Reciteme

**#TakeAction
MakeImpact**

National Inclusion Week
Inclusive Employers

Accelerating Inclusion in Recruitment

Takeaways and Statistics

Contents

An Introduction to National Inclusion Week

Founded by Inclusive Employers, the 11th annual National Inclusion Week took place from the 25th of September to the 1st of October 2023. This week is dedicated to celebrating inclusion and taking action to create inclusive workplaces. Recite Me gets behind this fantastic initiative every year; 2023 was no different. This year's theme was 'Take Action, Make Impact', a call to action for all organisations, from leaders to D&I professionals, teams and individuals to prioritise inclusion within their recruitment process and workplace.

Why is Inclusive Recruitment Important?

Inclusive recruitment involves sourcing and attracting candidates from various backgrounds and ensuring the hiring process is free from biases and barriers that might unfairly exclude people. Beyond hiring, inclusive workplaces prioritise the creation of an atmosphere where every individual feels valued, respected, and empowered to contribute their unique perspectives and talents. Everyone should be able to read and understand content across your online platforms regardless of disability, visual impairment, cognitive or neurological disorder, or language barriers.

What are the Benefits of Being Inclusive?

Many companies shy away from making digital accessibility adjustments as they perceive them to be complex, expensive, or simply too difficult to work around. Yet the average cost of making an accommodation for a disabled employee is just a few hundred pounds/dollars - and organisation's can reap the many rewards associated with inclusion:

Improved innovation thanks to the wider perspective you gain by having a more diverse team

Acquiring high-quality staff who are skilled, hardworking and loyal

Improved staff morale

Drawing from the widest pool of talent available

Reduced staff turnover rates overall

Demonstrating fairness in the workplace

There is also growing evidence that improved inclusion leads to increased revenue and profits

Showing customers and other businesses that you are committed to equality

Recruitment and Workplace Accessibility

- **1 in 3 job seekers** think online job applications are suitably accessible for disabled people (RIDI).

- Disabled people **apply for 60% more jobs** than non-disabled people when job searching (The Independent).

- Diverse companies enjoy **2.3 times higher cash flow** per employee (Deloitte).

- Companies that embrace best practices for employing and supporting people with disabilities outperform their peers with **higher revenue by 28%** (Accenture).

The Importance of Being an Inclusive Brand

86% of users with access needs would **spend more online** if websites were accessible (Click Away Pound).

70% of young millennials would choose a brand over a competitor, if it demonstrates inclusivity (Accenture).

83% of users with access needs limit their shopping to sites they know are barrier-free (Click Away Pound).

52% of all online consumers consider a company's values when making a purchase (Forbes).

Roundtable Panel

In celebration of National Inclusion Week, Recite Me hosted a roundtable discussion 'Accelerating Inclusion in Recruitment' to hear from in-house recruitment teams and recruitment organisations leading the way in providing an inclusive candidate experience. Teaching others how they too, can tap into a wider, more diverse talent pool.

Ross Linnett, Recite Me CEO & Founder

Website: https://reciteme.com/
LinkedIn: https://www.linkedin.com/in/rosslinnett/

Charlie Cruickshanks, Talent Acquisition Partner, KFC

Website: https://harri.com/kfc-uk
LinkedIn: www.linkedin.com/in/charlie-cruickshanks-b54103b6/

Natalie Kerrison, Designer, KFC

Website: https://harri.com/kfc-uk
LinkedIn: www.linkedin.com/in/natalie-kerrison/

Becky Webber, Operations Director & ED&I Lead, Tate

Website: www.tate.co.uk
LinkedIn: www.linkedin.com/in/beckywebber/

Lucy Frost, Group Managing Director, McGregor Boyall

Website: www.mcgregor-boyall.com/
LinkedIn: www.linkedin.com/in/lucy-frost-b46abb10/

Your Questions Answered

During the webinar we had some fantastic audience questions submitted. Below we have answered them. If you have any additional questions please submit them to **info@reciteme. com** and we will be happy to answer them.

Is there any specific wording we should use to make it clear that we are happy to make reasonable adjustments for candidates throughout the recruitment process?

To clearly convey that your organisation is committed to making reasonable adjustments for candidates throughout the recruitment process, it is essential to use inclusive and welcoming language in your job postings and communications. You can include a statement such as, "We are an equal opportunity employer and are committed to providing a fair and accessible recruitment process. We welcome candidates of all backgrounds and abilities, and we are happy to make reasonable adjustments to accommodate individual needs. If you require any specific accommodations to participate in our recruitment process, please let us know, and we will ensure that you have an equal opportunity to showcase your qualifications." This communicates your organisation's dedication to inclusivity and signals to candidates that you are proactive in supporting their needs.

How can you get management on board with DEI strategies?

It is about communication. Look within your organisation, making inclusion part of your overarching business strategy and embedding it within your culture. By educating your management board on not only the importance of having inclusion as part of your business strategy but also the benefits it brings to your organisation as a whole and your culture.

By doing so, you can get your leadership team onboard but also have them take an active part in driving your inclusion strategy.

Believing in Accessibility for All

Who would be the main stakeholders that you need to get buy-in from, to roll this out internally at KFC?

From a stakeholder perspective, it is all about talking about inclusion openly, as we all drive towards our mission. It is extremely important to have your leadership team as part of your ED&I team or at least keep them up to date with your goals, so they know what you are trying to achieve and they are very much influencing that. A key part of KFC's strategy in 2024, is to put their overarching goals down to every single person that works in their ICR office to try and really influence each individual journey over 2024, and how they can get everyone involved in their DE&I to make an impact to their business.

What do you think is the most reasonable number of stages in the recruitment process for a candidate?

The most reasonable number of stages in the recruitment process for a candidate can vary depending on the specific needs and complexity of the job position. However, a balanced approach typically includes five stages: initial screening to assess basic qualifications, followed by interviews to evaluate skills and cultural fit, a skills assessment or task to gauge job-specific abilities, reference checks to verify candidate claims, and finally, a job offer stage. This multi-stage process allows for a comprehensive evaluation of candidates while also being respectful of their time and ensuring a thorough assessment of their qualifications and compatibility with the organisation. Additional stages can be added as necessary for higher-level positions or specialised roles, but keeping the process streamlined and efficient is crucial to attracting and retaining top talent.

Once you implement diversity initiatives in your company, how can you make (diverse) people know about these?

Once diversity initiatives are implemented within a company, effective communication is paramount to ensure that diverse individuals are aware of these initiatives. Start by creating a transparent and accessible communication strategy that includes regular updates through company-wide emails, newsletters, or internal communication platforms. Organise informational sessions, workshops, or town hall meetings to provide in-depth insights into the initiatives and their goals, allowing employees to ask questions and engage in open discussions. Consider appointing diversity champions or employee resource groups to serve as advocates and help spread awareness within the organisation. Utilise social media and the company website to highlight success stories, showcase diverse voices, and share relevant resources. Additionally, solicit feedback from employees to demonstrate a commitment to ongoing improvement and inclusivity, and use their input to refine and expand the initiatives as needed.

What are the biggest challenges organisations face in implementing inclusive neurodiverse strategies?

Implementing inclusive neurodiverse strategies in organisations comes with several significant challenges. Firstly, there is often a lack of awareness and understanding about neurodiversity, which can lead to misconceptions and biases. Secondly, adapting recruitment and workplace practices to accommodate neurodiverse individuals may require substantial time and resources, posing logistical challenges. Additionally, fostering a culture of inclusion and acceptance can be a struggle, as some employees may resist change or lack the necessary education on neurodiversity. Lastly, ensuring ongoing support and accommodation for neurodiverse employees can be complex, as their needs may vary widely, requiring individualised solutions. Overcoming these challenges requires a commitment to education, cultural transformation, and a willingness to invest in the long-term benefits of a more diverse and inclusive workforce.

Recite Me Assistive Toolbar

The Recite Me cloud-based assistive toolbar makes your website digitally inclusive by allowing visitors to customise online content so that they can consume it in ways that work best for them.
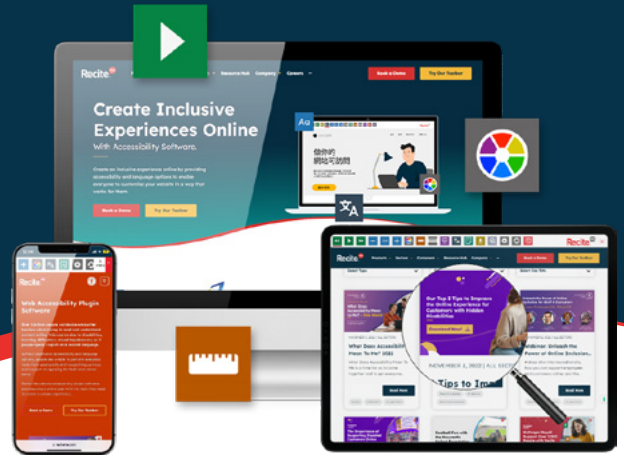
The Recite Me assistive toolbar gives website visitors total control when viewing online content. Our software provides a variety of tools that allow users to create a fully customisable experience by:

Screen Reader

Providing our screen reader will help website visitors to perceive and understand your digital content by reading aloud website text, which can be customised to suit the viewer.

Reading Aids

To simplify use and support your website visitors, the Recite Me web accessibility toolbar provides five main tools; ruler, screen mask, magnifier, margins, and a dictionary.

Styling and Customization

Recite Me assistive technology allows people to change the way a website looks. Users are able to customise the website's colour scheme as well as the text, font style, size, colour, and spacing.

Translation

Recite Me web accessibility technology quickly and easily translates all your web content into over 100 languages, including 65 text-to-speech voices.

Recite Me Toolbar Big Data

In the last 12 months, **over 5 million people** used the Recite Me toolbar to enhance their online experience.

At the beginning of 2022, Recite Me saw toolbar usage climb from 340,000 users per month to **500,000 users**.

To bridge the gap between accessibility and inclusion, many organisations now offer assistive technology to enable visitors to customize their online experience.

5 million people viewed over 30 million websites in a way that works best for their individual needs. On average, people viewed 6.11 web pages during their inclusive journey online. This is more than double the internet average pages viewed per session of 2.8.

12 Months Overview

In line with the drastic shift towards online, we noticed a significant increase in the demand for inclusive websites.
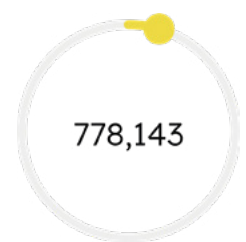
5,036,513 Toolbar launches	**30,770,524** Pages made inclusive	**6.11** Pages viewed per session
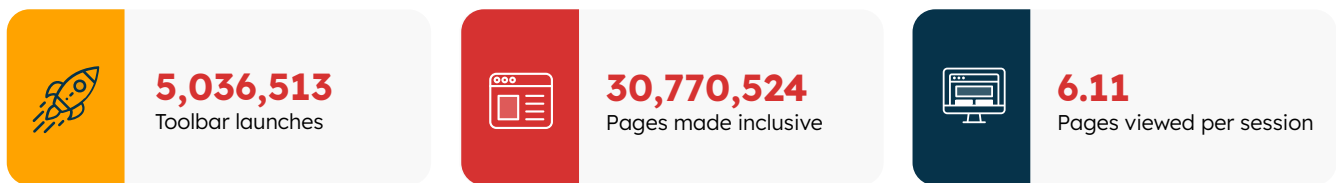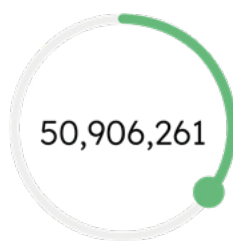
51,709,542	50,906,261	7,598,143	778,143
Screen Reader Launches	**Pages Translated**	**Styling Changes Made**	**Reading Aids Utilized**

Language	Clicks	Language	Clicks	Options	Clicks	Aids	Clicks
English	47,701,680	English Trad	8,576,036	Font Size 90%	427,295	Textmode	219,175
Danish	545,095	English US	3,131,165	Font Size 110%	403,024	Dictionary	104,028
French	529,501	Spanish	1,880,537	BKGD-colour: R	355,375	Ruler	87,687
EN-AU	332,968	French	1,723,002	Screenmask-colour: R	354,969	Screenmask	74,215
Audio DL	3,517	Welsh	591,285	Link-colour: Reset	353,975	Magnifier	61,460

Website Accessibility WCAG Checker

Website accessibility and compliance made simple. Create a website that is built with accessibility in mind and to WCAG industry standards, with the help of the Recite Me Accessibility Scanner.

Let's create a website that is accessible to everyone!

We all know that our websites need to be built to an accessible standard. But where do you start on this journey, how do you make our websites accessible, how do we make them compliant?

The world of accessibility and making your website compliant with a law or standard can be a confusing and daunting subject for many. The Recite Me Accessibility Scanner is changing the way we address WCAG issues on our websites. The key is to simplify the process and tasks while supporting you with expert knowledge. Together you'll become an accessibility hero in no time!

Scan

Your accessibility journey starts here with a scan of your website covering WCAG 2.1 success criteria encompassing:

- Site performance overview
- Accessibility scoring
- Findings per rating
- Error breakdown

The scan report includes an overview of errors, the locations of errors, and a comprehensive list of actionable errors to fix and check.
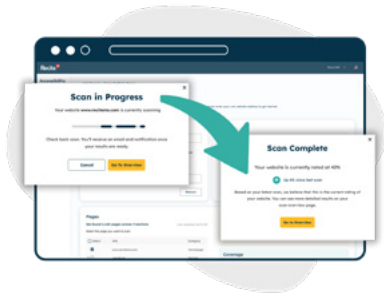
Fix and Check

Our software identifies areas of non-compliance and shows you what to fix and check and in what order for the biggest improvement against your efforts, investment, and time. Fixes are confirmed fails identified via an automated scan and checks are potential errors that a human needs to verify. For example, a computer can identify if an image on a website has an alt-tag attribute or not. However, human eye is needed to make sure that the alt tag text describes the image.

Believing in Accessibility for All
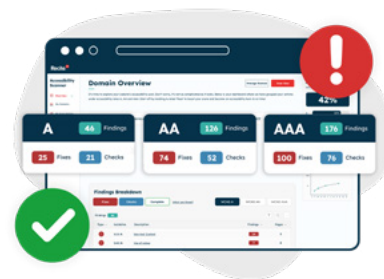
Track

Our compliance tracking service helps you manage your web accessibility improvements over time, make the most effective changes in the right order, and manage your fix queue. You can examine various elements of WCAG compliance by exploring different scans and download your website's scan accessibility score and report to track your positive journey.

Share

We give you all of the tools needed to demonstrate your commitment to developing an accessible website. You can share your accessibility report and score to showcase your digital inclusion goals and achievements via:
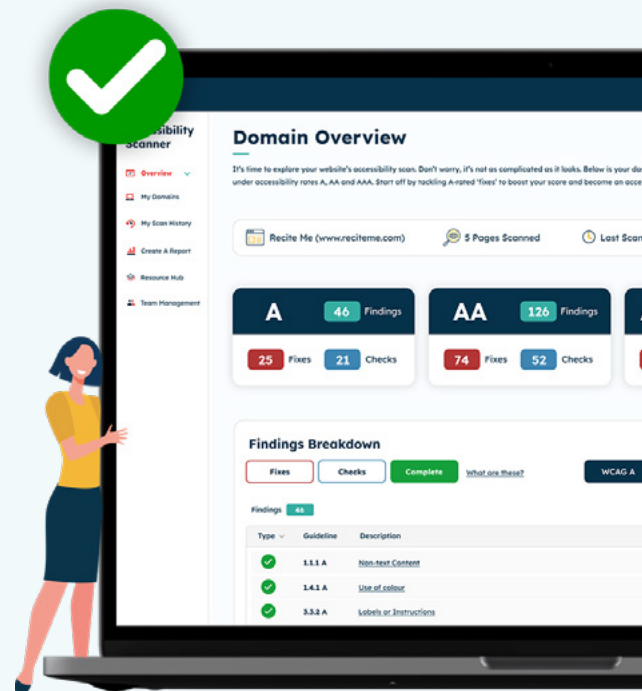
• Custom monthly reporting
• Ongoing engagement analysis
• Accessibility scoring
• Downloadable fix lists
• Access to the Recite Me Hub which features materials highlighting the depth of information behind your website's scan and results. Resources include FAQs, full breakdowns of testing methodologies, and 'how to' videos.

Start Your Web Accessibility Compliance Journey Today

Get to work on your online inclusion strategy today by working your way through these action points:

1. Contact our team for more advice about website compliance laws and regulations.
2. Learn more about the Recite Me Web Accessibility Scanner.
3. Run a free scan of your website for WCAG 2.1 AA compliance.
4. Schedule a free demonstration of our scanner or assistive toolbar.

Believing in Accessibility for All