



CANDIDATE SOURCING CHECKLIST

You've now defined terrific jobs and have brilliant and inclusive descriptions and employer branding. Now, how do you get that message out to a diverse pool of candidates?

We know that teams benefit from a variety of perspectives and diversity increases productivity, creativity and impact (and if you don't know this, check out the resources in this section!). So, it's not surprising that a diverse candidate pool is every hiring manager's dream - but *where?* And *how?*

Here are some recommendations to get started:

- Vary where you post your openings. leverage job sites with specific niches and ones where people outside of the typical demographics spend their time.
- Tap your current workforce and use the referral network. Share template messages for people to put out into their network, discuss your goals for improving diversity and the demographics you'd like to focus on. Do you currently offer incentives for referrals? Kick off a challenge! They're fun and exciting and everyone wins!
- Encourage employees to be visible -- think of employees from underrepresented groups who would be good ambassadors for the organization. Word of caution, don't be performative, make sure it's reflective of your company and if it eats into the time and energy of those employees ensure that you value their efforts and input.
- Insist on a diverse candidate pool - do you have a mandate or quota for interviewing candidates from underrepresented groups?
- Consider whether you are truly open to candidates who don't have a typical career journey. Prioritizing brand name internships? Ivy League universities? Consider who is able, and not able, to have these experiences. Employment gaps on resumes? Long parental leaves? Not everyone's circumstances are the same.