

# DRIVING INNOVATION

## WITH A HIGHLY ENGAGED, DIVERSE AND INCLUSIVE WORKFORCE

By the end of this presentation, you will learn how to attract top talent through uplifting your job ads and creating an ideal candidate avatar, fostering inclusivity in the workplace through REVUP Your Potential™, why diversity is essential in your business needs and how you can level up best practices in your workplace.

**BEE HAPPY HR CO.**  
HR & MARKETING SERVICES



womenin  
biznetwork

PeopleBright  
CONSULTING INC.

REVUP



# We REVUP Your DEIB, HR, Career & Marketing Services



**Leigh Mitchell**

Founder  
Women in Biz  
Network (WIBN) +  
Bee Happy HR



**Hilda Gan**

Founder, People Bright  
Consulting  
Creator of REVUP Your  
Potential



**Sara Bibb**

Founder of MKS HR Consulting,  
Director of HR, for  
Women in Biz Network +  
Bee Happy HR





# Meet Leigh Mitchell

## AGENDA :

- Why DIEB is good for business
- Gender diversity
- Building an inclusive hiring process
- Fostering inclusivity in the workplace
- DEIB Audit
- Steps to take significant action

Leigh Mitchell is an inclusive, innovative HR Strategist and Marketing Professor at the University of Guelph Humber and York University. Leigh is committed to equality and belonging in workplaces and founded [Bee Happy HR & Marketing Co.](#) to improve diversity and inclusion results within organizations committed to making a difference but unsure where to start. Bee Happy HR is a full-service brand management and diversity-driven HR company.

With a team of certified professionals, Leigh is proud to be building Canada's leading diverse Human Resource and Brand Management Organization focused on your small business employer and business branding, position promotion, recruiting, and retaining talent for your workplace.

Leigh is also the founder of [Women in Biz Network](#); she coaches clients, speaks with interesting guests on her [Time to Thrive Podcast](#), curates [mentorship initiatives](#), promotes Women in Biz Network's [diversity-driven career board](#), and delivers skill-building events to a variety of audiences.





## Why is DEIB Good for Business?

- ✓ Gallup states “if managers could increase the number of employees who believed their opinions counted, organizations could **reduce turnover by as much as 27%, safety incidents by 40%, and increase productivity by 12%.**”
- ✓ Diverse companies enjoy **2.3 times** higher cash flow per employee
- ✓ **43% of companies** with diverse boards noticed higher profits
- ✓ Racially & ethnically diverse companies are **35% more likely to perform better**
- ✓ When Fortune 500 companies had at least three female directors, the return on invested capital jumped over **66%**, return on sales went up 42%, and return on equity increased by **53%**.



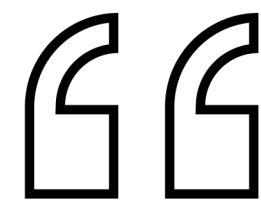


**78% of employees**  
say they value  
inclusive workplaces.  
More than half of  
them research a  
company's policies  
before they apply.





# Gender Diversity Facts



According to the McKinsey and LeanIn "Women in the Workplace 2022" [report](#), women are given fewer opportunities for promotion. **For every 100 men who are promoted from entry-level positions to management roles, only 87 women are promoted.**





## Building an Inclusive Hiring Process

- ✓ Write inclusive job postings and job descriptions **–be flexible on qualifications and or experience**
- ✓ Have re-entry programs for those who have **temporally left the workforce**
- ✓ Be creative with talent search and be transparent with salaries. **Post salary bands in job postings. (Don't ask for salary expectations and ghost candidates)**
- ✓ Create **inclusive and fair hiring activities and interviewing process**
- ✓ Determine a final selection **process that is fair, consistent, inclusive and equitable**
- ✓ **Provide flexibility (remote, hybrid, reduced work weeks)**





# Fostering Inclusivity in the Workplace

- ✓ Gather the data
- ✓ Implement DEIB surveys
- ✓ Foster a culture of sponsorship and mentorship
- ✓ Who's in your network?





# DIEB AUDIT – DO YOU?

**BEE HAPPY HR CO.**  
Your Diverse Talent Hive

1. **Explain what inclusivity and diversity means** within your organization and how you support these needs.
2. **Research best practices on writing and promoting inclusive job postings.**
3. **Build a diverse network and share jobs postings** within these communities.
4. **Provide interview accommodations and be understanding about employment gaps..**
5. **Create a welcoming environment with a belonging-** based onboarding where honest and open communication is encouraged.





# Meet Sara Bibb

## **AGENDA:**

- 7 Steps for a Successful Inclusive Hire
- Best Practices for an Inclusive Hiring process
- Job Ad vs. Job Description
- Ideal Candidate Avatar©

Sara Bibb is a certified HR Leader and our Director at Bee Happy HR Co. She is a professional and certified Human Resources Professional. You will think she is part of *your* team because she takes pride in serving her clients and getting the best solution to the HR issues they are experiencing in their business.

She completed her post-graduate program in HR Management at Seneca College and obtained her Certified Human Resources Leader (CHRL) designation in 2009.

Sara discovered that smaller companies have the same HR issues as larger ones, but without the professional HR resources to handle them. What else was there to do?

With her 16+ years in HR, she started her own HR Consulting firm and became the HR Department for small business. Sara is also the HR Mentor for Women in Biz Network.





# 7 Steps for a Successful Inclusive Hire...

1. Create the **Ideal Candidate Avatar ©** for your job opening
2. Create a targeted job ad & post it
3. Screen the resumes
4. Do an initial phone screen
5. Schedule & prepare for face to face interviews
6. Develop standard scoring and reference check system
7. Offer of employment and new hiring onboarding.



# What is the Difference between Your Job Ad & Job Description

## Job Ad

- Shorter, to the point
- Targeted
- Why your company ?

## Job Description







- Longer & more detailed
- It's your Road map
- Responsibilities can define and document performance standards



# Inclusive Language

## Writing Inclusive Job Descriptions

Be sensitive regarding language around:

-  **Gender.** Substitute "their" for "his" or "her" wherever pronouns are used.
-  **Race and ethnicity.** Make sure your postings welcome all ethnicities and races.
-  **Age.** Terms like "fresh" or "seasoned" can allude to age and shrink your applicant pool.
-  **Sexual orientation.** Remember to welcome everyone in the LGBTQIA+ community. For example, when discussing maternity leave offerings, switch to the term parental leave instead.
-  **Ability.** Avoid using terms like "strong" or "able-bodied." That implies someone with a physical disability might not be welcome at your organization.
-  **Education.** Depending on the work, 4-year degree requirements may be exclusionary and not as relevant today as they once were.



He/she will join a 4-man team

### Sexism

Gender-coded content that could exclude candidates based on gender identities.

Understanding the master/slave clusters

### Racism and Tokenism

Racially insensitive content and language that tokenizes groups.

Must be able to lift 20 lbs

### Ableism

Language that could exclude people with physical disabilities.

Young professional with lots of energy

### Ageism

Ageist content that could exclude people based on age, both young and old.

Strong preference for Ivy League graduates

### Elitism

Content that excludes people from different socioeconomic backgrounds.

You share our Christian values

### Religion

Language that excludes people from different religious backgrounds.

Source: datapeople



# Writing a Job Posting Applicants Appreciate

**ABOUT THE COMPANY – 10 %**

**ABOUT THE JOB – 50 %**

- ✓ Overview
- ✓ Responsibilities
- ✓ Qualifications

**SALARY, BENEFITS & PERKS - 15%**

- ✓ Start with salary followed by perks

**DIVERSITY & ACCOMODATION – 15%**

**HIRING PROCESS (WHAT TO EXPECT NEXT) – 10%**







# Ideal Candidate Avatar ©



- Why an Ideal Candidate Avatar?



# Ideal Candidate Avatar © Components

- Hard Skills
- Soft Skills
- Years of work Experience
- Education & Level
- Professional Certifications
- Fit for the role
- Are you looking for someone with a diverse background
- Is your unconscious bias coming into play?





# Ideal Candidate Avatar ©

Let's Build one  
together!

*Our Focus - Fit for the role  
of Retail Sales Associate*







# Meet Hilda Gan

## WHAT YOU WILL LEARN/AGENDA :

- REVUP Principles
- Fascination Test
- Your role in DEIB Workplace

Hilda Gan is the Founder and Chief People Officer of People Bright Consulting, an HR Consulting and Leadership and Team Training company. Hilda is a consultant and collaborative partner for Bee Happy HR. Hilda is the creator of REVUP Your Potential™, a set of principles that help enhance communication and creates inclusive work culture. She is a #1 international best selling author where she shares her REVUP concept.

In the late 90s, she and her husband built iTRANS Consulting, an award-winning, national Engineering firm that grew from 2 – 125 people in 7 offices across Canada. They wanted to create a company, where people loved what they did and loved where they worked. iTRANS became recognized as a Best Workplaces in Canada® – top ten twice and a finalist in Canada's Best Managed Companies. The REVUP Your Potential™ concept is based on the success of iTRANS.



# Set of Principles that creates Inclusivity, Builds Trust, Instills Confidence

**REV**UP™

**Respect**

**Equality**

**Valued**

**Uniqueness**

**Potential**

19





**The R is for RESPECT**

**Treat Others the Way They  
Want to be Treated**





## The E is for Equality

Treating people as equals

Everyone's role is equally important

It's what **INCLUSIVITY** is all about





## The V is for Valued

**The importance of making people feel valued**



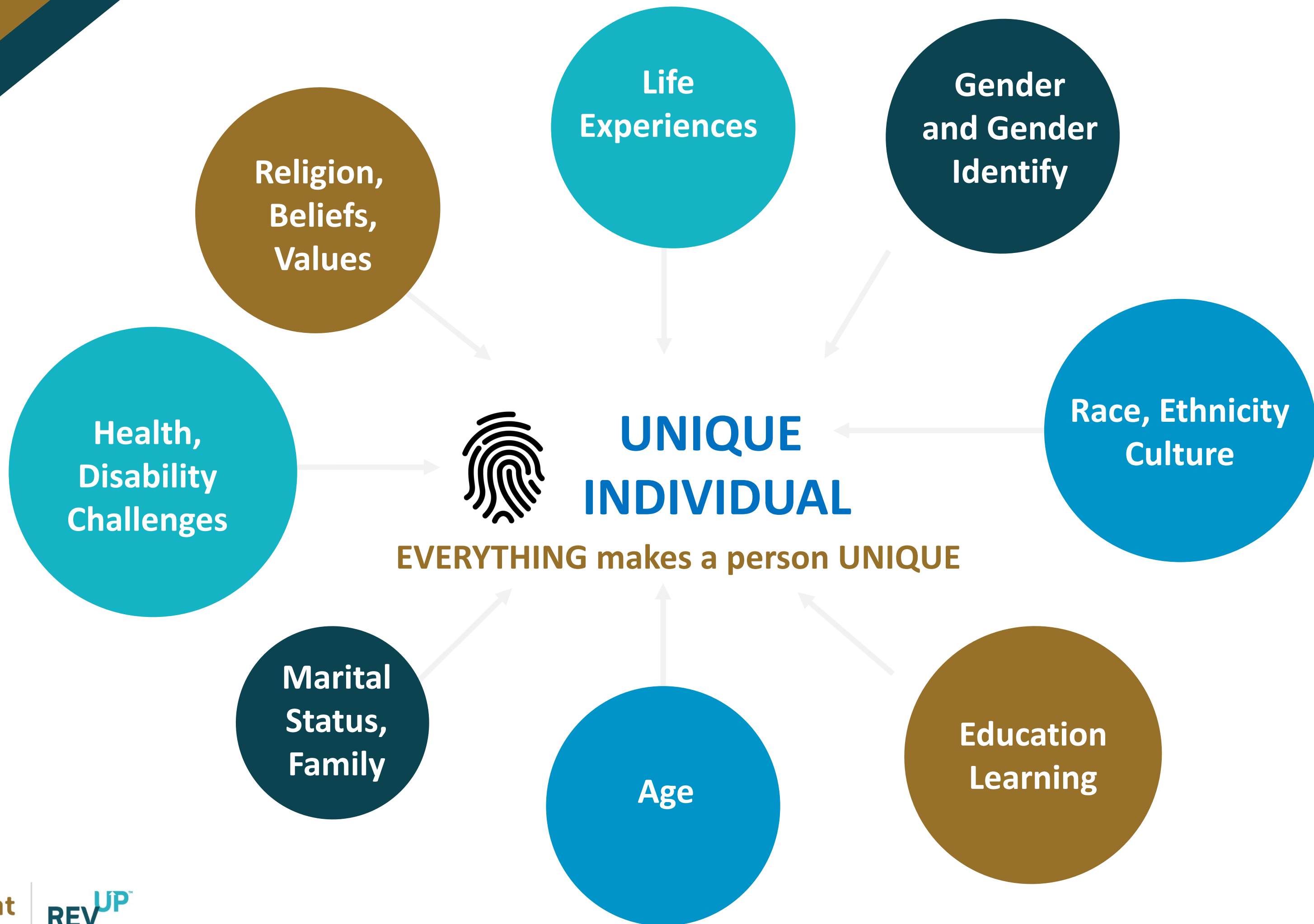


# The U is for Uniqueness

**Recognize and foster the Uniqueness in you and in others**

**Uniqueness is the key to building trust, and improving relationships**







# SECONDARY ADVANTAGE

- INNOVATION
- PASSION
- POWER
- PRESTIGE
- TRUST
- MYSTIQUE
- ALERT

# PRIMARY ADVANTAGE

- INNOVATION
- PASSION
- POWER
- PRESTIGE
- TRUST
- MYSTIQUE
- ALERT







# The P is for Potential

The ability to develop, achieve,  
or succeed

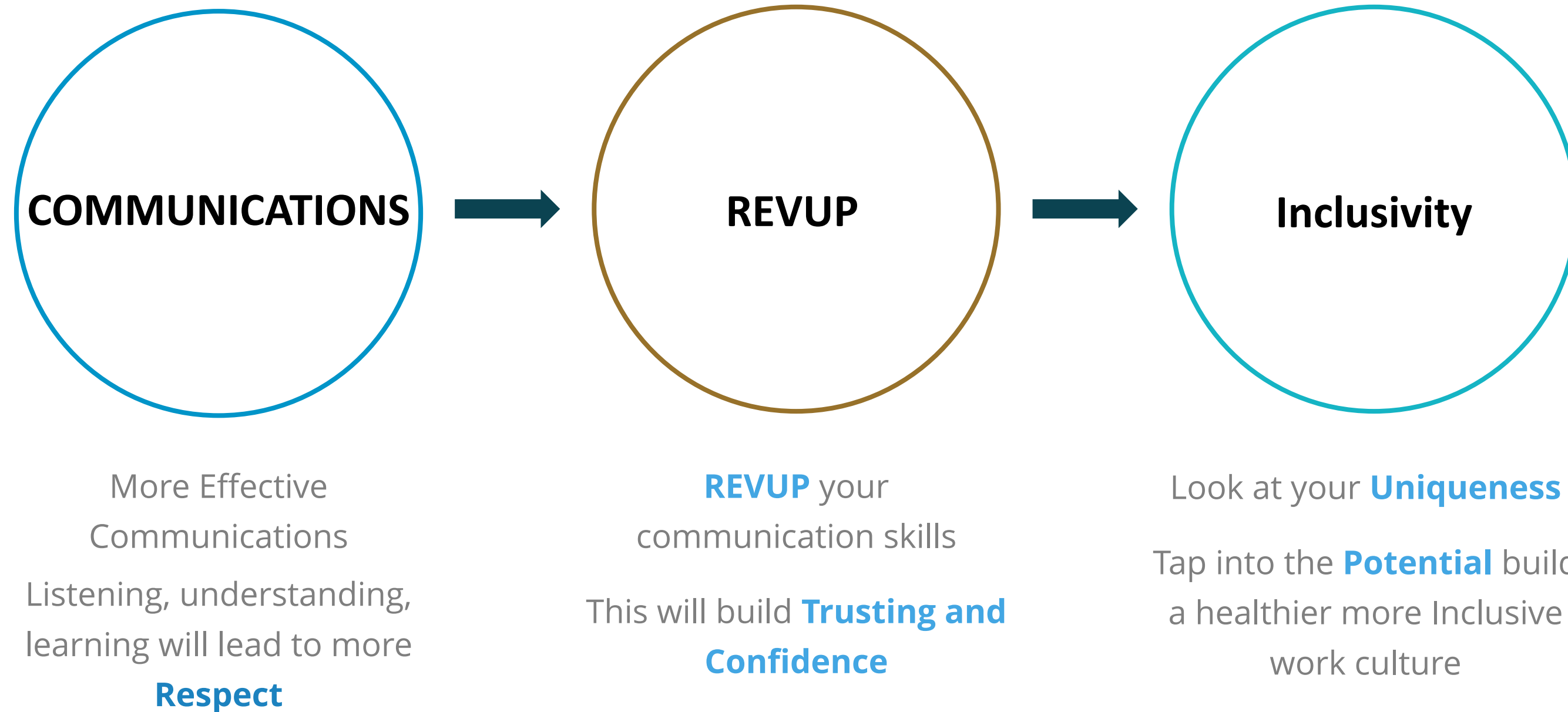
**Recognize Uniqueness and  
tap into potential**

**When you tap into your potential  
and those of others, you build  
confidence, trust and motivation**



# PUTTING IT ALL TOGETHER

## REVUP a Better Workplace



## Embracing a REVUP approach builds DEIB workplaces





## Your Role as HR

You have a pivotal role to  
embrace DEIB in the  
Workplace





# REVUP FINALE



**DOWNLOAD RESOURCES NOW**

- ✓ Creating DEIB Workplaces makes good business sense: work culture, health of an organization and the financial success
- ✓ It starts with hiring the right people: creating job postings that attract the right people
- ✓ Creating the right environment: that fosters DEIB – embracing a REVUP Workplace



# We REVUP Your DEIB, HR, Career & Marketing Services



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biznetwork

# Let's Plan a Discovery Call Today...

We know that this can be overwhelming and would be happy to have a confidential conversation about your inclusivity, HR, Career and Marketing needs. Please reach out at

[queenbees@beehappyhr.com](mailto:queenbees@beehappyhr.com)