

# Beacon Lane Diversity Recruiting Webinar Key Takeaways

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**DIVERSITY RECRUITING**  
*Why Words Matter*

**WEBINAR**  
August 2, 2018 1:00 p.m. ET

 **BEACON LANE**  
CONSULTING

 **ONGIG**

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## Where do you start?

- Job Descriptions
- Recruiting Media + Diversity Recruiting Widgets
- Diversity & EEO Statements

### ❖ Job Descriptions

- **Genders Sometimes React Differently:** *Our research indicates that certain words appeal more to men and women:*

- *More appealing to Men:*

Force, Strength, Aggressive, Manpower, Competitive, Courage, Championing, Rationalizes, Analytical, Competent

- *More appealing to Women:*

Understanding, Collaborates, Relationships, Creative, Shares, Open, Support, Helping, Resilient, Growth

- **The lower the grade-level of your job descriptions, the more readable.**

- Candidates (at all levels) are busy!

- **Job Description Text Tips:**

- 50% to 55% of known m/f words should be feminine
- 95%+ Positivity -- 95% or more of known positive & negative words should be positive
- Word Count -- 325 to 675
- Words per sentence = 8 to 13 5. Average Word Length = 5 to 7 (punchy!)
- Average grade level = 8th grade or below (for words you can control)
- Syllables -- 1 to 2 syllable words usually beat 3+ syllable words

### ❖ Recruiting Media + Diversity Recruiting Widgets

- A good Content Management System (CMS) lets you quickly find any diversity media and add it to job descriptions and other career pages



❖ **Diversity & EEO Statements:**

➤ **EEO Statements: “Kitchen Sink” vs. Modern:**

[Co. Name] is an Equal Opportunity Employer. We do not discriminate with regard to race, color, religion or belief, national, social or ethnic origin, sex (including pregnancy), age, physical, mental or sensory disability, HIV Status, sexual orientation, gender identity and/or expression, marital, civil union or domestic partnership status, past or present military service, family medical history or genetic information, family or parental status...

**OR**

"SurveyMonkey is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees."

➤ **Different statements evoke very different reactions:**

"[Company Name] will not discriminate or retaliate against applicants who inquire about, disclose, or discuss their compensation or that of other applicants."

**OR**

"We welcome you to inquire about your compensation and that of other applicants."

**Next Step**

**Get a Text Analysis Diagnostic of Your Job Descriptions**

**Contact Rob Kelly to learn more**

Email [Rob+Diversity@Ongig.com](mailto:Rob+Diversity@Ongig.com)