



# Talent Tree

## Diversity in the workforce is more than a social and moral issue, it is a critical business issue.

Having a diverse workforce enables you to identify, attract and win a diverse customer base which from a business perspective is critical. Simply put, a diverse workforce is fundamental as we ultimately live and co-exist in a diverse society and by legitimately mirroring society inside your organisation at all levels this will help you to be greater informed about your end customer. Engaging and incorporating candidates on a wider playing field will return increased proximity to your customer base through understanding the various target segments and moreover bring diversity of thought to innovation and ideation. The equality of access to opportunities and pay for that matter should not simply be viewed as 'a nice to have', because it is proven to result in loyalty and retention amongst employees which is crucial as the tapestry of the workforce has evolved and continues to do so.

The shift in job and skill types needed today are merely a glimpse of what is to come and if not acted upon now it will be even more difficult to compete in the near future. In today's climate the current modus operandi of selection and recruitment is leaving organisations unprepared since they are unable to select from a full spectrum of candidates irrespective of educational background, past experience, ethnicity and skill set. Low retention of employees and lower productivity as a workforce are both symptoms of a lack of diversity and inclusion as a result of a poorly run recruitment process.

The below graphic (which surveyed the U.S, France, Germany, China, Brazil, India, Switzerland and Austria across a variety of industries) points to the tangible benefits of diversity. Irrespective of an uncertain economic environment whether the concern is Brexit or other macroeconomic factors, taking a proactive approach towards inclusivity clearly demonstrates the correlation between diversity and innovation.

### Companies with Above-Average Diversity Also Have Higher Innovation Revenues

SHARE OF INNOVATION REVENUES FROM PRODUCTS LESS THAN THREE YEARS OLD



NOTE N=1,606,  $R^2=0.257$  (SIGNIFICANT AT  $P=0.001$  LEVEL); \*TOTAL DIVERSITY INDEX IS THE AVERAGE OF THE BLAU INDICES FOR SIX DIMENSIONS OF DIVERSITY: MIGRATION, INDUSTRY, CAREER PATH, GENDER, EDUCATION, AND AGE.

SOURCE BCG ANALYSIS OF MORE THAN 1,600 COMPANIES ACROSS EIGHT COUNTRIES

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Whilst today's organisations are better acquainted with terms such as unconscious bias, blind and contextual selection of candidates there remains a vacuum as these modalities are not fully understood nor is the execution. Talent Tree can help you with this, we can collaborate to help you gain access to a wider distribution of talent by mentoring candidates and hiring via cohorts. This will in turn help you to attract talent in the future as well as put your organisation's name on the map and build on your pedigree, as a result your chances of finding exceptional candidates will increase significantly.

Lastly, Talent Tree's partnership is not limited to the hiring of candidates we see that as one half of the process. The retention portion is potentially more important because the inclusion of your diverse candidates is where you will realise the true benefits of your candidates. Empowering them with new internal processes that can draw upon each individual's skills and potential in aggregate can deliver a longer lasting positive outcome.

Email us at: [hello@talenttree.com](mailto:hello@talenttree.com) to start this journey.