



HIGH GROWTH. POSITIVE IMPACT.

Diversity, Equity & Inclusion Best Practices

SJF Ventures has curated a list of actionable steps and resources to consider in working towards improving Diversity, Equity & Inclusion (DEI) practices.

Start Here!

Understand company culture around DEI and identify goals:

- Evaluate the established practices at the company and consider how they can be expanded upon. Is there a diversity statement or policy in place?
- Take the pulse of DEI at the company, with particular attention to hiring practices and advancement. [ImpactAssets'](#) "Sample Diversity and Representation Survey for Internal Staff" provides a good starting point.
 - **Suggested resources include:**
 - [SurveyMonkey](#): provider of free survey software to create and track customizable surveys.
 - [60 Decibels](#): provider of corporate, impact-oriented surveys and data analytics. SJF has worked with 60 Decibels on employee engagement surveys at portfolio companies.
- Set DEI goals within the company, commit to DEI targets through talent acquisition, and track progress.
 - These goals should be SMART (Specific, Measurable, Achievable, Relevant, and Time-based) to ensure they are clearly defined and trackable.
 - **Suggested benchmarks include:**
 - Matching corporate diversity with distributions in the larger population, e.g., 50% of the U.S. population is female.¹
 - Targeting at least two diverse candidates in final round interview processes. This has been shown to increase the odds of a female hire by 79x and the odds of a minority hire by nearly 194x.²

What's next?

Expand the company's network:

- Do targeted outreach via social media, university groups, membership associations, career fairs, and anywhere else diverse candidates build networks, search for jobs, and identify mentors.
 - **Suggested resources include:**
 - [AboveBoard](#): platform offers executives unprecedented access to opportunity and gives companies unparalleled access to new networks of talent.
 - [CEOX](#): executive search and placement platform that connects highly qualified, executive-level female candidates to CEO and board roles.
 - [Fairygodboss](#): online community for women, providing career connections, jobs, and advice.
 - [Him For Her](#): social impact venture aimed at accelerating diversity on corporate boards.
 - [Honest Jobs](#): fair-chance hiring marketplace for people impacted by the criminal justice system.
 - [Inclusively](#): professional network transforming the way candidates with disabilities, mental health conditions, and chronic illnesses find jobs and connect to inclusive employers.
 - [Jopwell](#): career advancement platform designed for Black, Latinx, and Native American students and professionals. Jopwell is an SJF portfolio company.
 - [Shift](#): career advancement and discovery platform for current and former members of the military. Shift's Defense Ventures Program sponsors fellows for 8-week immersion programs at tech incubators and startups. [Learn more here](#).
 - [StartOut](#): community of LGBTQ+ founders, professionals, and Allies dedicated to increasing the number, diversity, and impact of LGBTQ+ entrepreneurs.
 - [The Boardlist](#): platform that connects diverse candidates with board opportunities globally.

And then?

Address bias through the interview process:

- Conduct blind resume reviews.
 - **Suggested resource:**
 - [Career.Place](#): online platform for anonymous candidate screening.
- Assemble diverse interview panels.
- Standardize interview questions.
- Eliminate talk about "culture fit;" instead, focus on "culture add" and "community."³
- Conduct ongoing bias / diversity training for interviewers and the company broadly.
 - **Suggested resources:**
 - [Kirwan Institute](#): offers free online video course by Ohio State University's Kirwan Institute for the study of race and ethnicity on implicit bias.
 - [Hone](#): offers online, interactive classes on leadership and management topics including DEI.

Key Step!

Increase accountability:

- Share DEI goals with the company and encourage collaboration on meeting those goals.
- Employ systems such as fixed candidate-review timelines and develop a process for pivoting candidates to appropriate, open positions. This helps to propel candidates "through the funnel."
- Track and report progress towards DEI goals.

Learn More.

Additional Resources and References:

- ["Inclusive Hiring Practices: The Third Oar in a DEI Framework"](#)
Brighter Strategies
- ["How to spend your D&I budget?"](#)
Diversio
- ["10 Recruiter Strategies To Improve Diversity And Inclusion In Hiring"](#)
Forbes
- ["How To Measure The Success Of Corporate Diversity Work"](#)
Forbes
- ["A Data-Driven Approach to Hiring More Diverse Talent"](#)
Harvard Business Review
- ["If There's Only One Woman in Your Candidate Pool, There's Statistically No Chance She'll Be Hired"](#)
Harvard Business Review
- ["Sample Diversity and Representation Survey for Internal Staff"](#)
ImpactAssets
- ["How to Build Sustainable DEI Practices from Within"](#)
Jopwell
- ["5 Concrete Ways to Reduce Bias in Hiring and Promotions"](#)
Jopwell
- ["Four Concrete Ways to Prioritize POC Advancement"](#)
Jopwell
- ["Why You Need to Hire More Black and POC Recruiters"](#)
Jopwell
- ["Diversity Hiring is More Than a Checkbox. Building A Diversity, Equity, and Inclusion Recruiting Strategy"](#)
Mac's List
- ["Diversity and inclusion survey templates"](#)
Survey Monkey

This list is meant to be dynamic and SJF will continue to make updates over time. The SJF team welcomes all feedback and suggested additions!

Notes:

1. [Forbes](#)
2. [Harvard Business Review](#)
3. [Mac's List](#)