



talent infusion

Hiring the New Majority:

# *A Guide to Hiring for the Future*

BLAVITY™

BLAVITY 360

TRAVEL+NOIRE

2INinety

home&texture

AFROTECH



# Foreword

Multicultural professionals represent a transformative shift in today's workforce, offering a unique opportunity for organizations to enhance their diversity and inclusion strategies. Understanding the preferences and motivations of diverse candidates remains essential for attracting and retaining top talent. This guide, informed by survey data from Blavity and Talent Infusion's community, provides valuable insights into recruiting, retaining, and advancing multicultural talent.

Utilize this guide as you lay the groundwork for a comfortable and productive workplace for talent with diverse backgrounds.

## Methodology

Talent Infusion tapped into its owned channels to survey a broad network of diverse professionals. With responses from nearly 400 members of the American workforce, this first-party data collection provides real, actionable insights directly from our very own multicultural community.



## Introduction:

# *The Changing Landscape of Talent Acquisition*

The talent acquisition landscape is transforming, with recruiters moving beyond the traditional role of headhunters to becoming strategic advisors. This shift is vital for aligning with Diversity, Equity, and Belonging (DEIB) goals. Recognizing the emerging majority—millennials, Gen Z, and BIPOC professionals—is crucial to understanding and addressing their distinct needs.



# I. The Talent Pool: *Understanding the Emerging Majority*

By 2030, 30% of the workforce will be Gen Z. (Source: Trinet) While the talent pool is more diverse than ever before, BIPOC workers still lack equal opportunity.

**84%** Survey respondents identified as *African-American*

## Gen Z Demographics

**93%** identified as BIPOC.

**71%** were female BIPOC.

**45%** had over 10 years of experience

**64%** had been with their current company for 1-3 years

**76%** held a Bachelor's degree or higher

**37%** had advanced degrees (Master's or Doctoral)

## The Employment Gap

**10%** of BIPOC respondents were unemployed and seeking work, compared to 4% of non-BIPOC.

**58%** of BIPOC workers were looking for new roles.

**57%** of BIPOC millennials and Gen Z had household incomes over \$80,000.



## II. The Recruiter's Role: *Beyond Basics*

### Strategic Advising

- Recruiters should act as workforce consultants, aligning closely with hiring managers on *Diversity, Equity, and Belonging (DEIB) initiatives*. (Source: LinkedIn)
- Shift talent acquisition specialists from merely executing tasks to *curating culturally varied teams* and building systems that keep them engaged.
- Recruiting leaders must authentically advocate the value of hiring individuals with *differing perspectives and different backgrounds*.





# III. The Value of Diverse Hiring: *Why Diversity Equals Success*

## Boosting the Bottom Line

**19%** Higher revenues for companies with “*above-average diversity*” (Source: LinkedIn)

**60%** Better performance results by *diverse teams* (Source: Embroker)

**85%** Of millennials prioritize working for companies with *ethical and responsible practices* (Source: LinkedIn)



Diversity practices are linked to *increased employee engagement*, trust, and perceived value. (Source: Embroker)



# IV. The Hiring Process:

## *Building an Inclusive Recruitment Strategy*

### Strategic Advising

### Recruiting Hiring Team

- **54%** of BIPOC workers are deterred by biased language in job postings. (Source: TI Survey Data)
- Use inclusive language and ensure job descriptions are free from terms that may suggest elitist or discriminatory attitudes. (Source: BambooHR)
- Evaluate applicants comprehensively, giving balanced consideration to education, relevant experience, and transferable skills.

### The Interview Process

- Candidates prefer to participate in group activities to assess soft skills; written assessments are less effective. (Source: TI Survey Data)
- **39%** of BIPOC workers rate culture fit as extremely important. (Source: TI Survey Data)
- A prompt hiring process with transparent communication improves the experience for BIPOC candidates.

### Hiring for Culture Fit

- Gen Z prioritizes fair treatment, work-life balance, and corporate responsibility. (Source: Forbes)
- Workforce diversity is a key factor for **45%** of Gen Z job seekers. (Source: BambooHR)



# V. Work Flexibility: *Adapting to Modern Workforce Needs*

## Flexibility as a Priority

Gen Z appreciates when their health and personal time are respected, which can be demonstrated through benefits, time-off, and flexible schedules. (Source: Forbes)



**58%**

Of BIPOC workers prefer remote work

**34%**

Of BIPOC workers favor hybrid models

# VI. Checklist for HR Leaders:

## *Actions to Improve Diversity Recruiting*

### Practical Actions

- Train on unconscious bias:** Provide training to recognize and address internal prejudice.
- Implement blind resume reviews:** Review skills and experience anonymously.
- Standardize interview questions:** Ensure consistency and fairness in evaluations.
- Create work sample assignments:** Use relevant tasks to assess skills.
- Ensure diversity in shortlisting and interview panels:** Recruitment teams should vary across age, gender and ethnic background.
- Use inclusive language in job descriptions:** Be mindful of your word choice so as to not assign gender specific roles.
- Highlight inclusive benefits:** Promote benefits supporting diversity and inclusion.
- Showcase diversity in branding:** Ensure that the company's workforce reflects the diverse imagery presented in its marketing.
- Advertise flexible policies:** Highlight work-life balance options.
- Offer interview accommodations:** Make accommodations available for candidates.
- Utilize diverse platforms:** Post jobs on alternative platforms that reach diverse candidates.
- Offer paid internships:** Provide opportunities for underrepresented groups.
- Consider fair chance hiring practices:** Remove barriers for individuals with criminal records.
- Regularly update strategies:** Continuously refine diversity recruiting practices.

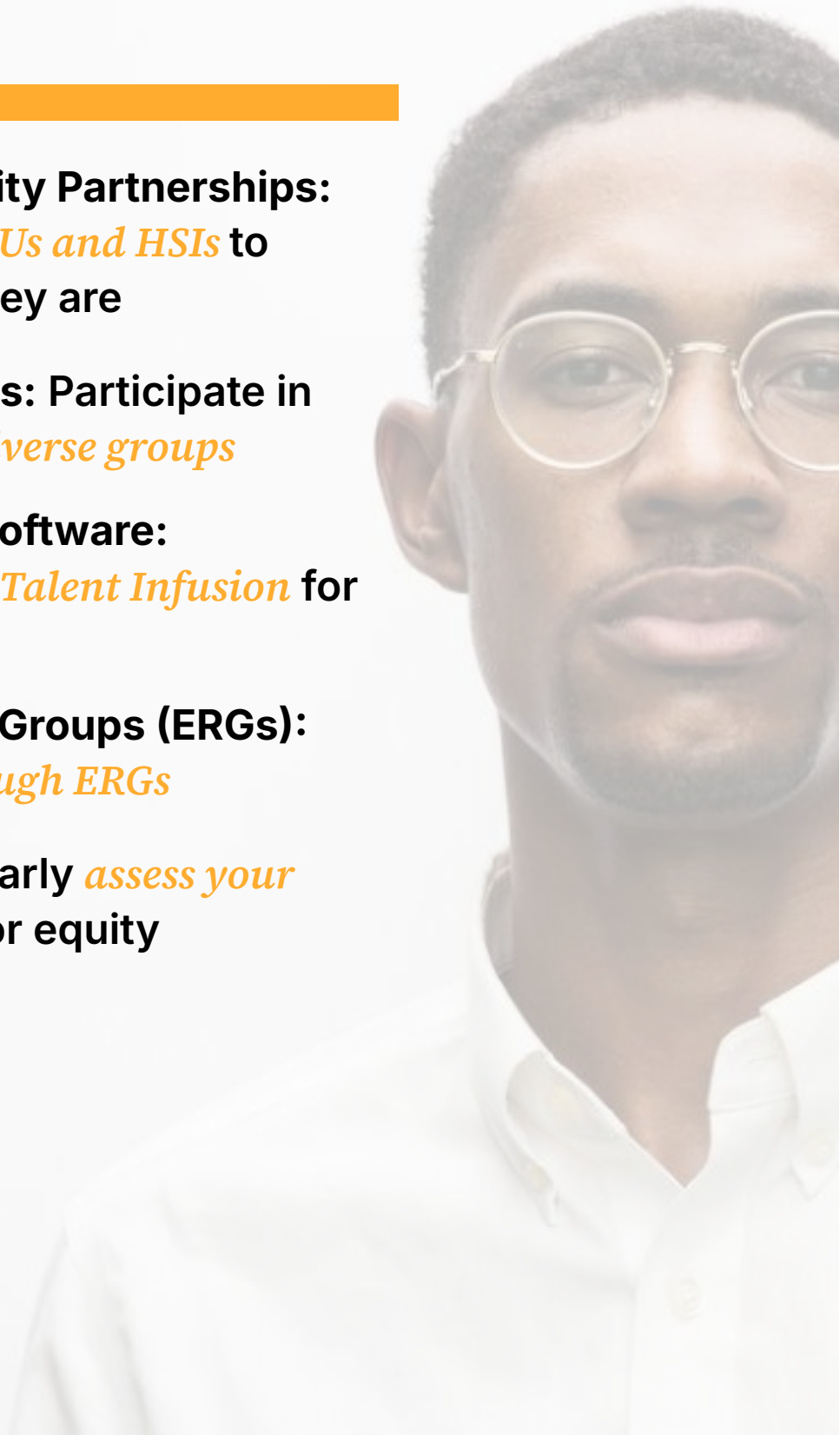


# VII. Diversity Recruiting

## Tools: *Leveraging Resources for Success*

### Key Resources

- **College and University Partnerships:** *Collaborate with HBCUs and HSIs* to meet talent where they are
- **Diverse Hiring Events:** Participate in events that *elevate diverse groups*
- **Diverse Recruiting Software:** Implement tools like *Talent Infusion* for efficient recruitment
- **Employee Resource Groups (ERGs):** *Foster belonging through ERGs*
- **Equity Audits:** Regularly *assess your recruiting practices* for equity



# VIII. Retaining Talent:

## *Ensuring Longevity in Diversity*

### Retention Challenges

- Compare turnover rates for diverse hires against industry benchmarks to identify retention issues.
- Assess whether employees feel they can be their authentic selves at work.

**47%** of BIPOC employees report experiencing workplace discrimination (Source: TI Survey Data)

### Combating Bias

**65%** of BIPOC workers lack mentors. (Source: TI Survey Data)

- Encourage regular feedback and implement measures to reduce bias in decision-making. (Source: LinkedIn)

# **IX.** Creating Safe Spaces: *Supporting Young Black Professionals*

## Building a Supportive Environment

- Promote *inclusive decision-making* and internal operations.
- Foster open communication, *provide diversity training*, and support ERGs and mentorship programs.
- Ensure equitable opportunities for *all employees*.





# X. BIPOC in Leadership: *Representation at the Top*

## Overcoming Challenges

Minority leaders play a crucial role in inspiring and empowering minority employees, benefiting organizations.

(Source: Affirmity and HR.com)

# 49%

of BIPOC employees lack  
*executive representation.*

(Source: TI Survey Data)



# **XI. Career Development:** *Pathways to Success*

Opportunities and Advancement

**52%** of BIPOC millennials and Gen Z are pursuing leadership roles. (Source: TI Survey Data)

**Equitable opportunities are essential for career advancement.** (Source: TI Survey Data)

**49%** of BIPOC workers received promotions or raises, compared to 78% of non-BIPOC workers. (Source: TI Survey Data)





# Conclusion:

## *Shaping the Future of Work*

The future of employee relations is being molded by today's increasingly vocal professionals. Organizations that leverage these insights and give ear to the evolving dialogue surrounding work life will remain competitive. By adopting these strategies, you can revolutionize your hiring practices and stand out to best-in-class talent.





# Final Note:

## *Thank You from Talent Infusion*

Talent Infusion is dedicated to bridging the gap between employers and multicultural talent. Join us as we lead the industry in building a workforce that reflects the rich, cultural variety of the modern world. Together, we can build a more conscious and inclusive future.

# talent infusion

### Sources:

<https://www.pewresearch.org/short-reads/2023/08/31/black-workers-views-and-experiences-in-the-us-labor-force-stand-out-in-key-ways/>

<https://www.trinet.com/insights/topic/culture>

<https://business.linkedin.com/talent-solutions/diversity-inclusion-belonging/diverse-hiring-practices>

<https://www.embroker.com/blog/blind-hiring/#:~:text=There%20are%20many%20reasons%20why,conducts%20itself%20ethically%20and%20responsibly>

<https://aquenttalent.com/blog/helpful-diversity-recruiting-strategies-you-need-to-know>

<https://www.bamboohr.com/blog/how-to-recruit-a-diverse-workforce>

[https://www.forbes.com/sites/chriswestfall/2024/07/18/careers-in-tech-are-losing-appeal-for-gen-z-according-to-survey/?utm\\_campaign=socialflowForbesMainLI&utm\\_medium=social&utm\\_source=ForbesMainLinkedIn](https://www.forbes.com/sites/chriswestfall/2024/07/18/careers-in-tech-are-losing-appeal-for-gen-z-according-to-survey/?utm_campaign=socialflowForbesMainLI&utm_medium=social&utm_source=ForbesMainLinkedIn)

<https://www.affirmity.com/wp-content/uploads/2024/06/HRdotcom-Future-of-Diversity-Equity-Inclusion-and-Belonging-2024-Research-Report-Affirmity.pdf>