

Diversifying Your Employment Brand Portfolio

Hiring...a lot has changed.

Cheree Aspelin

The Lubrizol Corporation

What We'll Cover

1. A lot has changed
2. Attract diverse talent
3. Implement inclusive practices
4. Address bias in selection



Average Hiring Manager

47 years old

14 years tenure

73% male

82% white*

*United States





Hiring Managers...
a lot has changed.

The Main Attraction

26%

Opportunity to do more meaningful work

17%

Increased responsibilities

16%

Increase in pay

11%

Workplace culture

Source [payscale.com](https://www.payscale.com)

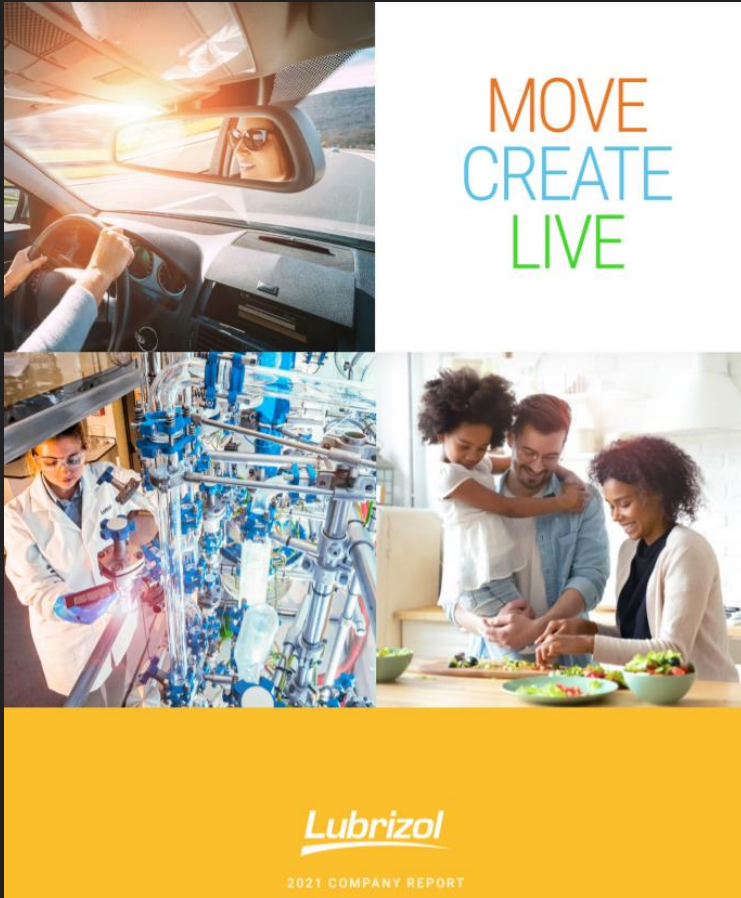


DEI Commitment is Important

70%

Percentage of job seekers want to work for a company that demonstrates a commitment to DEI

Attract Diverse Talent - Goals



Lubrizol's Diversity and Inclusion Goals

Our D&I goals are clear and measurable – because results matter. We are transparent about our goals:

46%



Increase the percentage of women in senior leadership roles to **46% by 2023**, compared to 37% in 2019.

9%



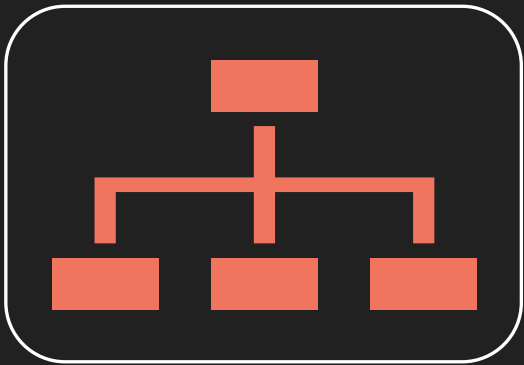
Increase the representation of Black/African American employees at all levels of the organization and triple the percentage of Black senior-level leaders in the U.S. to **9% by 2025**, compared to 2% in 2020

45%

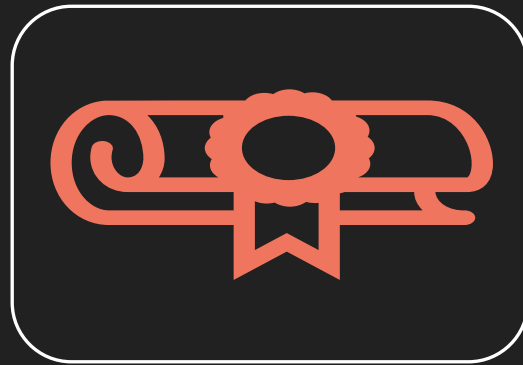


Increase geographic diversity and representation of senior-level leaders to **45% by 2025**, compared to 29% in 2020.

Attract Diverse Talent - Programs



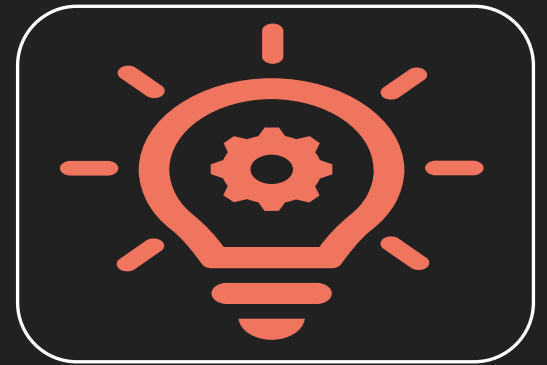
Talent Acquisition
Team



College
Recruiting



Employee Brand
Ambassadors



IDEA & Chief
Diversity Officer

Implement Inclusive Practices



Global D&I Council

Global Employee Resource Groups

Lubrizol Flex

Job Posting

Diverse Interview Teams

Address Bias in Selection

Lubrizol
Candidate
Assessment

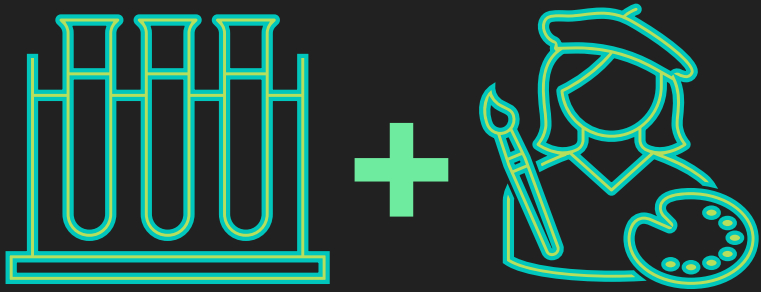
Inclusive
Leadership
Workshops

Assessor
Training

Job Description
Reviews and
Tools

Diverse
Interview
Teams

What We've Learned



Science and Art



Authentic



Personal

Hiring has changed. Have you?



People will forget what you said.
They will forget what you did.
But they will never forget how
you made them feel.

-Maya Angelou