



The New Brunswick Small Business HR CONNEXION

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TIPS FOR ATTRACTING A DIVERSE WORKFORCE

- i** Have a written policy demonstrating that the company is an equal opportunity employer.
- i** Have a strong statement against discrimination in the workplace.
- i** Outline an effective complaint procedure.
- i** Be completely clear about qualifications needed for positions.
- i** Develop relationships with organizations that satisfy the needs of targeted groups (immigrants, colour, women, older).
- i** Create partnerships with local schools, colleges, universities, etc.
- i** Place job listings in a location with a diverse audience.
- i** Monitor diversity efforts and include them in annual company report.
- i** Promote succession planning programs that improve gender diversity at senior levels.
- i** Get information from a variety of groups, cultures, religions, etc.

SOURCE USED TO DEVELOP THIS TIPS SHEET:

The Newfoundland and Labrador HR MANAGER (<http://www.nlhrmanager.ca>)

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