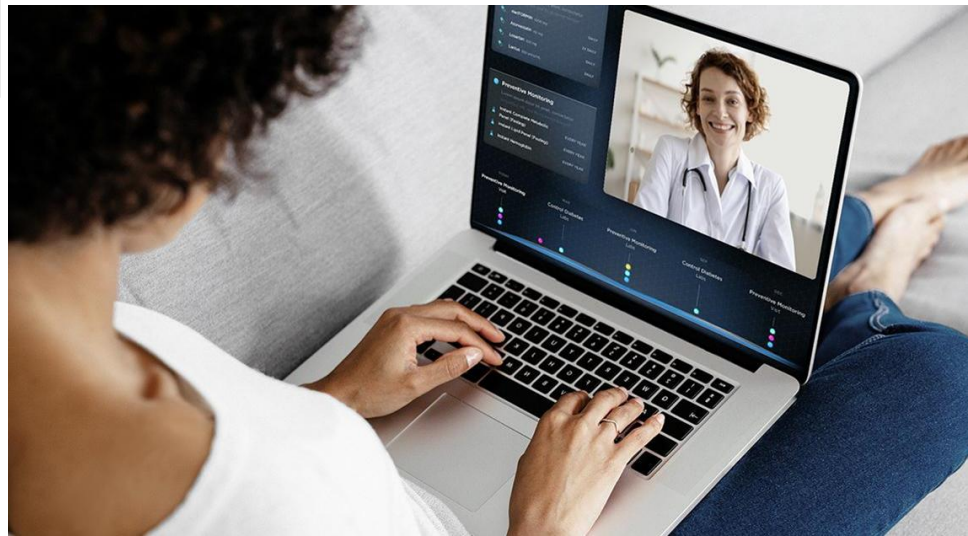
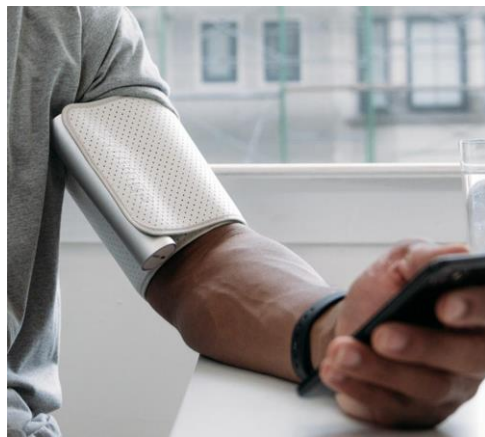


# Best Practices in Recruiting a **Diverse Workforce**

Sheela Krothapalli • Forward Health • August 18, 2021



DE&I

A holistic approach.



# Key questions to ask...

- Who is your company? What is your mission, vision and purpose?
  - Who do you need to be part of your company to help you achieve your mission?
    - What skills and capabilities define success here?
      - How will we find these people?

# Landscape assessment.



Identify where you are today.  
Show me the data!



Define your north star for where you want to go.



Create a strategy and plan for how to get from A to B.

# Landscape at Forward.



- Multiple workforces
- Clinical disciplines
- Consolidated pipelines
- Mission, mission, mission
- Employer brand



Mission



We are here!

# Breaking it down.



Employer Brand  
Partnerships  
Career pages

Training &  
Education

Job  
Postings

Source

Screen

Interview

Decide

Offer

Feedback  
Loop



# Measuring progress.

Lifecycle	Area / Category	Status (R/Y/G)	Quarterly Goal	Annual Term Goal	Longer Term Goal	Indicators / Metrics
Attraction	Employer Brand					Glassdoor/LI rating, unique visits to career page, exit feedback
	Partnerships					Pipeline representation
	Careers pages					Unique visits
DEI	Representation					Representation (% Female, % POC, % Veteran Status, etc.)
	Inclusion					ERG engagement, employee sentiment
	Equity					Equitable outcome assessments across people programs (perf, comp, etc.)
	Accountability					External DEI report, company goals, DEI council, representation

# What's worked? What hasn't?

DO's	DON'Ts
Leveraging different sourcing strategies	One sourcing approach
Leveraging 3rd parties and tools	Trying to do it all in house
Investing in training and education	Assuming the problem is obvious and understood internally
Focus and prioritization	Boiling the ocean
Identifying goal setting metrics	No goal setting
A collective commitment	Having this be a "HR problem"

# Q&A