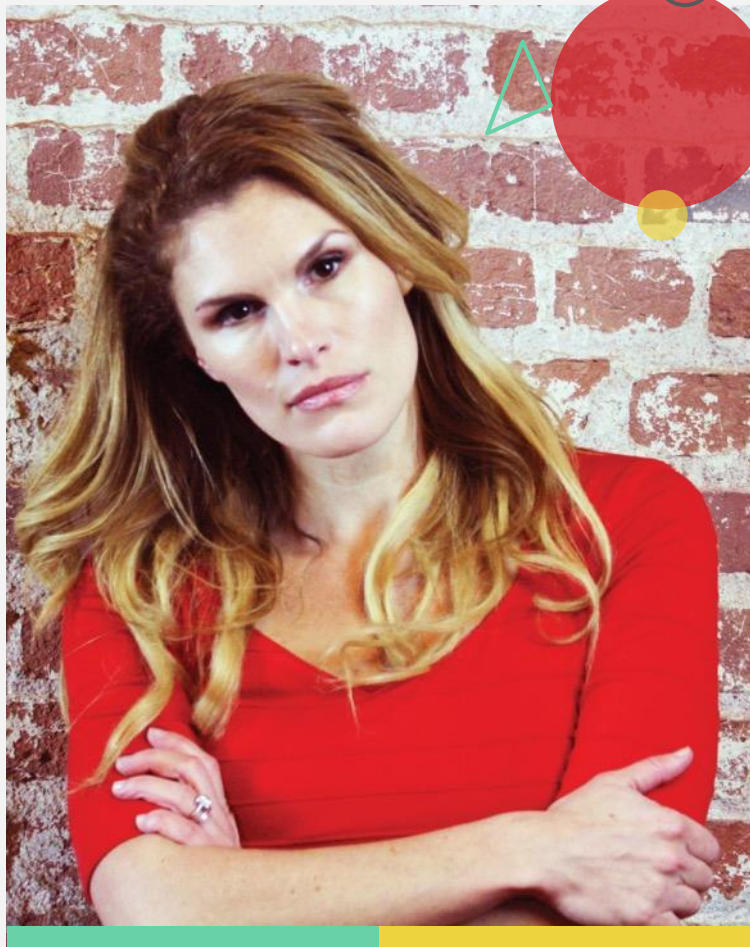




# CTRL ALT SOURCE

@marenhogan



# Maren Hogan

Red Branch Media CEO & Founder  
15+ years as a seasoned marketer  
and community builder in the HR  
and Recruiting industry.



**85% of multinational corporations  
believe diversity is crucial to innovation  
in the workplace.**

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- 
- Companies with gender diversity outperform less diverse companies by 15%
  - Companies with ethnic diversity outperform less diverse companies by 35%
  - For every 10% increase in racial and ethnic diversity on the senior executive team, company earnings in the US rise 0.8%



# SO IT'S UP TO YOU

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Diversity sourcing techniques must happen before the organization can reach diversity goals.





Building a  
candidate persona  
for recruitment is  
just like building  
a buyer persona  
in marketing

A candidate persona is a “fictional representation of your ideal hire for a specific role.



**BASED ON REAL INFO....**

The background is a blurred crowd of people, tinted in a vibrant red color. Scattered throughout the image are several white geometric shapes: a tetrahedron in the top left, a smaller tetrahedron in the middle right, and another tetrahedron in the bottom left. A small white dot is located near the bottom left tetrahedron, and another small white dot is near the middle right tetrahedron. The text "WHO ARE YOU WRITING FOR?" is prominently displayed in the center-left area.

# WHO ARE YOU **WRITING FOR?**

---

Grew up in rural area

Used to the idea  
of farming and  
small town life

Education

“Get back to the farm”



# PERSONAS

are more than just  
demographic information

A grayscale photograph of a business meeting. In the foreground, a person is seated at a desk, holding a mug. In the background, two men are standing and looking at a large sheet of paper. The image is overlaid with a semi-transparent dark gray layer. In the top right corner, there are three white wireframe geometric shapes: a tetrahedron, a triangular prism, and a triangular pyramid, along with two small white dots. The text 'Market Segmentation and YOU!' is written in a large, white, sans-serif font across the middle of the image. A short, horizontal green line is positioned below the text.

# Market Segmentation and YOU!

---

# CASTING CALL



Picture your new hire as if they were in a movie.



- What motivates your candidate?
- What are they looking for in an employer?
- What are their hobbies and interests?
- What kind of work/life balance benefits them the best?
- What challenges stem from their upbringing?
- What are their long term professional and personal goals?
- What objections may they have to working in your industry or company?
- What life-stage are they currently in? What milestones have they met or what milestones do they expect in their future?

# FORENSIC EVIDENCE



Once you have created a sketch of your persona, go through LinkedIn profiles to what their colleagues do, read, how long they have been in a certain position and groups they're in.



- Survey Monkey
- QZZR
- Facebook
- LinkedIn
- Professional Hubs
- Quora
- Reddit
- ...ASK!

# WRITE THE SCRIPT

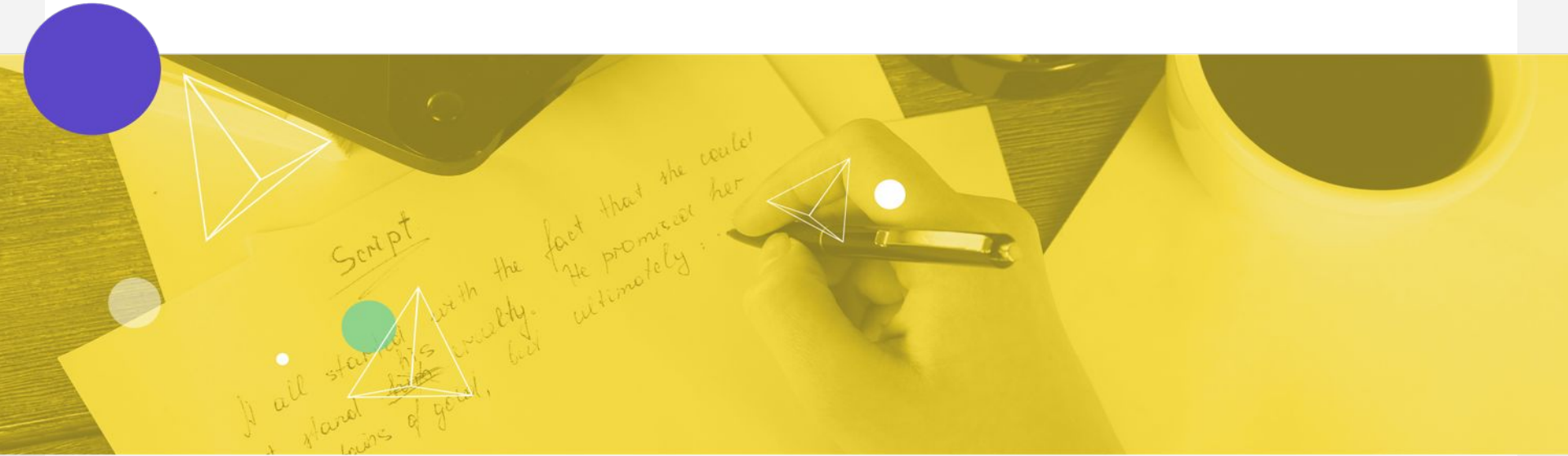


Figure out what makes them tick, use the info gleaned from people like them to gauge whether they listen to Spotify or Pandora, value work-life balance over money or are due for a move in the next 6 months.



# CANDIDATE PERSONA TITLE

- **Personal**

- Lifestage
- Background/ Upbringing - Morals
- Background/ Upbringing - Challenges
- Work/Life Balance Needs
- Personal Goals

- **Professional**

- Workforce Expectations
- Workplace Expectations
- Professional Goals



**MAKE THE CANDIDATE  
THE FOUNDATION OF  
YOUR DECISION**

---

# EMPLOYER BRANDING

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- It starts with the persona
- Check your photos
- Watch your mouth!
- Assess your channels
- Join some associations fool!




# JOB ADVERTISEMENTS FIRST

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- Do my messages and the way I conduct my outreach speak only to the talent group I'm already familiar with?
- Create separate mini-outreach plans for every new market segment you've identified in the broad "underrepresented talent" pool.



# JOB ADVERTISEMENTS SECOND

- 
- Put your ad through Textio. No ad? Your email, message, whatever...
  - Unitive can help you select a channel.
  - Sparc allows you to create short videos to share with candidates. Of course, so does your smartphone.



# LET'S TALK SOME TRASH



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## Use Keywords to Source for Diverse Candidates.

[Recent research](#) reveals that many existing job titles and job descriptions are crafted with overly-masculine terms which can drive away female candidates.

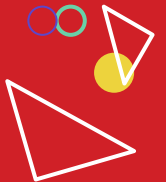
For example, the masculine word *determined* is not as receptive to women as the word *dedicated*. The same research found that altering the vocabulary to more feminine terms had virtually no influence on men's decision to apply.



# LANGUAGE MATTERS

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- Masculinely-worded online job ads were less than half as appealing to female participants as femininely-worded ads.
- Ads for stereotypically male-occupied jobs, are made up almost entirely (about 99%) of masculine words.
- If you're a company that wants to reach more female candidates, try using words like cooperative, honest, loyal and understanding in your job postings and avoid phrases like "requirements" which can drive away women that don't meet them 100%.
- Avoid masculine words like competitive, confident, and outspoken.





# MATCHING

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67% of active and passive job seekers  
admitted a diverse workforce was  
important to them when evaluating  
companies and job offers.

Entelo  
Jopwell  
Hired  
InterviewJet





**PROBLEM:**  
Your workforce lacks diversity

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# SOLUTION

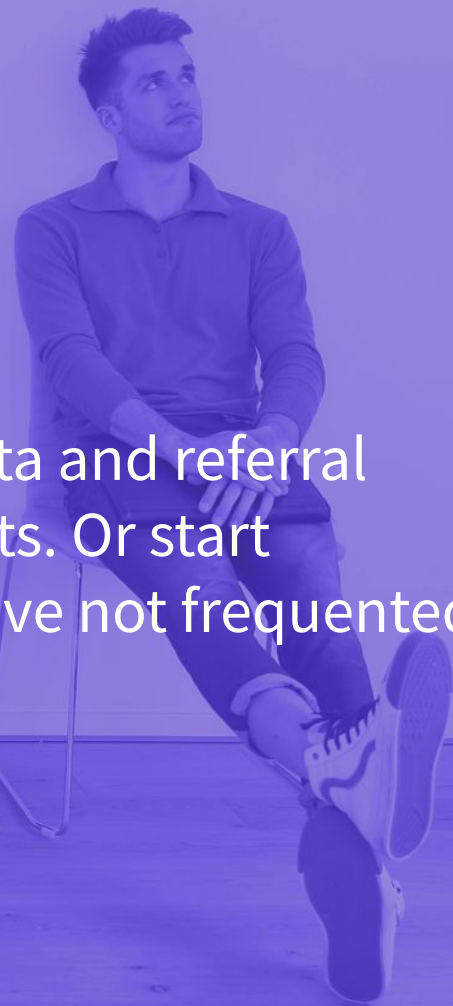
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Considering only 14% of the workforce is either Hispanic or African American, organizations need to analyze candidate information to better assess diversity initiatives.

# TRY

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Ideas to use: Use consumer marketing data and referral programs to build out your diversity efforts. Or start campus recruiting programs in areas you've not frequented before.





**PROBLEM:**

Diversity candidates drop out

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# SOLUTION

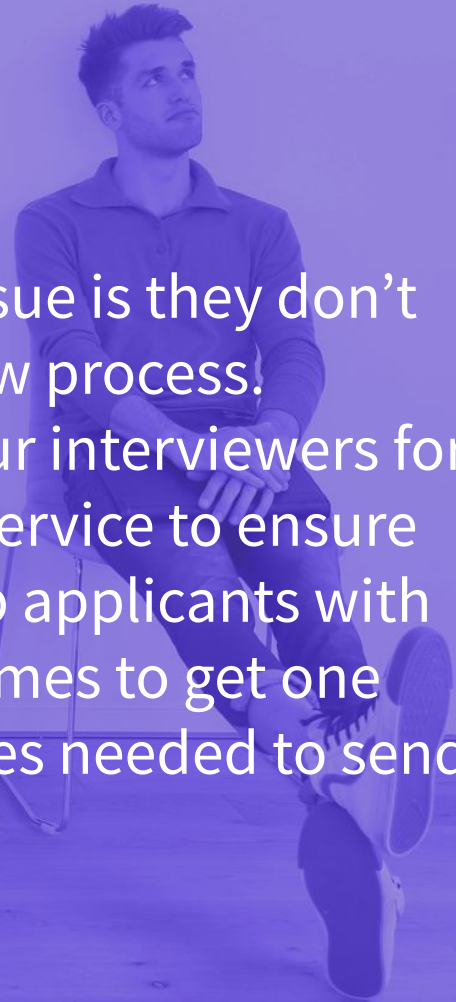
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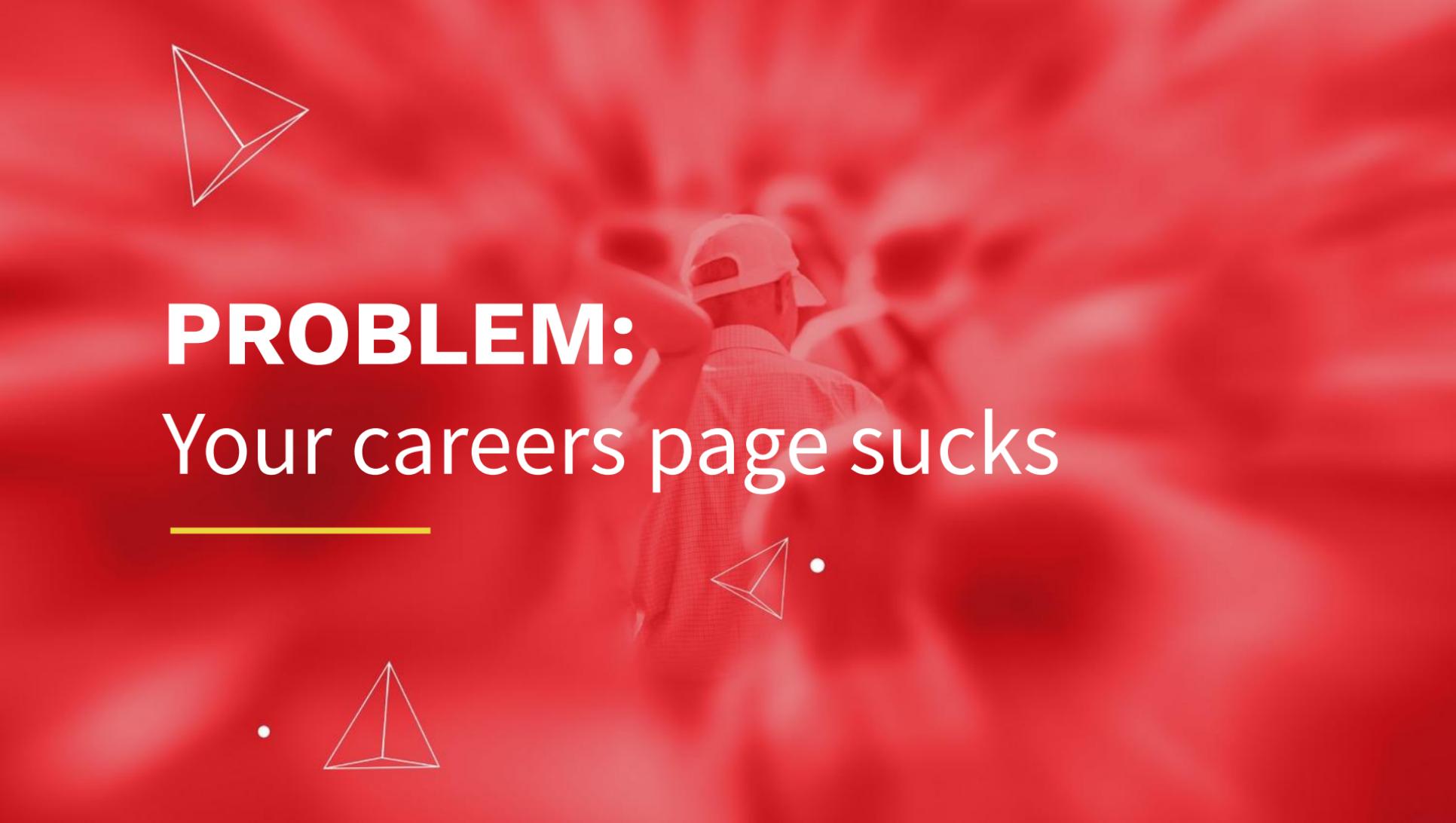
Breaking it down: Sourcers are doing their jobs and bringing a wide variety of people to interview at your company but for some reason they are turning down offers or leaving the app process.

# TRY

---

Trying to hire more women? Perhaps the issue is they don't have time to wait through a 45 day interview process. Looking to hire people of color? Look to your interviewers for biased questions or use a video screening service to ensure all candidates get the same experience. Job applicants with white names needed to send about 10 resumes to get one callback; those with African-American names needed to send around 15 resumes to get one callback.





**PROBLEM:**  
Your careers page sucks

---

# TRY

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- Build up diversity content on the Careers Page by including things like a diversity mission statement, diversity images and any diversity awards.
- Use social media to spread the word about your diversity efforts. Share pictures from any diversity events, anything that shows what kind of efforts the company is making.
- Update print materials to embody a diversified company. This could include workforce demographic statistics, related images and information about employee resource groups.

An overhead, top-down view of a group of people sitting around a large wooden table. The image is heavily tinted with a green color. Several individuals are visible, each focused on a mobile device. One person in the upper center is using a laptop. Others are holding smartphones or tablets. The scene suggests a collaborative work environment or a meeting. In the upper right quadrant, there are some white geometric shapes: three small circles and a larger triangle, possibly part of a logo or design element.

# LinkedIn... I KNOW!



If you want to attract female candidates, add professional women's organizations and schools to your keyword search like "American Business Women's Association." To find minority candidates you could add, "LGBT in higher ed," or, "Blacks in higher ed," and so on.



Build relationships with diverse candidates by joining diverse groups on LinkedIn. After a relationship is established, you can start to post relevant jobs to the groups that most closely match the target demographic.



# COLLABORATE

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Establish contact with school campus groups such as sororities, organizations and clubs that embody or promote diversity. Using LinkedIn to connect shows these academic groups that this is a legitimate and professional relationship being made. Having these connections opens up a world of opportunities for collaboration. It could be in the form of directly recruiting individuals, offering your company to assist with school initiatives or simply to gain exposure and influence to a diverse audience.



Even the best diversity efforts will be lost on companies that don't breed a workforce that invites and supports diversity. Nowhere is this more apparent than in the technology industry.





# NOTE:

27% of respondents cited discrimination related to their gender, race, ethnicity or sexuality as the reason they not only quit their jobs, but exited the industry altogether. In fact, 87% of all the respondents said they would never return to the tech industry. This shows that not having a culture that accepts and supports diversity doesn't just negatively impact turnover, but damages how employers (or entire industries) are perceived by diverse workers.



# STEPS TO TAKE:

- Diversity training
- Reinforcement by Leadership
- Unconscious Bias Tools





# EXAMPLES



## A 13-WEEK PACKING CHECKLIST FOR TRAVELING MEDICAL PROS

Leaving home and setting up shop somewhere new means something different for every person. Don't let all the prep get in the way of understanding what needs to be packed to continue enjoying the comforts of home. Use this categorized checklist as a guide to understand what you should wear during your travels, what you should pack and what you can buy when you land.

If you're the type of person who runs every possible situation through your head and packs an item for each of those possible outcomes, you're an over-packer by nature. If you're the type of person who thinks, "We'll get to it when we get to it," you're a textbook under-packer. You might be liable to assume you can "pick it up at the store when I get there."

If you're the type of person who packs the night before a huge move (every person on the planet) this checklist is your life.

### WHAT TO WEAR

No matter the season or state, a jacket and pants are always staples you want to bring along for one of those freaky "Murphy's Law" situations. They also take up lots of room. These are items you should consider wearing during your travels or stuffing in your carry-on not to eat up precious space in your bags.

- |   |   |
|---|---|
| <input type="checkbox"/> Rain jacket      | <input type="checkbox"/> Sunglasses             |
| <input type="checkbox"/> Jeans/Sweatpants | <input type="checkbox"/> Scarf                  |
| <input type="checkbox"/> Weather boots    | <input type="checkbox"/> Watch                  |
| <input type="checkbox"/> Hat              | <input type="checkbox"/> Empty To-Go coffee mug |

Triage

1



## TAKE THE NEXT STEP TO A BRIGHTER FUTURE

### About The Program

This 10-week summer internship challenges you through hands-on learning experiences in our business. You will work on meaningful projects that make a mark on our business, while providing personal education growth and valuable workplace experience. Our internships allow you to earn a paycheck, class credit, and give you an introduction to a potential career for your future. If you want to be a leader within JBS, start here.

### Do You Qualify?

- ☐ In pursuit of your Bachelor's or Master's degree?
- ☐ Strong educational standing?
- ☐ Strong critical thinker that can solve real problems?
- ☐ Thrive in high-pressure and fast-paced environments?
- ☐ Exceptional communicator?

### This World-Class Internship Gives You

- 1 Mentorship from an experienced leader
- 2 First-hand industry exposure
- 3 Networking opportunities with senior management

Take the first step to build a career with the Industry Leader: JBS!  
Visit [www.JBSSA.com/careers](http://www.JBSSA.com/careers) to make your mark.



## Personal Development Workbook



# ALIGNMENT IN INDUSTRY



If you are recruiting in a specific field or industry, it may make sense for you to grab the editorial calendars of those professional associations.



This is what they want to  
**READ/WATCH/  
CONSUME**

# EVENTS



Your editorial calendar for hiring is  
**NOTHING** without events underpinning it.



# CONTENT INCLUDES

- Industry Spotlight
- Now and Then
- Shopping List
- Opinion
- Reasons
- Infographic
- Podcast Post
- Video Post
- Stats Piece/Brief
- Resource List
- Ratings
- Hidden Thought
- Research Focused
- Series
- Product Spotlight
- Mini Case Study
- Quote Based
- GIF Post
- Quora
- Reddit
- Trend Pieces



# CONTENT INCLUDES

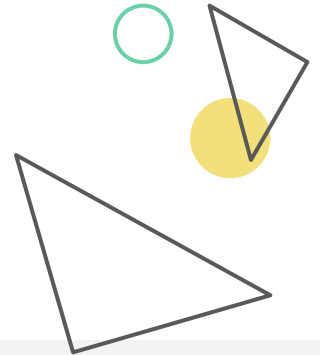
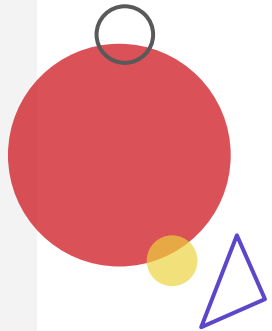
- Newsjacking
- Pop Culture Tie In
- How To (*at least 3 steps*)
- 10x (long as HEEEEELL)
- Example (*at least 3*)
- Fight Club
- Q+A (*can be faked*)
- Why
- Comparison/versus
- Roundup
- Metaphor
- Personal Story
- Predictions
- Fails!
- Guides
- Worksheets
- Templates
- Checklists
- Podcast

# CONTENT INCLUDES

- Tear sheets
- Listicles
- Diaries
- Infographics
- One Graphic
- Diagram
- Meme
- Posters
- Comics
- Cartoons
- Screenshots
- GIFs
- Illustrations
- Handwritten things
- Polls
- Surveys
- Quizzes
- Video
- Webinars
- Presentations
- Photo Galleries
- FAQs
- Recaps  
(*events/twitter chat*)
- Placed articles
- Press releases

# REPURPOSE IT!

<http://booleanblackbelt.com/2012/12/diversity-sourcing-boolean-search-strings-for-linkedin/>



# MORE CONTENT?!

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Some stuff...if we have time...

