

A blue-tinted photograph of five diverse people in an office setting. From left to right: a woman with dark hair and bangs is sitting in an office chair, smiling; a man with a beard and curly hair is standing with his arms crossed, smiling; a woman with dark hair is standing with her hands on her hips, smiling; a woman with long dark hair is sitting on a stool, smiling; and a man with short dark hair is standing with his hands in his pockets, smiling. The background shows an office environment with desks, computers, and various items on the walls.

HOW TO BUILD DIVERSITY AND INCLUSION IN THE WORKPLACE



GONE ARE THE DAYS WHEN DIVERSITY SIMPLY REFERRED TO THE CULTURAL MIX OF YOUR TEAM – TODAY IT MEANS MUCH MORE TO BUSINESSES.

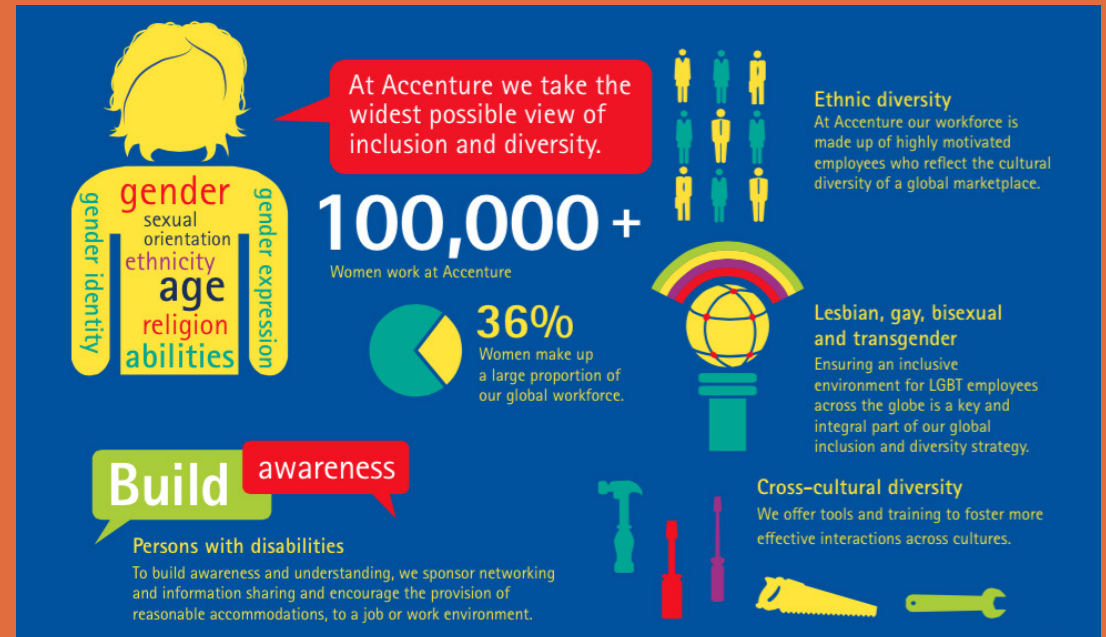
Companies embracing diversity feel its effects far beyond the day-to-day management of a workforce, with reputation, workplace satisfaction and innovation all considered some of the many positive benefits.

Find out what you can do to instill a diverse and inclusive environment in your company with these four tips.

INCORPORATING DIVERSITY INTO YOUR EMPLOYER BRAND

To truly embed diversity in business, it needs to start with the recruitment process. From job descriptions to interviews, communication about diversity and the inclusive workforce needs to be part of the candidate's journey.

ACCENTURE



Global consulting company Accenture works hard to embrace diversity, ensuring it's built into all recruiting efforts.

It's a core part of Accenture's Human Capital strategy, recognizing that each person has unique strengths, that when embraced, help to achieve innovation and deliver high performance.

To do this, Accenture recruits from a talent pool that is a broad cross-section of candidates. Through scholarship and internship programs, relationships with professional organizations, colleges and universities, the company ensures they continue to meet top candidates from all walks of life.

Source: <https://lnkd.in/dZvuh8z>

EMBEDDING A CULTURE OF DIVERSITY

To turn policy into practice, businesses should focus on showing employees how diversity is part of the day to day. Whether it's visible touch points through the office, or events and activities that celebrate difference, talent wants to see how diversity comes to life in their workplace.

MICROSOFT SINGAPORE



At Microsoft Singapore, the team is committed to building diversity to enrich performance, products and the lives of the communities in which they operate.

To successfully embed diversity it is driven from the top, with senior leaders taking part in the Diversity and Inclusion Council that implements programs to foster better diversity and inclusion. A key focus for the council is to drive diversity amongst gender, which included participating in International Women's Day where senior executives provided perspectives in building careers in the technology industry.

In 2012 the New World of Work initiative was introduced that aimed to put people at the center of business by allowing employees to work anywhere they felt most productive. By harnessing technology, employees are provided with the choice and flexibility to access their work according to their needs.

As a result of their focus to embed diversity in the workplace and create a positive work-life balance for employees, Microsoft Singapore achieved a Workplace Health Index Score of over 80%.

Source: <https://lnkd.in/dNtRzE8>

ENABLING AN INCLUSIVE ATMOSPHERE

To make diversity flourish and thrive, businesses need to embrace an inclusive atmosphere to assimilate the differences within the workplace. By leveraging employees' unique traits through collaboration, companies will ultimately increase productivity and workplace satisfaction.

UNILEVER



Leena Nair, SVP, Global Head of Diversity at Unilever says "Imagine the power if you can get all our diverse nationalities and ethnicities to dance together. Imagine what would happen if they felt they could bring all their ideas, thoughts and perspectives to work."

workplace. The program showcases employees who are driving change through advocating inclusive behaviors. Nominated by their co-workers, the inclusive leaders encourage a more energetic, trusting and collaborative culture to drive performance and growth.

At Unilever, a global program called The New Faces of Leadership recognizes role models who are committed to making Unilever a truly inclusive

Source: <https://lnkd.in/dHCHpCN>

DRIVING DIVERSITY FROM TOP TO BOTTOM

To ensure potential talent know how diversity and inclusion is achieved in your company, showcase how initiatives come through all touch points from senior leadership to social media.

MARIOTT



Marriott International is dedicated to embracing diversity to create opportunities for employees and key stakeholders. As part of Marriott's Diverse Ownership Initiative, launched in 2005, the company is committed to diversifying ownership to create a competitive advantage, enhance sustainable business growth and drive economic and social vitality.

Today, more than 600 hotels within the Marriott global portfolio are owned by minorities, with the company aiming for this figure to reach 1,000 (25%) by 2020.

Within APAC, the company continues to win Top Employer accolades across the region for its diversity. It seeks diverse talent through multiple social media platforms, and using eight different languages. It has attracted more than 1.2 million global fans on the Marriott Career Facebook page, with one-third being from the Asia Pacific region.

Source: <https://lnkd.in/drN3xgV>



QUESTIONS?

Contact the LinkedIn Talent Solutions Team [here](#).

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