



5 Reasons to Embrace Inclusive Recruitment

1. Enhanced Creativity and Innovation

Inclusive recruitment brings together individuals from diverse backgrounds, cultures, abilities, perspectives, and experiences.

This diversity fosters a rich environment where creativity and innovation can thrive! For instance, neurodivergent employees often excel as creative thinkers and strategic problem solvers, bringing unique solutions and ideas that other team members may not.

However, modern recruitment practices rely heavily on digital technologies, creating barriers for many candidates and preventing them from showcasing their creativity and innovation.



Did you know?

About half of disabled applicants get an interview. This is compared to two-thirds of non-disabled applicants and this is if they can even get past the application process!

[Scope](#)



On average, disabled people apply for **60% more jobs** before finding one.

[The Independent](#)



46% of disabled applicants rate their experience applying for a job online as 'difficult to impossible.'

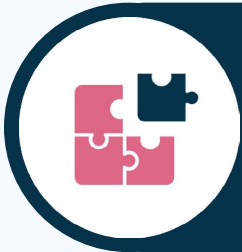
[PEAT](#)



2. Attract Diverse Talent

By prioritizing inclusivity, companies can access a much wider talent pool, which solves two problems simultaneously: finding the best candidates and addressing skill shortages.

Taking extra steps to tap into the potential of underrepresented groups ensures organizations don't miss out on qualified individuals who might otherwise be overlooked.



A JPMorgan Chase report determined that neurodivergent employees can be **90% to 140% more productive than their neurotypical counterparts**

[The Financial Times](#)



Organizations with inclusive cultures are twice as likely to meet or exceed financial targets, three times as likely to be high-performing, and six times more likely to be innovative and agile

[Deloitte](#)



Companies that embrace best practices for employing and supporting people with disabilities achieve **28% higher revenue, 30% higher profit margins, and double the net income of their peers**

[Fast Company](#)



Diverse teams make better decisions, drive better results, and are **35% more likely to outperform their competitors**

[Watch This Space](#)

3. Improved Employee Performance and Satisfaction

An inclusive recruitment process reflects an inclusive working environment, demonstrating that you prioritize fairness and are committed to improving staff morale.

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When employees feel valued and included, they are more likely to be engaged and motivated, which translates into improved productivity and performance. Happier employees can lead to some significant bottom-line gains:



79% of employees who perceive their workplace as inclusive report higher levels of loyalty to their employer

[Great Place to Work](#)



Organizations with highly engaged teams experience **59%** lower turnover rates and **41%** lower absenteeism

[Gallup](#)



Engaged employees are **10%** more likely to report high customer satisfaction, leading to increased customer loyalty and business growth

[Aon Hewitt](#)



4. Enhanced Reputation and Employer Brand

Companies known for their inclusive practices tend to have a stronger employer brand. An enhanced reputation helps by attracting top talent who value diversity and inclusion.

Brand persona can also positively impact the company's standing with clients, partners and the broader community.

According to the Business in the Community publication 'Business Benefits of Work Inclusion,' 92% of employers say diverse recruitment has enhanced their reputation, helping them to win new contracts

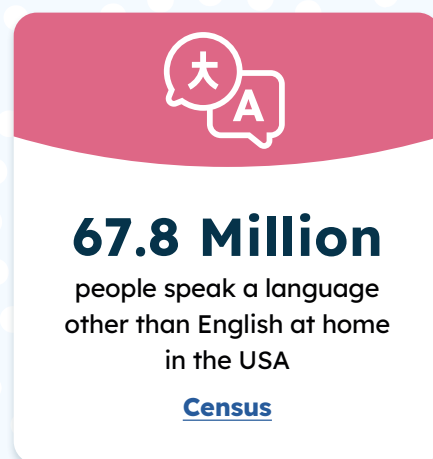


5. Better Understanding of Customers Employer Brand

When a workforce reflects the diversity of the customer base, the company gains insights into the needs, preferences, and behaviors of its customers.

This alignment helps in creating products and services that are more relevant and appealing to a broader audience, ultimately driving customer satisfaction and loyalty.

Diversity of language, for instance, helps bridge communication gaps between non-English speaking customers. In the USA, 67.8 million people speak a language other than English at home (Census), by taking languages into account you can meet the needs of your customers. Additionally, shared backgrounds between customers and companies foster empathy and stronger relationships, ultimately leading to greater business success.





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