

Becoming an Attraction Magnet: How to improve your Talent Attraction process to attract a more diverse talent pool

Overview

As organizations seek to diversify their employee population, they need to accept that talent attraction processes, as we know them, are rife with potential for bias and exclusion. A study from Harvard found that, even when an employer uses pro-diversity language in their job postings, they are just as likely to exclude candidates of color as those employers that don't have a stated commitment to diversity and inclusion. To attract a broader range of diversity in candidates, we have to be willing to change our talent attraction processes to make them more inclusive and equitable.

Becoming an Attraction Magnet presents the case for the “gold standard” of inclusive talent attraction processes. Based on his book *Birds of All Feathers: Doing Diversity and Inclusion Right* and his extensive experience in inclusion, diversity, equity and accessibility, Michael Bach shares ideas of how to eliminate bias from talent attraction and make the process more inclusive, with the goal of diversifying the people you hire.

Learning Objectives

Participants will come away with a clear understanding of:

1. Areas where the talent attraction process is exclusive, including areas where bias may be at play.
2. Leading practices in how to improve the talent attraction process to make it more inclusive.
3. Ideas to successfully implement the change.

What People Are Saying

“We have been delighted with Michael as a speaker! He made the topic of inclusion accessible with his anecdotes, relatability and practical insights. So much so that we have partnered with him again!”

Lina Bagchi | Director, Human Resources | Mattamy Homes

Target Audience

This program is ideal for any organization looking to take its IDEA journey to the next level. It is applicable for for-profit and non-profit audiences across any industry and appropriate for all potential attendees, with a particular focus on People Managers, Hiring Managers, HR professionals, and Leadership Teams.

Abbreviated bio

Michael Bach is internationally recognized as a thought leader and subject matter expert in the fields of inclusion, diversity, equity, and accessibility, with nearly 20 years of professional experience in the field. He is the former deputy Chief Diversity Officer for KPMG International and has spent the past 10 years working as a consultant with some of the world's largest employers. He is an engaging, entertaining, and informative keynote speaker and storyteller, bringing a vast knowledge of leading practices in a live setting to his work. He is the author of two award-winning and best-selling books: [Birds of All Feathers: Doing Diversity and Inclusion Right](#); and [Alphabet Soup: The Essential Guide to LGBTQ2+ Inclusion at Work](#). Additionally, he speaks openly about his lived experience as a member of the LGBTQIA+ communities and as a person with a disability.

Educational Materials

Michael's presentations aim to be as paper-free as possible. A PDF of the presentation can be emailed to interested participants following the engagement.

AV Requirements (for in-person delivery)

- Lavalier Microphone and associated speakers, if room requires
- Screen (Large)
- Projector
- Presenter Confidence Monitor

This session can be offered virtually