

Diversity Recruitment Suggestions & Tips

- Understand your own beliefs and attitudes about diversity and the positions that you are filling and the populations that you are targeting. Be aware of how this could affect both the way you write job descriptions, as well as how you screen and interview.

At SkyBlue we explore the meaning of diversity and equality in recruitment practice and how this issue directly relates to us. This is done in a training session with our head of diversity and equality during a three day induction for all new employees. We relate our values directly to diversity & equality, which helps us to live them everyday!

- Incorporate non-traditional networking channels to produce a diverse applicant pool. A strong diverse, informal network is a critical part of any successful recruitment effort.

In 2007 SkyBlue signed up to the Local Employment Partnership (LEP) and has since placed around 2,500 Jobcentre Plus work seekers into employment.

We've also developed a Diversity Model[®], which sees us working with many organisations, e.g. of current partners *Remploy*, to deliver jobseekers from a wide range of backgrounds and with differing skills to our clients across the UK, *Train'dup*, to provide an inclusive environment which values diversity and maintains a working, learning and social environment in which the rights and dignity of all its staff and learner / customers are respected or *NIMROD*, attracted primarily from people who have left the Armed Forces, Reservists and members of the Emergency Services.

The *Model*[®] reduces training costs for those not committed to work or unwilling to rescind their benefits. By selecting the right people, SkyBlue delivers candidates with a 'can and will do' attitude. Those who want to make a difference to not only their lives, but to feeling of a sense of belonging within the working environment.

- Cultivate organisation partnership with groups catering to the needs and interests of people of all nationalities, all ethnic origins, people with disabilities, gender, marital or parental status, age, religion or belief, sexual orientation, economic group and employment status.

SkyBlue has relationships with a plethora of organisations representing people from all walks of life. One of our newest links is an organisation, which helps ex military personnel with disabilities into suitable work. For our clients, these relationships allow access to normally 'hard to reach' groups of jobseekers across the UK - ensuring they receive a fair evaluation and that our clients commitment to diversity and equality in the workplace is realised.

- Establish formal relationships with schools that have great diversity in their student body. This measure will ensure that you are always cultivating talent for your future talent pool.
- Make sure that all levels of management have received diversity training or they might not be in a position to give a fair evaluation during the hiring process.

SkyBlue is developing a long term approach to bring diversity inline with its business strategy, values and practice. Ultimately the company hopes to further encourage and enable its staff and clients to fully embrace the enhanced skills and experience of a truly diverse workforce.

SkyBlue teamed up with IODA, a consultancy agency specialised in Equality, Fairness and Diversity training. Training was given to all senior managers and team managers within SkyBlue. The one-day training was designed to allow the managers to cascade this training down throughout the organisation.

Diversity training is also delivered in-house. SkyBlue's Diversity and Equality Manager, Dave Massingham delivers training sessions to all SkyBlue employees before they actively start their jobs in the company.

On top of this, all at SkyBlue will be receiving further training from parent company Carillion plc and is developing a starter pack on Diversity to induct all temporary workers in assignments nationwide.

To explore our diversity and equality training services further, email us with your enquiry at diversity@skybluesolutions.com

- Be sure that the qualifications established for a given position are really needed to do the job, and are not ones based on assumptions.
- Place advertisements in new media geared towards people of all nationalities, all ethnic origins, people with disabilities, gender, marital or parental status, age, religion or belief, sexual orientation, economic group and employment status.

SkyBlue has access to a wide range of media and advertising channels thanks to its many partnerships with diversity business partners including Jobcentre Plus. We help our clients to reach into the lives of many different groups of people via their favourite, established magazines and newspapers.

- Include diversity in company publications, advertisement, brochures, and website.

If you're reading this you'll know that we pride our selves on our commitment to helping our people and clients in fulfilling their diversity and equality potential and we want as many people as possible to know about it. We use targeted email campaigns, case studies, industry specific newsletters and published news in our target media.

Our Credentials

SkyBlue aims to improve business culture in terms of recognising diversity in the community and recognises the need for a working environment with people from all backgrounds, and the fresh ideas injected into a business as a result. With the rapidly changing labour market and growing skills shortage, it is essential to be able to tap into the wider labour pool.

SkyBlue was the first nationally operating recruitment firm to achieve the REC's Diversity Assured Accreditation and one of the first recruitment businesses to sign up to the Governments Local Employment Partnership with Jobcentre Plus. Most recently we have achieved Gold Award status from Diversity Works for London.

The diversity recruitment team is led by Dave Massingham. Dave has both a construction and recruitment background, providing SkyBlue and its clients with a tailored diversity recruitment service in line with specific sector requirements.

Dave is an accredited 'Train the Trainer' and has an ONC level 3 Award in equality, diversity and fairness, which covers equal opportunities, importance in the workplace, gender inequality, discrimination, disability, community and race relations. He was also a founding member of the "Institute of Equality & Diversity Practitioners".



Dave Massingham – Diversity & Equality Manager

Diversity has allowed SkyBlue to broaden its recruitment and talent pool - at very low cost whilst ticking all the Equality and Diversity boxes for ourselves and for our clients. Our service offering now has a new dimension.

Dave's diversity vision has led SkyBlue to be viewed as a recruitment industry leader in this field with Dave regularly asked to attend diversity and equality briefings at Government level.

To find out how our expertise can turn your diversity and equality recruitment strategy into a reality contact:

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