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Seven Diversity Trends To Watch This Year





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Seven Diversity Trends

Microquest is a diversity consulting firm that serves leading Fortune-class companies, technology companies and not-for-profits in the U.S. and globally. Microquest helps its clients develop strategies and execution plans to improve diversity representation in their workforces and to achieve their inclusion goals.

Over almost 25 years, we have built databases and methodologies to make us uniquely qualified to add significant value in diversity and inclusion.

Seven Diversity Trends to Watch This Year

Our work with leading brands including BlackRock, Facebook, and the Walt Disney Company has made us privy to a number of inclusion issues and trends affecting talent acquisition in the U.S. and globally.

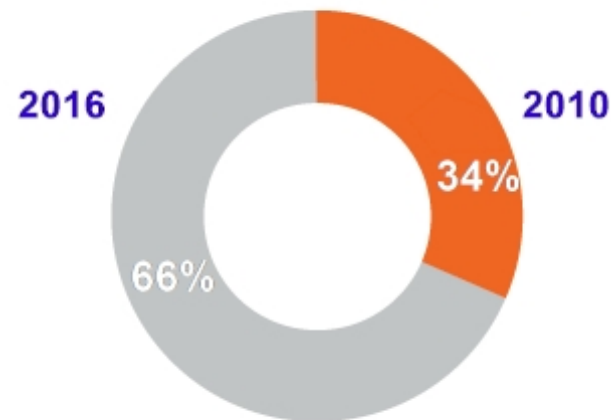
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The Rise of Diversity

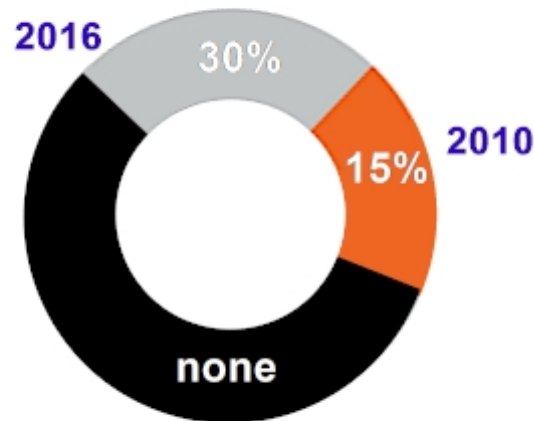
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F500 Formal Diversity Programs



Source: Diversity Inc.

Global 500 Formal Programs



Source: Diversity Inc.

1. The Rise of Diversity

Diversity as a goal in the corporate workspace is clearly on the rise, offering challenge and opportunity for modern enterprises.

Based on research of corporate annual reporting, U.S. Fortune 500 companies are committing increased revenue, human capital and mind-share toward equality and inclusion.

Equality has not been achieved by any metric, but the dominant theme is an increasing number of companies are making tangible efforts.

Internationally, the pace of adoption trails when considering the Global 500 across all continents and cultures. When considering Western Europe, Canada and other specific countries, diversity and inclusion surpass U.S. metrics.

The Takeaway: Diversity initiatives are trending up strongly in the U.S. and around the globe.

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Diversity as Brand

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2. Diversity as Brand

A brand is a promise. The world's great brands, Disney, Nike, Apple, Mercedes Benz, conjure up expectations, values and belief systems: all embedded in the brand itself.

A company's commitment to diversity and inclusion begins to manifest itself as the company's "diversity branding." It cannot be faked to be successful. It develops through thoughtful commitment to every aspect of the employee experience, up and down the organization.

With passion and commitment the "diversity brand" speaks to credibility, culture and results.

The Takeaway: As the competition for diverse human assets and culture escalates, organizations that are most successful in developing "diversity branding" will be positioned toward emerging talent and competitive markets.



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War for Talent

3. War for Talent

The competition for skilled female and diverse talent is causing an intense battle in the employee marketplace. As more companies proactively seek diversity in hiring, the competition for talent intensifies.

One of our clients has set a minimum rate of 40% female hires for all manager positions.

Long term, it is expected that a growing ratio of females and minorities will acquire the education and training necessary for specialized executive roles. In the mean time, competition will increase for hiring and retention.

The Takeaway: Progressive organizations need to develop and utilize a powerful set of tools and a culture to match, in order to achieve their diversity and inclusion goals.



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New Sourcing Strategies

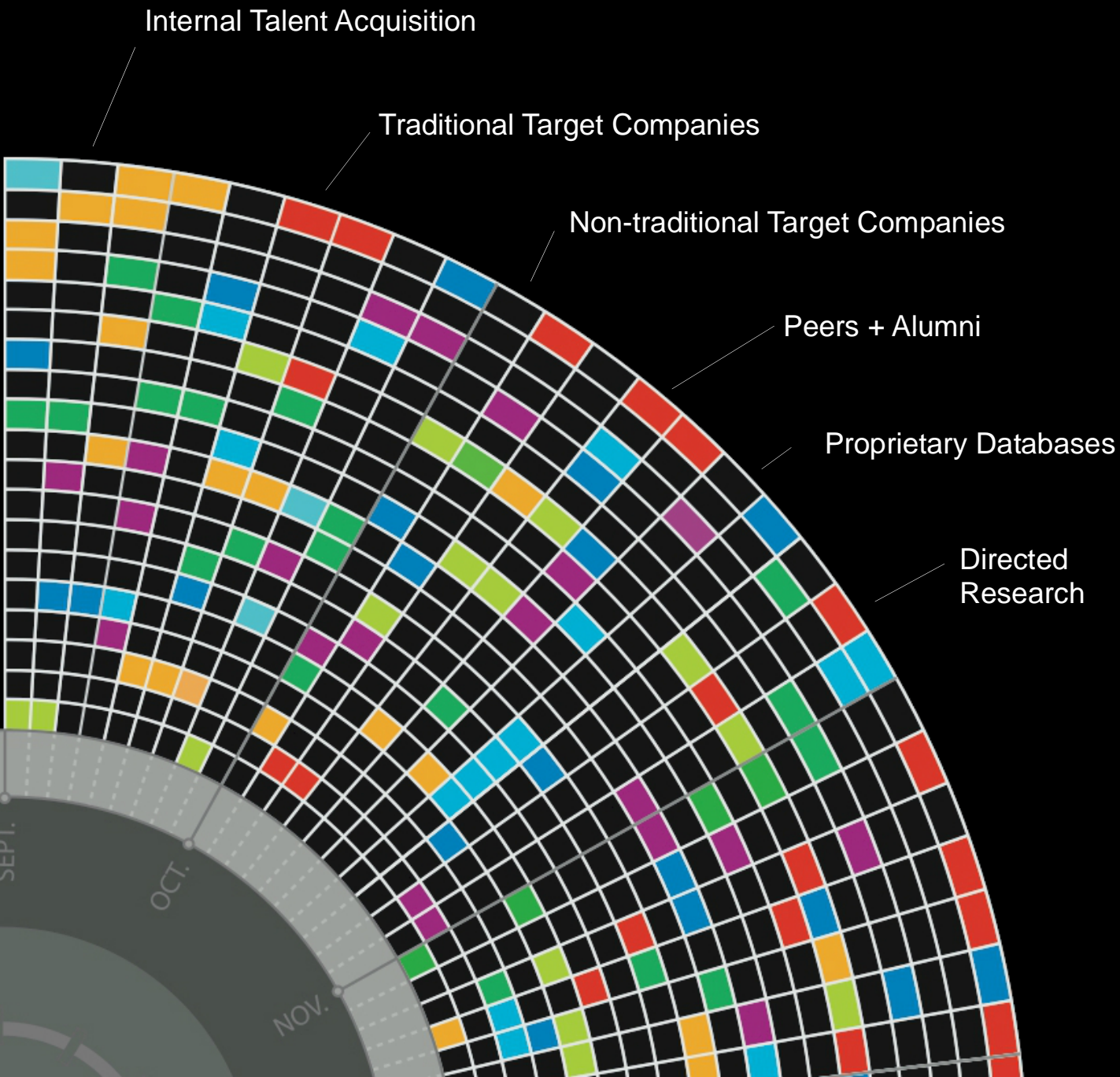
4. New Sourcing Strategies

In this increasingly competitive marketplace, one must consider new approaches to identify and source candidates:

1. Install internal talent acquisition capabilities
2. Identify qualified individuals at target companies
3. Explore individuals at non-traditional target companies
4. Identify peers and alumni of good candidates and employees
5. Utilize proprietary databases
6. Execute directed research

The days of passive hiring practices are quickly giving way to the modern recruiting HR organization. Experts from the field, in all phases of executive search and recruiting are coming into the corporation.

New sourcing strategies are especially essential when it comes to female and diverse talent. The same old practices produce the same old results.





microquest directed research



Angie Richards

Software Engineer, Apple
angie.richards@apple.com

Previously worked at Workday and F5 Networks. Education: MSCS & BSCS California Polytechnic State University San Luis Obispo 2014. Skills: Objective C, web applications and JavaScript. Diversity status: Female.

Location: **Seattle, Washington**



Apple

Apple Inc.
1 Infinite Loop
Cupertino, CA 95014
408-996-1010
[website](http://apple.com)

\$183 billion in sales. Fortune Rank: # 5
Manufactures and markets iMacs, iPhones, iPads, iPods, software and iTunes music.

Titles:	Software Engineer : Front-End Engineer : Female + PoC (only)
Skills:	(any) Java : Python : Hadoop : C : C++ : JavaScript : J2EE :
Companies:	Amazon : Apple : Blackberry : Bloomberg : BuzzFeed : (cont)

Record count: 14 of 124

New Sourcing Strategies (cont)

Microquest works with clients to develop creative specifications and strategies to identify female and diversity talent. Results are delivered in PDF documents and XLS spreadsheets.

Microquest has developed expertise in identifying individuals with difficult characteristics to query and search for:

- African American
- Female
- Disabled
- Hispanic
- LGBTQ
- Veteran

Utilizing custom research, a database of 250,000 diverse candidates, 5,000 companies and our proprietary algorithms, we rapidly develop profiles with contact info and verified emails. Clients are able to move directly to the contact phase.

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Global Diversification



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5. Global Diversification

Clients in the USA often act as “point” on inclusion efforts in foreign markets.


Microquest has developed capabilities to identify candidates in foreign countries and have worked with major technology companies and global financial institutions to develop talent mapping and sourcing information all over the world.

The criteria that defines the desired “diversity” often changes from zone to zone. Often we identify females, while in other geographies the focus is on “historically under-represented groups,” as in South Africa or India.

Changing cultures, public perceptions and new legislation make it imperative that global companies “get ahead” on global inclusion by developing programs now.

The Takeaway: U.S. and foreign companies need intelligent capabilities to increase representation in global markets.

global talent mapping

 Geographic target locations for major Microquest client research projects



Microquest Research

FUNCTIONAL SPECIALTIES:

- Technology
- Sales + Customer Support
- Finance + Analysis
- International Operations



local talent sourcing



Microquest Research

FUNCTIONAL SPECIALTIES:

- Technology
- Sales + Customer Support
- Finance + Analysis
- International Operations

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Diversity in Technology



6. Diversity in Technology

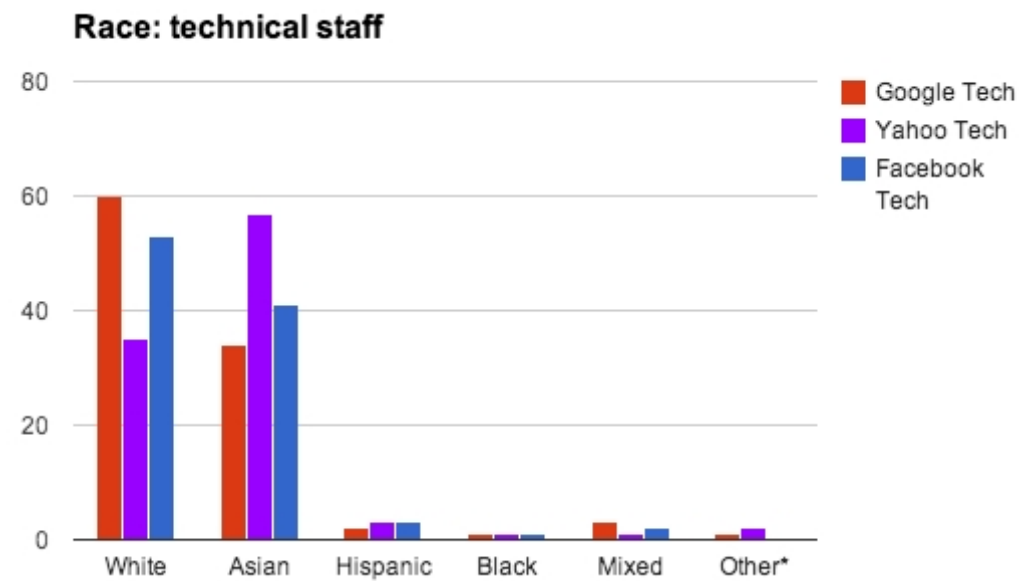
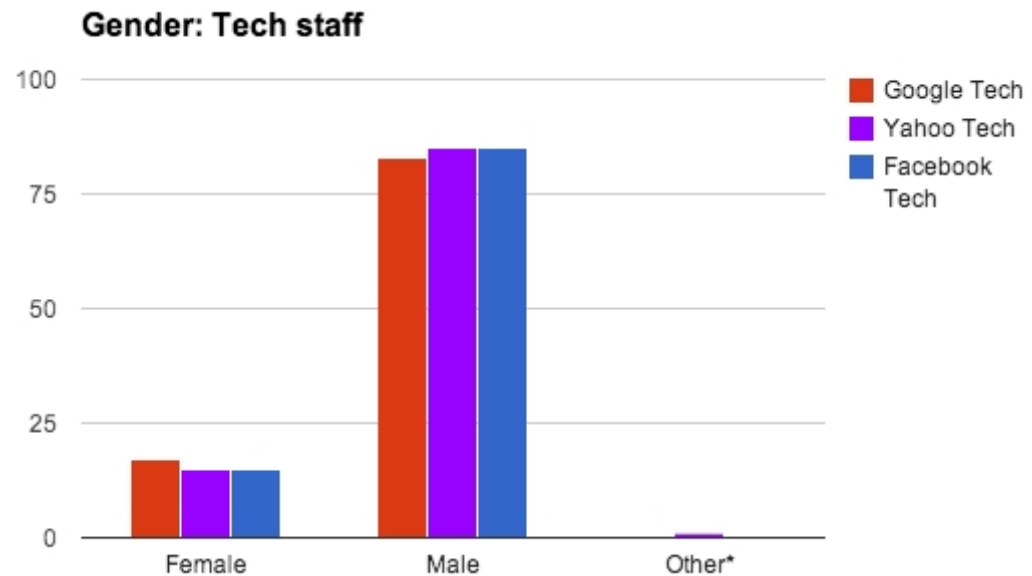
Gender inequality at Silicon Valley technology companies has been on the radar screen and escalating fiercely since Google first published its “employee diversity” statistics in the summer of 2014, following the famous blog posts of Pinterest software engineer Tracy Chou.

Chou made the case that diversity data should be released by tech companies. She set up an open source survey on GitHub and within one week they had developed significant diversity data on 50 tech firms.

A number of tech firms now choose to divulge their diversity stats, including Amazon, Apple, Facebook, Google, Intel, Microsoft, Twitter and Yahoo.

Females, African Americans and Hispanics are not well represented.

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Diversity in Technology (cont)

The figures on the left show data from 2014. As more companies divulge this info, the story remains the same: a great divide.

The reasons and solutions are numerous and arguable.

The trend however, is absolutely clear: There is a very strong push and backlash relative to the advancement of females and minorities in Silicon Valley — and increasingly for all technical positions in all industries.

The Takeaway: Companies must do more, in a proactive fashion, to further female and minority participation in technical roles. Those who are slow to act will soon pay a significant price.

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Spend vs Liability

7. Spend vs Liability

Progressive companies are utilizing corporate directives, goals, budgets, mind-share and head-count to implement actionable inclusion strategies.

For example, Intel has committed \$300 million to new inclusion initiatives aimed at increasing the under-represented by 14 percent over the next five years.

Corporations slow to enact meaningful diversity and inclusion programs face a number of liabilities:

- Multi-million dollar judgments handed out by the EEOC
- Loss of Federal government contracts
- Negative perception by the press and consumer
- Inferior corporate culture
- Limited pool of talent assets

The Takeaway: The world, as always, is changing. What once seemed arbitrary can become critical overnight. Look ahead. Do not get to the wrong side of history. Diversify.





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Microquest is a diversity consulting firm that helps its clients develop strategies and execution plans to improve diversity representation in their workforces and to achieve their inclusion goals.

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Washington, DC
June 14, 2016



Lorraine Ross
Microquest
President
& Co-founder
Honoree



Lorraine Ross has been selected to attend the White House United State of Women summit in appreciation of the work she has done to further gender equality.

The summit brings together leaders from the public and private sectors to discuss issues impacting women and girls: leadership, visibility, education and opportunity.