SUMMARY ONLY

peter gray executive search

pg

recruiting social impact leaders

#UNBIASYOURHIRING

SOURCING DIVERSE TALENT IN LINKEDIN

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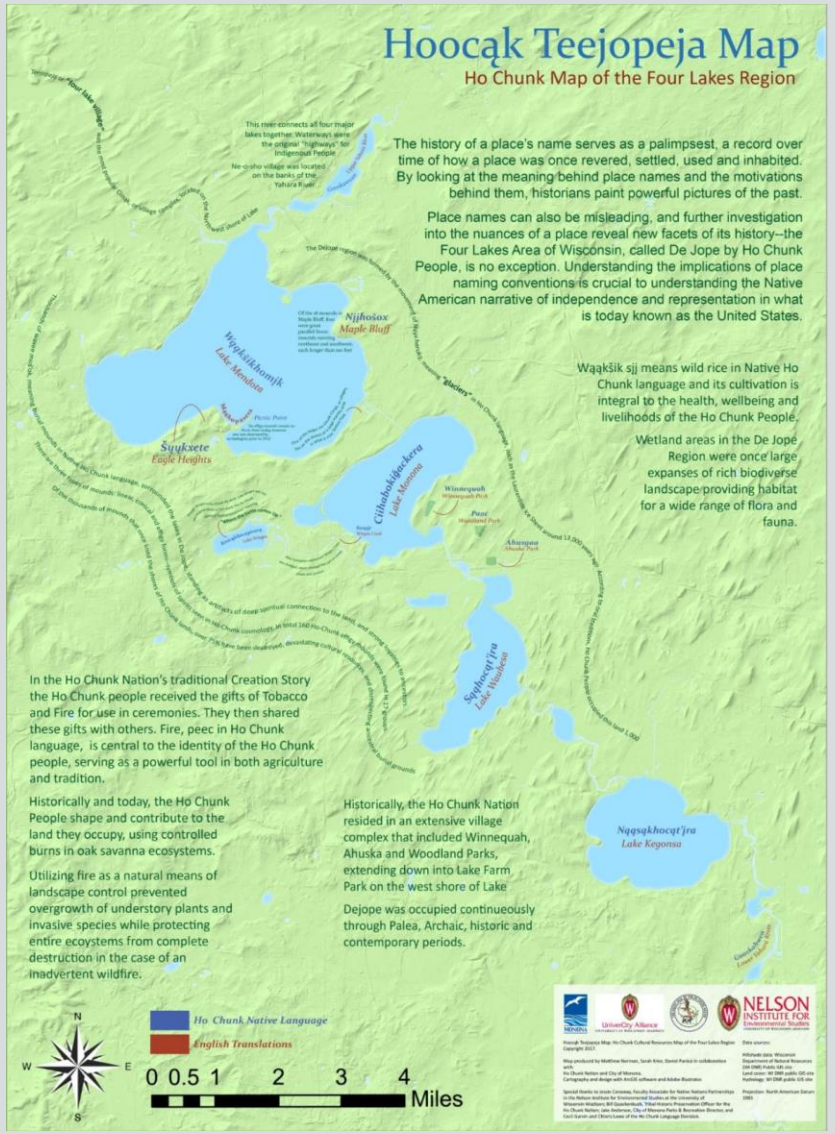
Land Acknowledgement



about
peter gray executive search

- Founded 2020. After 20+ years at recruiting firms, I started my own
- Executive search, coaching, and training
- Social impact focus
- Vision: fight bias in hiring

TALK
SMILE

Guante - How to Explain White Supremacy to a White Supremacist

193,528 views • Feb 12, 2017

8.6K 164 SHARE SAVE ...

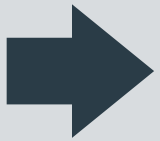
Let's talk about #UnbiasYourHiring

Let's talk about #UnbiasYourHiring. I'm changing how I use #linkedin. Because LinkedIn is part of the problem. And until I change how I use it, so am I (4 minutes)

Goals for this training: Sourcing Diverse Talent in LinkedIn

Vision

Intentional recruiting efforts yield more diverse representation



Identify

Issues and capabilities of LinkedIn

Build

Tools for sourcing diverse talent in LinkedIn

Empower

Build cultural competency to engage diverse talent

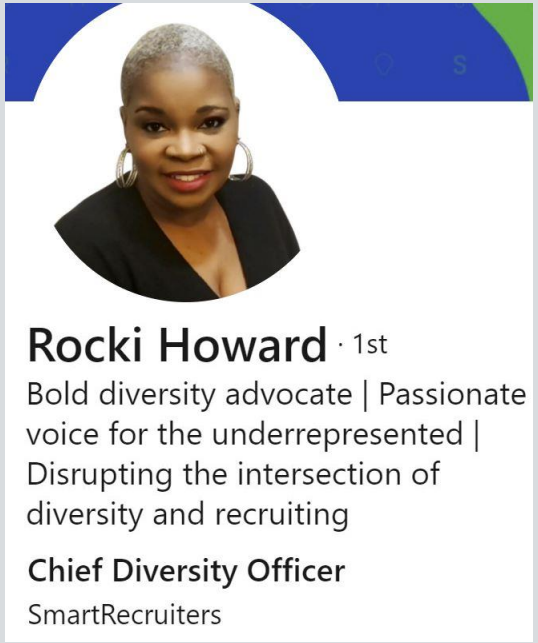
Agenda:
4 hours with two 15-minute breaks

Agenda item	Time
Introductions, discussion of recruiting goals	30 minutes
Short presentation • Bias issues in LinkedIn and in recruiting generally • Opportunities for sourcing diverse talent	15 minutes
Break	15 minutes
Hands-on training in LinkedIn Talent Solutions • Differences between LinkedIn *Recruiter* and *Recruiter Lite* • Warming up with keyword text strings • Building custom filters • Saving results to projects • How filters and keyword search terms interact	2 hours
Break	15 minutes
Discussion • Cultural competencies for inclusive recruiting outreach • Expert guest: • Conclusion	45 minutes
	Total time: 4 hours

Six Quick Tips to Optimize Diversity Recruiting

- Create a database of diverse talent
- Leverage your CRM to advertise opportunities to diverse candidates
- Have a clear sourcing strategy for each underrepresented group you want to target
- Get trained in advanced search techniques
- Secure the right investment that aligns with your organization's diversity hiring goals
- Dedicate certain team members or a % of the time of every team member to focus on diversity sourcing

From …



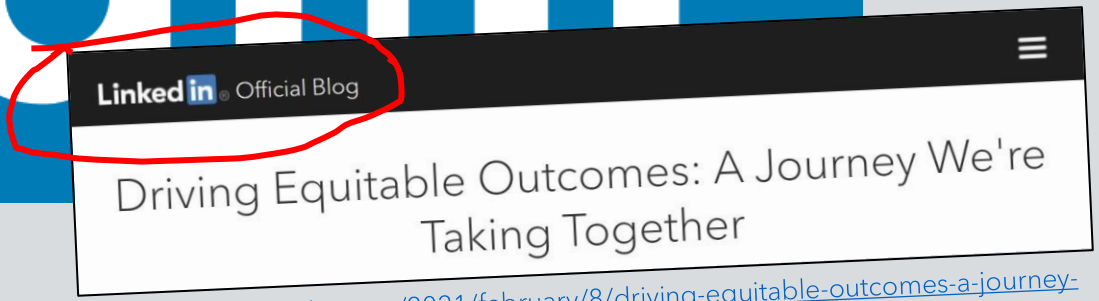
Let's introduce and discuss your recruiting goals

LinkedIn is THE essential talent sourcing tool …

https://www.nytimes.com/2020/10/08/business/black-linkedin.html

https://www.thedrum.com/news/2018/08/02/linkedin-users-social-experiment-uncovers-implicit-bias-recruitment-process

https://www.socialmediatoday.com/news/linkedin-announces-new-measures-to-tackle-inherent-bias-as-part-of-black-hi/594729/



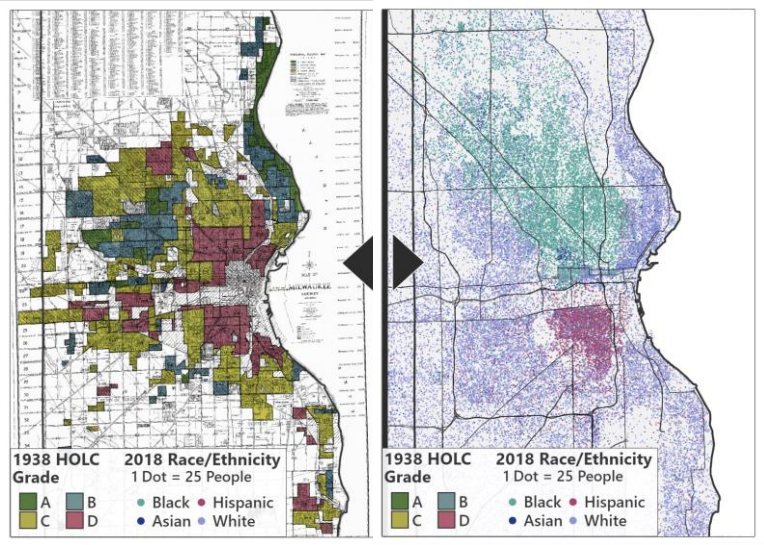
https://blog.linkedin.com/2021/february/8/driving-equitable-outcomes-a-journey-we-re-taking-together

but LinkedIn has a systemic bias problem

LinkedIn's reforms don't address the core issue …

Milwaukee

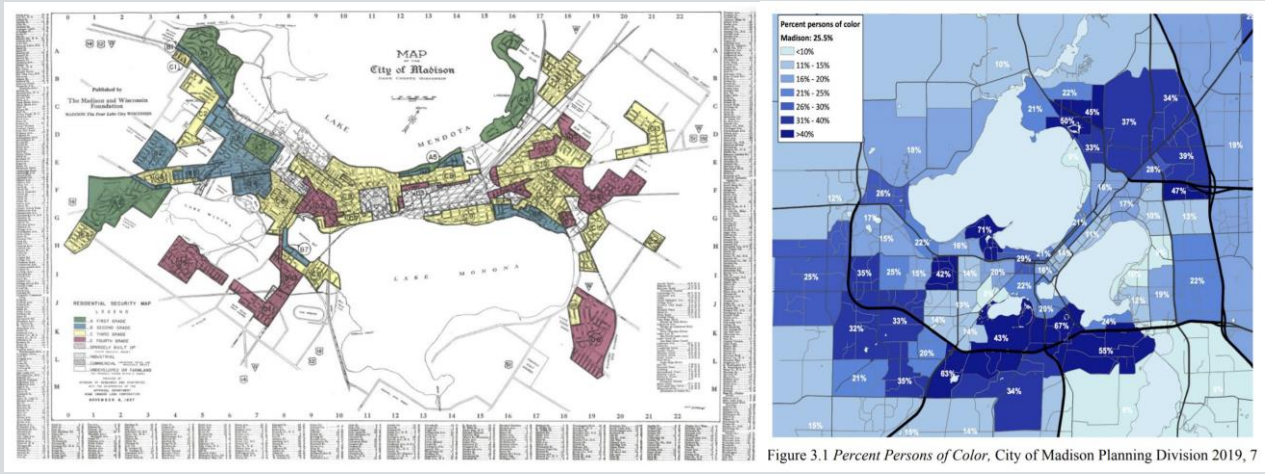
1938 redlining ➡ 2018 segregation



https://www.wiscontext.org/how-redlining-continues-shape-racial-segregation-milwaukee

Madison

1937 redlining ➡ 2019 segregation



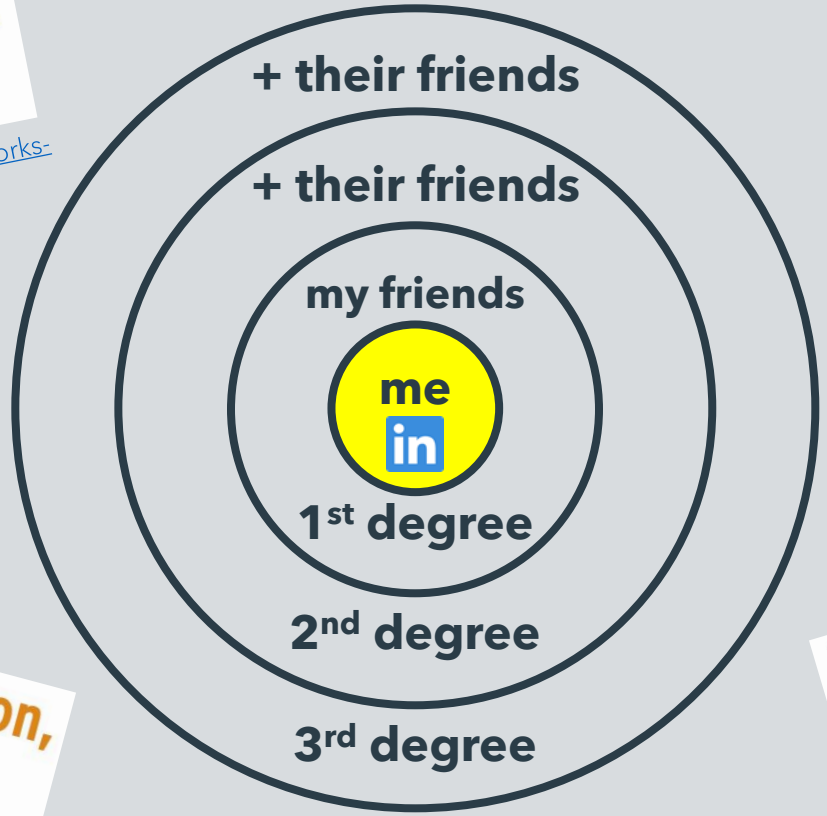
https://minds.wisconsin.edu/bitstream/handle/1793/80355/Gold%20Merry%20Newman.pdf

systemic racial segregation

Segregated society = segregated networks

How social networks help perpetuate the 'Cycle of Segregation'

https://www.washington.edu/news/2018/03/09/how-social-networks-help-perpetuate-the-cycle-of-segregation/



How social media data can give us a fresh take on segregation

https://www.urban.org/urban-wire/how-social-media-data-can-give-us-fresh-take-segregation

To Better Understand Segregation, Look at Social Networks

https://nextcity.org/daily/entry/to-better-understand-segregation-look-at-social-networks

Inequality is rising where social network segregation interacts with urban topology

Social networks amplify inequalities by fundamental mechanisms of social tie formation such as homophily and triadic closure.

https://www.nature.com/articles/s41467-021-21465-0

The biggest hiring bias

Round peg bias

Find me the roundest peg!

When we take a “roundest peg” approach to recruiting …

… we are NOT prioritizing diversity

Let's try something different

On dimensions of diversity and intersectionality

- We all contain multitudes
- Prioritizing is necessary but also problematic
- Today's focus: sourcing college-educated Black talent
  - LinkedIn is well suited to searching this dimension of diversity

Closer look: HBCUs

What is an HBCU?

Historically Black College or University

HBCU (*noun*):
A college or university that was originally founded to educate students of African American descent

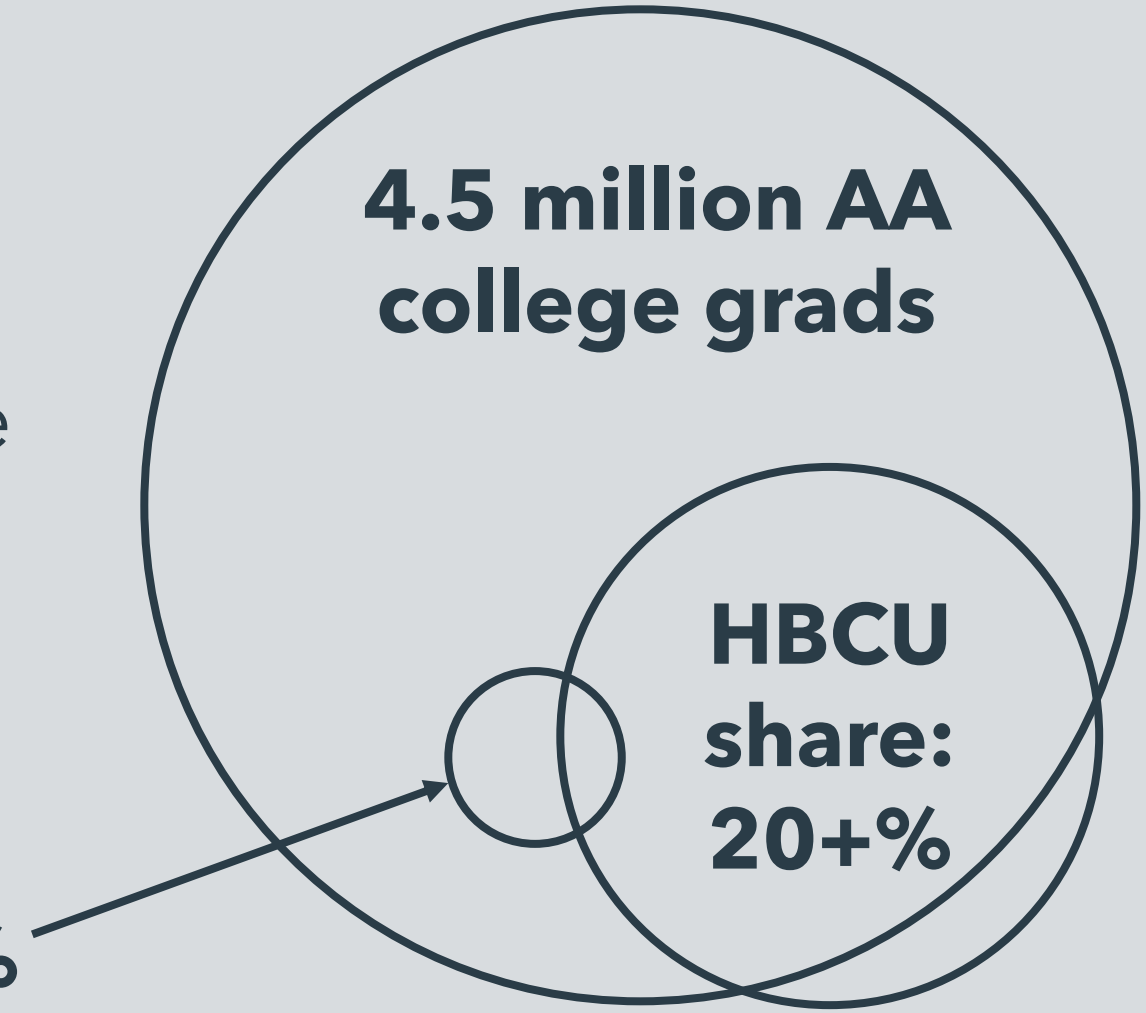
A few facts about HBCUs

- There are 107 HBCUs*
- First HBCU: Cheyney University, founded 1837
- Most HBCUs founded 1865-1900
- Over 1 million HBCU alums on LinkedIn
- Add *Divine Nine*: another 200K+ Black college grads on LinkedIn

What are the Divine Nine?

- Nine historically Black fraternities/sororities
- Chapters at UW-Madison and other schools
- Over 200,000 Divine Nine alums on LinkedIn
- AND over 40,000 NALFO alums (16 Latinx fraternities/sororities) on LinkedIn

- There are over 4.5 million Black college graduates in the US
- Over 1.2 million of them are easy to find on LinkedIn



Let's intentionally use LinkedIn's advanced search capabilities …

… to source talent along dimensions of human diversity

Let's do it! – hands-on LinkedIn training

- Differences between LinkedIn's *Recruiter* and *Recruiter Lite* products
- Warm-up
  - Trying some useful keyword text strings
  - Saving them as custom filters
  - Running sample searches and saving results to a project
- Building HBCU filter (start, may need to finish later)
- Advanced searching – how filters and keyword search terms interact

Discussion: cultural competencies for inclusive recruiting outreach with …

[an expert guest facilitator]

thank you

peter gray
(608) 225-2074
peter@petergraysearch.com
petergraysearch.com/training

linkedin.com/in/graypeter/