Before we kick off…

- This webinar will be recorded
- Drop any questions and comments in the chat box throughout the session
- Keep an eye on your inbox tomorrow for an email for more on this research, including the full report and recommendations

About us

Totaljobs Group logos: CW Jobs, Totaljobs, Jobsite, Career Structure, CityJobs.com, emedcareers.com, Just Engineers, RetailChoice, milkround, Caterer.com, catererglobal.com
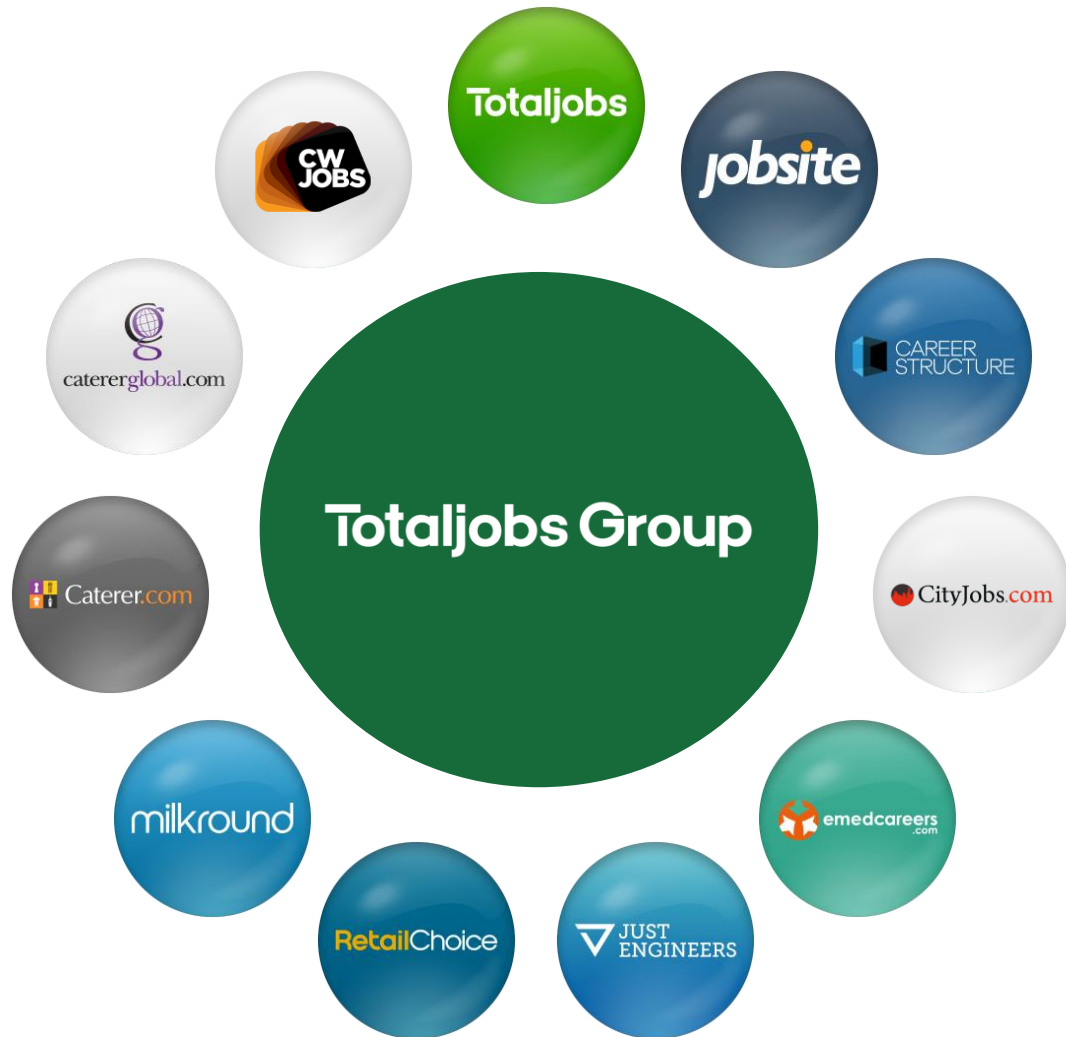
Our Solutions

Equality Boost	**Employer Branding**
EQUALITY BOOST	universum — Part of Totaljobs Group
Global Hiring	**Video Recruitment**
Totaljobs GLOBAL HIRING	
Early Careers	**Appcast Xcelerate**
milkround	Appcast Xcelerate
Visibility Products	**Data Insights**
Totaljobs	StepStone Insights

About us: The Diversity Trust

- The Diversity Trust is a UK-based Community Interest Company established in 2012 with the mission to 'influence social change to achieve a fairer and safer society'

- We are specialists in equity, equality and diversity

- The Diversity Trust work across corporate, public, private, voluntary, community and social enterprise sectors to provide:
  - ✓ Training and consultancy
  - ✓ Research and development
  - ✓ Educational materials and films

- The Directors and Associates are members of protected characteristic groups, and our network brings rich, lived experiences to the work we do

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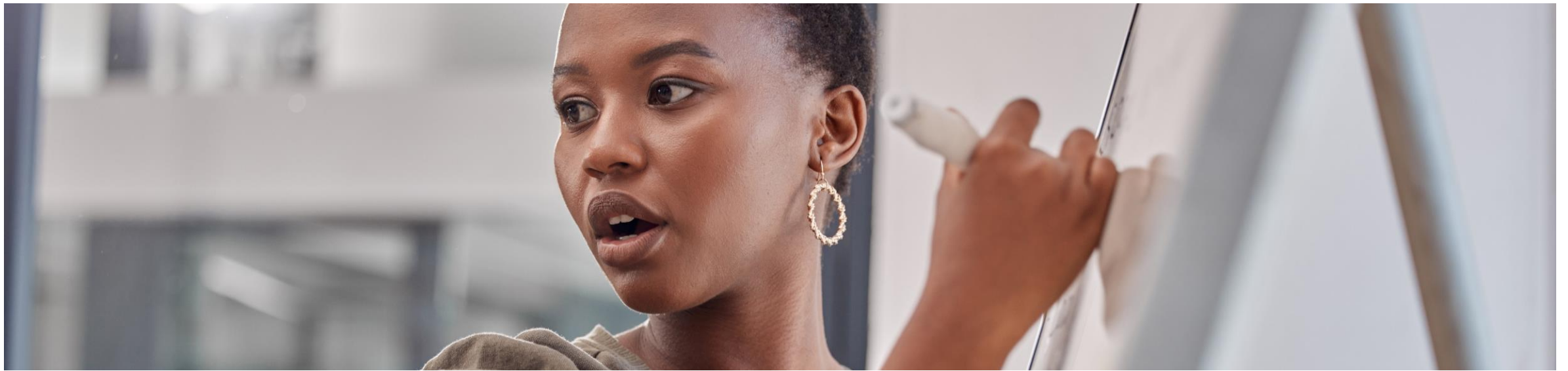
About the research

In field May 2022

Where stats from the sample of Black and South Asian women show a discrepancy of 5% or less, we record this as one stat. Otherwise, we split the stat to highlight how the experience differs.

Survey of **1,006** women of Black and South Asian heritage

Two intimate focus groups of **20** women total

Survey of **2,000** nationally representative workers

Comparative insights with **873** white men and **884** white women

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Pre-employment

"My daughter asked me, *how can I aspire to be something that does not exist?* You have to be a trailblazer and then also be seen as a single story."

- South Asian British woman, community development

Career aspirations and influences

Before entering employment:

- **55%** of Black women and **49%** of South Asian women felt they had female role models who looked like them, working in their preferred career

- A third (**34%**) of Black and South Asian women were discouraged from pursuing a certain career path

- **Three quarters (76%)** of Black and South Asian women took on work experience opportunities

Source: Totaljobs & The Diversity Trust research of 1,006 women of Black and South Asian heritage

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Career confidence

	vs	
Confidence after education		Further in their career

Black women

66% ▬▬▬▬▬▬▬ 64%

South Asian women

62% ▬▬▬▬▬▬▬ 62%

White men

48% ▬▬▬▬▬▬▬ 53%

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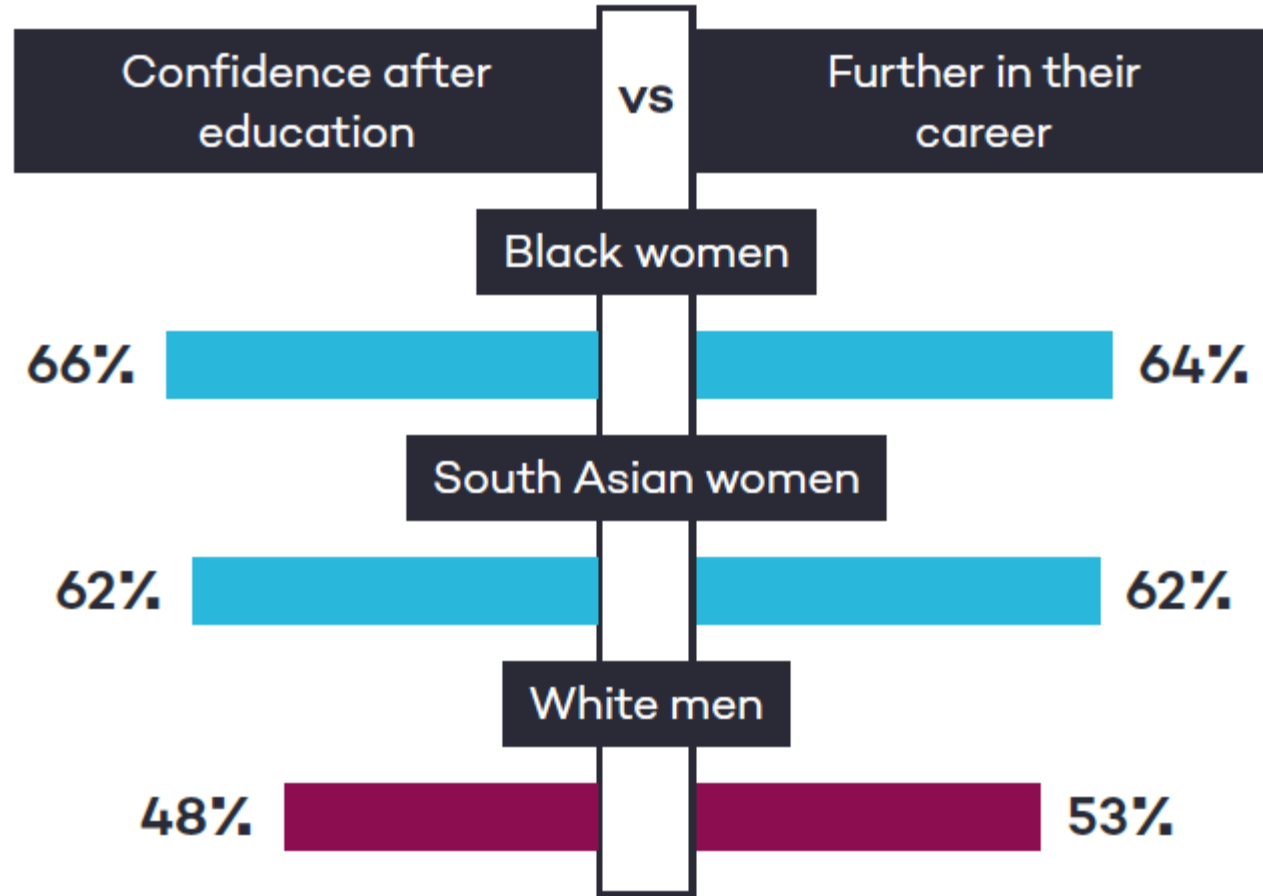
The job application process

"Just being qualified for a job is no longer 'enough' for POC and especially WOC. We have to jump through so many more hoops for the same jobs. One time a colleague snickered at me and said 'you're a diversity hire'. I have a double Masters and have co-founded my own start-up but apparently that wasn't enough."

- South Asian British woman, pharma-tech sector

Access to employment

Average time taken to secure first role

Chart: Average time (months) taken to secure first role

Group	Months
Black men	5.3
Black women	5.1
South Asian women	4.9
South Asian men	4.2
White men	3.4
White women	2.8

y-axis: months (0–6)

Legend: ■ Average time (months) taken to secure first role

Source: Totaljobs & The Diversity Trust research

EQUALITY BOOST

✓ With racially minoritised people's job searches taking longer to secure success, positioning opportunities in front of this audience can not only boost applications, but make the hiring process more equitable

✓ **Equality Boost** pinpoints when, where and how to reach the talent you need by demographic, socio-economic group, location and interest information. This means you can serve the right ad to the right audience

✓ **Equality Boost** uses data-science to create targeted display advertising campaigns aimed at improving ethnic diversity

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First impressions at the job interview

- **78%** of Black women and **73%** of South Asian women have changed their demeanour to appear more "approachable or friendly"

- **73%** of Black women and **63%** of South Asian women have felt they need to "tone down" certain turns of phrase or mannerisms

- **59%** have been made to feel uncomfortable, patronised or intimidated due to their ethnicity with **52%** reporting this due to their gender

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Actions for more inclusive attraction and recruitment

The job advert

1. Include the company's approach to diversity, equity and inclusion in the job advert **(43%** of Black and South Asian women said this would create a more inclusive recruitment process)

2. Remove certain language in job adverts, e.g., 'strong', 'native', 'energetic' **(31%** of Black and South Asian women said this would create a more inclusive recruitment process)

Outreach

1. With a third of Black and South Asian women discouraged from pursuing certain careers from a young age, employers can work to understand the perceptions, wants and needs of potential candidates and channel these into their EVP, working with employer branding experts such as **Universum**

2. Broaden talent pools to reach a diverse audience and open opportunity for all, through tools like **Equality Boost,** which can target underrepresented groups who on average experience a lengthier job search

Broadening opportunity with *Blueprint for All*

- Talent is everywhere, opportunity is not

- That's why Blueprint for All work with young people, communities and organisations to create an inclusive society in which everyone, regardless of race, ethnicity or background is provided with tangible opportunities to thrive

- Totaljobs Group Limited will **donate 5% of profits from sales of Equality Boost** over the period July 1st to December 31st to Blueprint for All, a registered charity [Charity number 1102267]

B Blueprint for all | **Totaljobs**

Actions for a more inclusive application process

Upskilling

1. Provide access to career counselling **(36%** of Black and South Asian women said this would create a more inclusive recruitment process)

2. Provide access to networking groups **(27%** of Black and South Asian women said this would create a more inclusive recruitment process)

Interviewing

1. Challenge and query hiring decisions with bias in mind. Hiring managers should consider if they are hiring for 'cultural fit', or why they see one candidate as having more 'potential' than another

2. Introduce diverse interview panels and an independent D,E&I challenger(s) into the process, who can help the business be accountable for consistent interview processes, standardised interview questions and unconscious bias training

Feedback

1. Provide feedback to candidates based on their skills and constructive feedback on how to improve, with the aim to support them in their jobseeking journey

2. Give candidates the opportunity to give feedback on their experience of the application process and anything that would make it more inclusive

Progression and opportunity

"I had to prove myself a lot more – [I have the] sense I have the role, now I am required to prove myself because of my background."

– Black British woman at senior manager level, public administration

The journey to managerial level

- **Two thirds** of Black and South Asian women at managerial level state their identity impacted their progression

- **30%** felt they needed to work harder to reach their position than others

- **25%** feel pressured to act a certain way

- **20%** feel pressure to act as a role model

- **19%** feel their work is held to a higher standard than other managers

- **59%** of Black and South Asian women agree that their employer supports their career goals and ambitions

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Actions to foster and encourage progression

1. Provide career counselling **(36%)**

2. Explicit commitment to DE&I at all levels of the business, with associated targets **(35%)**

3. Create safe spaces or networks to give people with shared/similar lived experiences a sense of community **(32%)**

4. Clear progression routes and pathways to promotion **(32%)**

5. Transparent salary bands **(31%)**
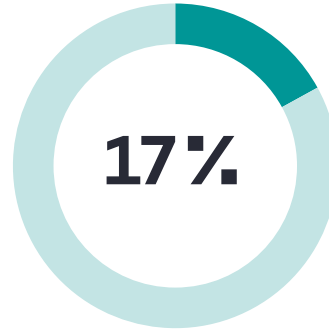
Discrimination and psychological safety

"I had to resign for a second time from a position where I have been treated inappropriately and differently to my white male colleagues."

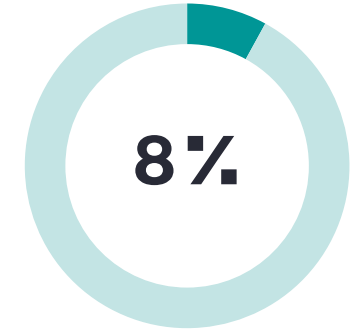- South Asian British woman, banking & finance sector

Discrimination goes unaddressed

79%

of Black and South Asian women have faced discrimination in the workplace

17%

only **one in eight** of those who have faced discrimination reported this

8%

of those who reported an incident, a mere **8%** said the outcome was positive or constructive

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Actions to address discrimination

1. Real acknowledgement of the incident and its impact **(37%)**

2. Clearly documented, consistently applied consequences for the perpetrator following the report of an incident **(35%)**

3. Offer tailored wellbeing support as part of the reporting process **(34%)**

4. Transparent and clear processes for investigating grievances **(33%)**

5. Clear action-led process in place when reporting to a senior member of staff **(32%)**

6. More broadly, actively and consistently communicate a stance against racism, discrimination and bias **(38%)**
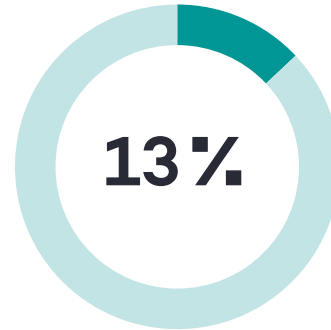
Mental health and wellbeing

"I'm resilient but exhausted."

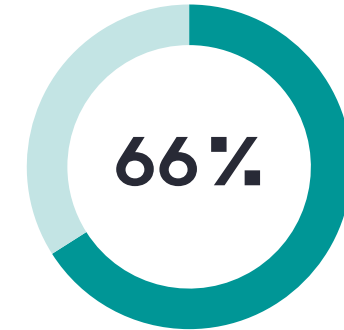- South Asian British woman, community development

Under pressure – wellbeing at work

62%
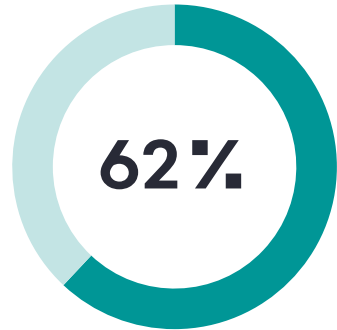
of Black and South Asian women report their wellbeing has suffered at work, compared to **52%** of white women and **49%** of white men

13%

reached out to their employer or manager about their wellbeing and did not receive any support

66%

have felt the need to code-switch* at work. Black women are more likely to feel pressure to code-switch, at **70%**

Source: Totaljobs & The Diversity Trust research of 1,006 women of Black and South Asian heritage

*Harvard Business Review defines code-switching as: "involv[ing] adjusting one's style of speech, appearance, behaviour, and expression in ways that will optimise the comfort of others in exchange for fair treatment, quality service, and employment opportunities."

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Actions to support the wellbeing of staff

1. Develop anonymous listening groups or employee resource groups to provide a safe environment so women feel seen and heard **(32%)**

2. Where the opinions and expertise of Black and South Asian women are sought, recognise the time, resource and mental labour they have volunteered

3. Encourage employee-led resource groups or affinity groups, where communities have a safe space unique to their lived experiences (**55%** believe such groups can improve sense of community and inclusivity)

4. Provide access to support services which have the intersectionality of mental health and ethnicity at their heart, and ensure the women who need this are aware of how to access (**36%** want support to be provided following global events that can be triggering or traumatic for particular communities)

Final takeaways

- Black and South Asian women who are managers felt their identity impacted their opportunities, with lack of representation in senior leadership roles adding to pressures of code-switching and 'proving' themselves

- The issue of gaslighting persists across organisations, creating additional barriers for women in the workplace who face discrimination

- With this comes leadership and accountability from senior management to create real institutional change

- Co-creation of strategy and initiatives with Black and South Asian women is needed, to reflect the richness of diverse voices and expertise shaping it

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Over to our panel

Sarika Sharma
She/her

Race and Unconscious Bias Consultant
The Diversity Trust

Tinashe Verhaeghe
She/her

Race and Ethnicity Consultant
The Diversity Trust

Victoria Azubuike
She/her

Founder and CEO
The Us Group

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Thanks for joining