



“Diversity and Inclusion offers us all opportunities to personally learn from others and grow”

A global security and defence services company

The Challenge:

A major organisation in the defence field asked Outsource UK to audit their hiring activities in the UK for inclusion and diversity. According to research conducted by Scope, two-thirds (67%) of the British public feel uncomfortable talking to disabled people. Over a third (36%) of people tend to think of disabled people as not as productive as everyone else. One quarter (24%) of disabled people have experienced attitudes or behaviours where other people expected less of them because of their disability, and one fifth (21%) of 18 – 34 years old admit that they have actually avoided talking to a disabled person because they weren't sure how to communicate with them (www.scope.org.uk/)

By hiring a diverse workforce there are clear business benefits from greater innovation, to higher retention, and a positive brand image, and employees will also personally benefit by learning new things about people different to them.

Our Solution

Our brief was to examine the end-to-end policies, processes and systems of new staff recruitment and retention, to provide feedback on measures for increasing inclusion and diversity within a male-dominated industry. Our initial standpoint was that the company should be directly approaching and asking, not just inviting, the client's target audience to apply.

Included in the scope was to examine:

1. Website and digital accessibility
2. Building accessibility
3. Candidate attraction & screening
4. Inclusion once in role

It was emphasised that certain factors would not instantly guarantee a greater influx of diverse applicants, however, it would increase the chances of a diverse audience considering the client as a future employer. We also made some recommendations on how the business could present itself further as an inclusive organisation, which may not only help to 'sell' the culture, but also retain current employees.

The outcomes

There were many and diverse recommendations from our wide and deep study into strategic hiring within their business. From top-down recommendations such as making their diversity policy public to specific projects such as reviewing website accessibility, increasing representation of staff from diverse backgrounds and demographics and making sure inclusion strategy and values are easy to locate on the website within the Careers section.

Specific recommendations around their hiring processes and inclusion initiatives that should be implemented internally were included, along with exploration of the true accessibility and adjustments of the process, buildings and equipment to accommodate differently-abled applicants, and how to go about attracting these candidates and retaining them.

Get in touch to find out more about our Workforce Solutions for your business

We're here to help you solve your hiring headaches. Contact the team for more information on our range of handcrafted Workforce Solutions including Compliance Audits for IR35, Payrolling, MSP, RPO and dedicated Direct Sourcing talent pools.