversity, attempting to serve all minorities plus white women, LGBTQ employees, and those who are neurodiverse or disabled and offering uniform training and leadership development that ignore historical patterns of exclusion, marginality and disadvantage for each group.”

Laura Morgan Roberts & Anthony J. Mayo

Harvard Business Review

Source: Harvard Business Review, Towards a Racially Just Workplace, November 2019



01

Don't make participation mandatory

02

Consider hiring third-party facilitators

03

Create a continuous feedback loop



“We had a hunch about this one already, we had been getting signals about some groups not feeling included like they should be. But it’s hard to act on guesses and rumors of feelings. Now, we have the data to back up the anecdotes so we can find the right solution.”

How can I implement meaningful change?

01

Treat diversity, inclusion and belonging
like
any important business goal



01

Gain buy-in from leadership

02

Dedicate time and resources to D&I initiatives

03

Hold teams accountable



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Action on society: Our people

Fostering a diverse and inclusive culture

[Home](#) > [Sustainability](#) > [This is Forward](#) > [Action on society: Our people](#)



02

Make diversity, inclusion and belonging part of your company's core values



01

Update company policies

02

Offer resources and support with the help of ERGs

03

Ensure values are reflected in your employees' day-to-day experience



“

From creating the Disability Challenge for my coworkers, to presenting to the CEO, I’ve had many opportunities to make an impact with P&G. Everyone has been so open to doing things in new ways. It has led me to creating the position I’m in now and inspiring all our brands to be more inclusive.”

Sumaira Latif

Special Consultant for Inclusive Design, P&G

Image source: HRDConnect.com

03

Focus on long-term systemic change



01

Examine internal processes for recruiting, hiring, retention and promotions

02

Leverage your company's unique capabilities to reduce inequities in the communities where you operate

03

Apply diversity and inclusion practices to customers, supply chain networks and service providers

**We help
people
get
jobs.**

**A dedication to diversity,
inclusion and belonging can
create positive, lasting
change**

Thank you!

 **[linkedin.com/in/dannysta](https://www.linkedin.com/in/dannysta)**

 **[cy@marketingdanny](https://www.instagram.com/cy@marketingdanny)**