

# BUILD A SUCCESSFUL DIVERSITY RECRUITMENT STRATEGY



## Understand How to Better Target and Attract Diverse Talent

Understanding the demographics of your **target talent audience** is critical to building a successful **diversity and inclusion strategy**. Recruiting is the first step in the process. It is imperative to understand who you are attracting today in order to create an effective recruitment strategy for tomorrow.

Personified's Talent Demographics Report shows you the **makeup of your current applicant pool** to help you understand who your **company is attracting today** and which **groups you need to focus on tomorrow**. We also provide a clear picture of how your recruiting efforts measure up by comparing how well you attract different demographic groups compared to your industry and competitors for talent.

Personified surveys your target talent to determine their key employment factors as well as where and when they typically search for jobs. We then take it one step further and summarize the main differences in this information by individual demographic segments. These insights enable you to **create messaging specifically tailored to the groups you want to attract** and at the same time, **maximize exposure to that messaging**.

Personified's Talent Demographics Report provides exclusive target talent data you can use to improve your:

- Job Posting Messaging
- Recruitment Strategy
- Sourcing Strategy

Available for:

- Overall company
- A specific position, or combination thereof
- Nationwide
- Specific location, or combination thereof

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