

The Sales Recruitment Company Diversity and Inclusion Charter

At The Sales Recruitment Company, we understand the importance of embracing equality, diversity and inclusion in the workplace and seek to promote the benefits in all business activities, both internally, and externally with our clients and our suppliers. Employers are increasingly recognising the importance of having a diverse workforce, and it's now widely recognised that companies who have a diverse employee makeup have been found to outperform those with a more linear employee base.

As a recruitment partner, we are constantly working to improve our knowledge and offering, and have developed this charter to demonstrate what we can do to help our clients overcome challenges and achieve their goals around diversity and inclusion.

What we will do for our clients

There are a number of activities that we perform internally as standard practice across all of the mandates that we work on:

Working with recruitment consultants who can add value

As an employer, we are committed to empowering our staff with knowledge around diversity and inclusion and its challenges. We understand that our clients want to work with consultants who can advise and offer guidance around this ever-evolving topic so we ensure our recruiters have frequent training on the subject.

Continuously building a diverse talent pool

Our recruiters are continuously working to expand and diversify our talent pool and build relationships with our network. We understand different factors will impact where a candidate searches for their next role so we use a range of tools including running closed searches, multi-channel advertising as well as encouraging our staff to become allies of underrepresented groups to enable us to reach out to talent from all backgrounds that have the relevant skills for the job.

Ensuring your jobs adverts are applicable to everyone

We use an industry leading recruitment software to ensure that every job description we write and advertise falls in line with diversity and inclusion best practice. Our KatMatfield De-Coder software finds language that may discourage certain groups from applying, and replaces it with neutral language.

In the event that you have a job description already written, we can 'de-code' it before sending out to potential candidates so that your advert appeals to a more diverse talent pool.

All of our job adverts will include our commitment to Equal Opportunities which can be found on our [website](#).

What we can do for our clients

We are aware that each business has their own individual needs and challenges around diversity and inclusion, so we want to be able to tailor our offerings to meet them. By partnering with us, we can offer a number of additional services to help overcome these issues:

Blinding CVs

CVs include personal information that might cause unconscious bias. We can remove names, locations, academic qualifications and even vocabulary to completely anonymise applications. This way we can present them to clients as neutrally as possible to limit the risk of unconscious bias playing a role in the hiring process.

Enabling you to take Positive Action

We can advise you on how to take positive action when it comes to recruiting individuals who are under-represented in your company. Actions we can take are:

- Understanding how to encourage under-represented groups to take advantage of your employment opportunities.
- Providing you with a varied shortlist that falls in line with your diversity requirements.
- Highlighting when you, as the employer, can take positive action and encouraging you to do so.

SALES RECRUITMENT

Tailored advertising to meet your requirements

We understand how important it is that your job opportunities reach a diverse pool of candidates. We have the ability to partner with a range of relevant job boards and advertising channels ensuring that your job advert is posted on specific job boards to help match your diversity and inclusion requirements. We can tailor our advertising strategy to suit your goals.

Interview Coaching to make your hiring process applicable to all

- Screening Questions – we can provide interview coaching and questions that allow you to ascertain if the candidates have open and diverse mindsets.
- Diverse Panels – we can work with you to create diverse interview panels to limit unconscious bias and to ensure the candidates feel they are being given a fair opportunity in the interview process.
- Inclusive Interview Process – participating in interviews can cause stress and anxiety for everyone, but for those with certain invisible disabilities and mental health problems, this is only amplified. We can help to prepare these individuals for interviews by, for example, giving them an insight into questions in advance. This allows them time to prepare, creating a level playing field for all.

Use of Preferred Pronouns

We understand the importance of knowing and using preferred pronouns. As part of the work we have conducted on our website and advert language, we have updated our internal systems to facilitate preferred pronouns. We've also trained our consultants to be more aware of this and they are now set up to provide you with the information when they submit candidates. We can also report on this information at the end of the search process.

Data on Longlists and Shortlists

We can provide data and insights around who is applying for and showing interest in your roles by surveying applicants. This will give insight into who is applying and what changes need to be made to meet your diversity and inclusion targets.

Part-time Work

We can help you find top talent looking for part-time work as we are consistently building a network of people returning to work after a period of absence.

What we are doing internally

We have implemented various internal practices as part of our commitment to diversity and inclusion. If you'd like to know more about how you can do this too, please reach out to one of 11 Investment's co-founders on andy@11investments.co.uk or find him [here](#).

Ensuring our staff are equipped

Diversity and Inclusion Training

We were the first recruitment agency to partner with Diversifying.io, a purpose led careers platform dedicated to helping employers that are serious about diversity and inclusion, in order to carry out full diversity and inclusion training. We held in-depth interactive training sessions for all of our staff to empower them on the subject of diversity and inclusion, and to arm them with the knowledge to assist our clients and candidates.

Recruitment Training

We conduct regular training sessions with our staff on how to broaden their search for a more diverse talent pool and how they can adapt their search requirements to include usually under-represented groups of individuals.

Internal Recruitment

Equal Opportunities

Our internal recruitment team work hard to ensure all our recruitment drives prioritise hiring individuals from a broad range of backgrounds. We use KatMatfield De-Coder software to ensure our website content and job descriptions are 'neutral' and do not discourage anyone to apply.

SALES RECRUITMENT

Diverse Hiring Process

- We take time to understand any neuro-diversities of our applicants so that we can tailor our interview and screening process to meet their requirements.
- All of our applicants that get to interview stage meet a diverse panel of staff at each stage of the process.
- We incorporate screening questions in our interviews to ascertain whether the applicant has a diverse mindset

Internal Diversity and Inclusion Champions

It's important to us that our policy around diversity and inclusion stays up to date and relevant. We understand that this is an ever-evolving subject which is why we have appointed a team of diversity and inclusion champions at SalesRec to monitor how the subject is evolving.