

ACTIVITY 13.2 | Potential Obstacles To Recruiting in Your Organization

Directions: Check any that sabotage recruiting efforts. If you have questions about these, there is a brief explanation of each following the “External” and “Internal” lists.

External

1. _____ Image of the community
2. _____ Lack of a critical mass
3. _____ Perception that “there’s no one like me”

Internal

4. _____ Diversity vs. quality paradigm rather than diversity and quality
5. _____ Absence of pipelines to the community
6. _____ Perception that “there aren’t any out there”
7. _____ Lack of knowledge about what candidates want
8. _____ Emphasis on “quotas”
9. _____ Assimilation model
10. _____ Projecting bias onto customers
11. _____ “Like me” bias
12. _____ Time commitment
13. _____ Inflexible policies
14. _____ Strategic relevance not understood

Explanations of Potential Obstacles to Recruitment

External

1. How is the community seen where you are trying to recruit? What stereotypes exist about it?
2. There is not a sizeable group of people who are similar to each other but different from the majority population, nevertheless, they still have legitimate and unique needs and norms.
3. The sense of being an “only” can get very old and tiring after a while

Internal

4. This paradigm is based on the false belief that a diverse hire sacrifices quality; as someone once said, “It’s the B team.”
5. No pipeline or connection to the community exists, therefore there are no advocates for you or your organization and no entry to a broader community.
6. This inaccurate belief can exist if people don’t build the connections and pipelines in diverse communities they need to really see and grasp the richness of talent that exists everywhere.
7. You have to talk to people and find out what sells. No company appeals to everyone. Know who you are and find out what the candidates you value are seeking.
8. Emphasis on quotas as the rationale or driver is totally passé. It is a nonstarter.
9. The idea of hiring diverse candidates is to expand your company’s experiences and possibilities. Don’t lure them for that and then remake them in your image.
10. This belief is scary, but we still see it. For example, it is too common to hear or observe that an individual won’t buy a product or service from someone of a particular background or go to a doctor who speaks with an accent.
11. We all feel a comfort with those like us. It is pretty human to do so.
12. “It takes too much time,” is a common refrain. Time invested in building the initial pipeline is a great investment.
13. There are companies that won’t change. It will do them in eventually.
14. If people don’t understand that this is a strategic long-term investment and commitment, they won’t do it. It’s about the future.