

משרד העבודה הרווחה
והשירותים החברתיים
חוסן חברתי לישראל



iati
Israel Advanced
Technology Industries


הפורום הישראלי לגיוון בתעסוקה
المنتدى الاسرائيلي للتنوع في سوق العمل
THE ISRAELI FORUM FOR EMPLOYMENT DIVERSITY

D&I

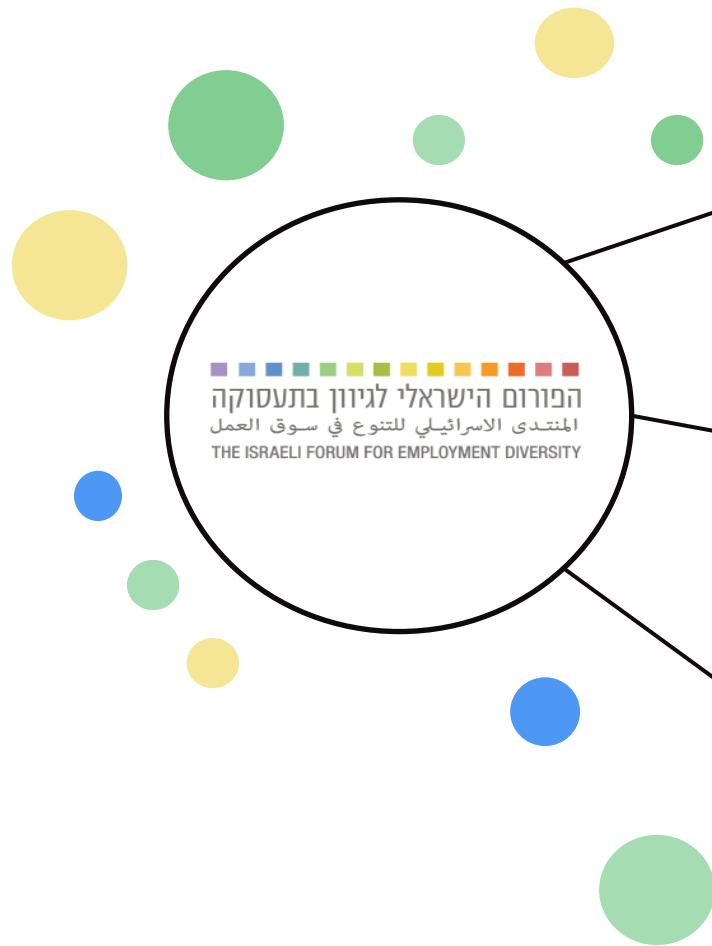
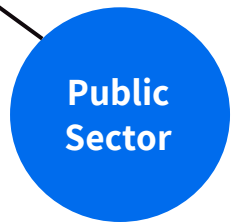
Why and How

CEO Event



Agenda

- Terminology
- Moral, Social and business case
- Talent Life Cycle Through the Lens of D&I



Under-represented Populations In Israel



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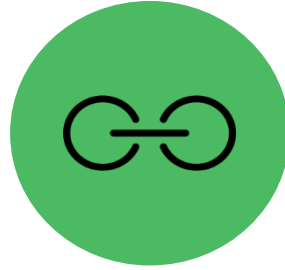
Awareness



Tools



Knowledge



Collaborations



Training

What we do

Diversity

actively bringing **people of all backgrounds** to be a part of the workplace.

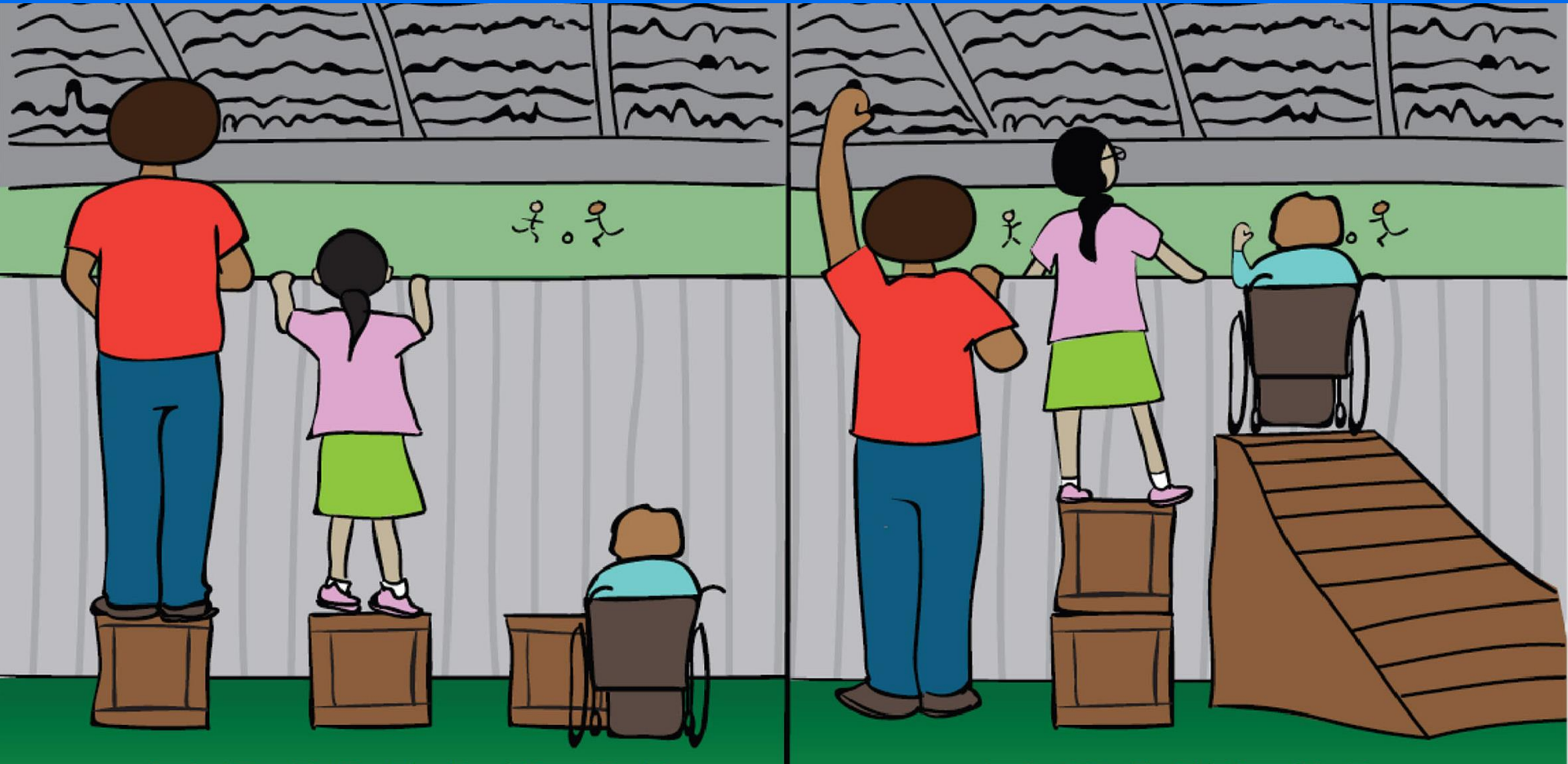
Equity

ensuring all people have **equal opportunities** within the organization

Inclusion

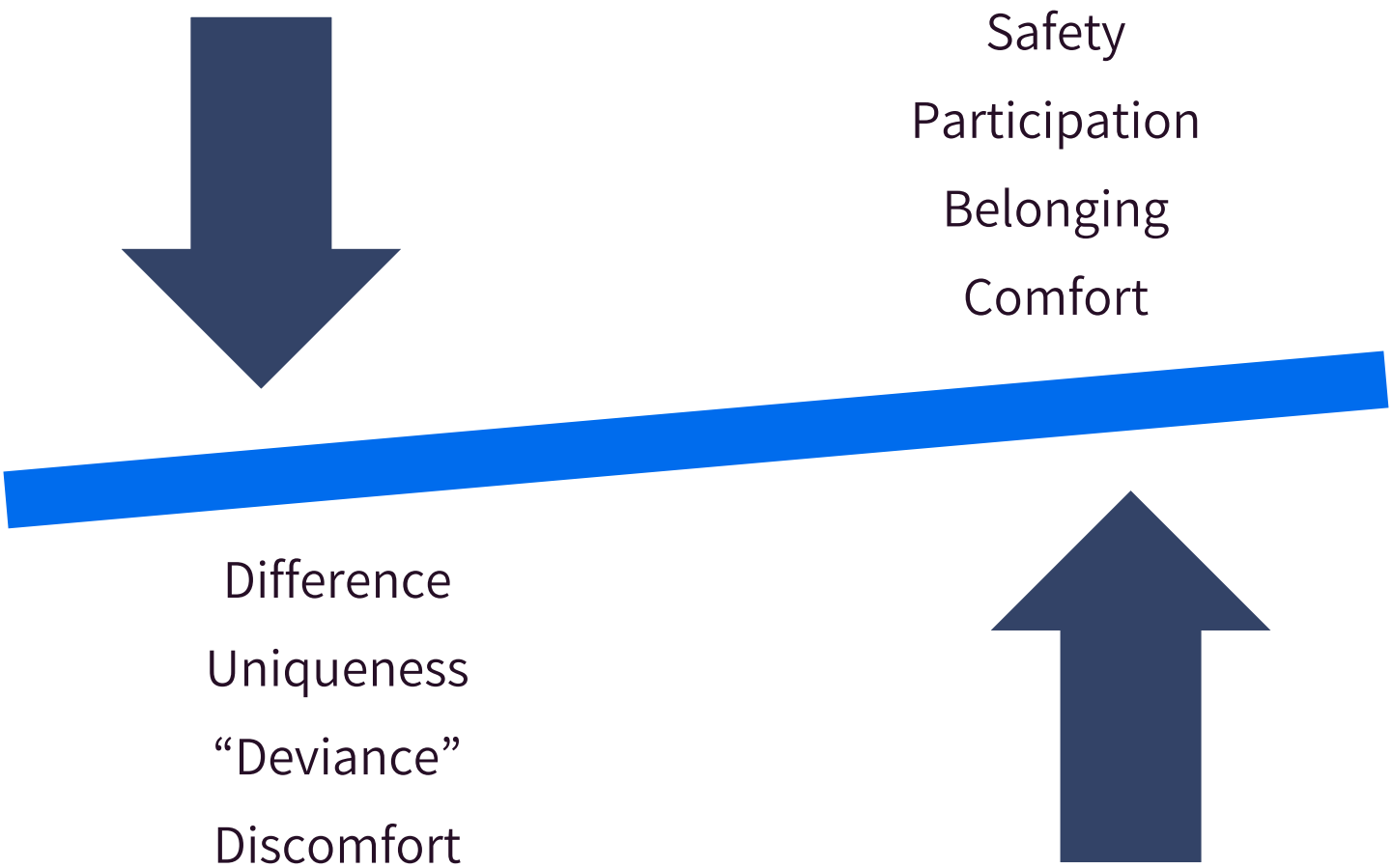
recognizing and **embracing those differences** so every employee can have an impact on your organization

While talent is evenly distributed, opportunity is not





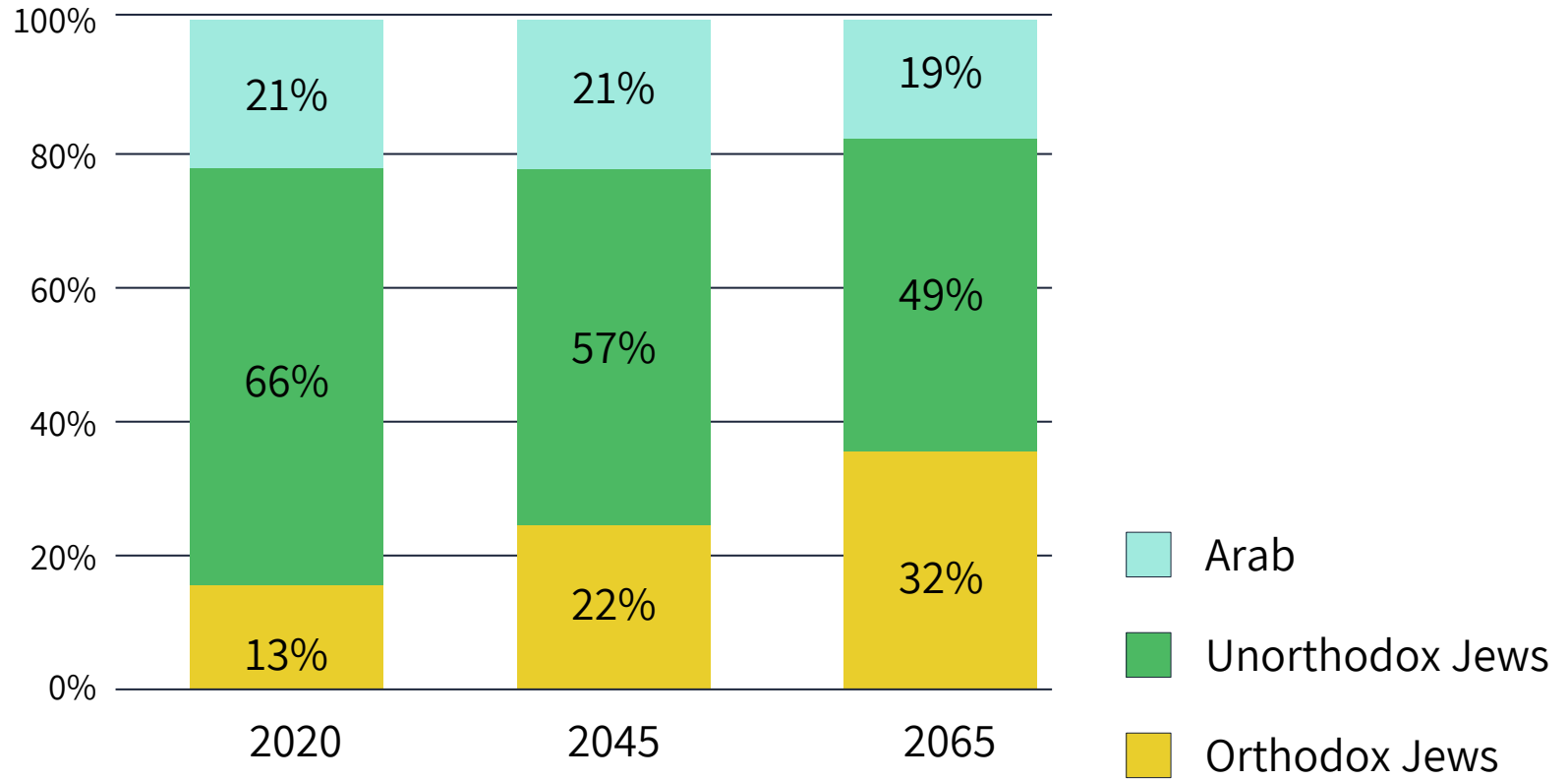
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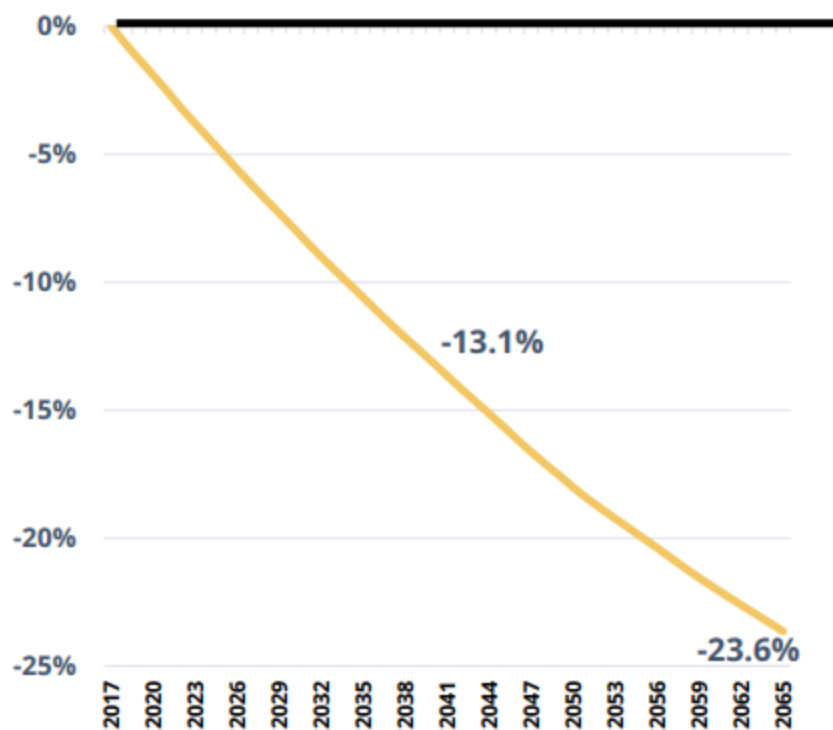
Why do we
HAVE to
promote
diversified
workplace?



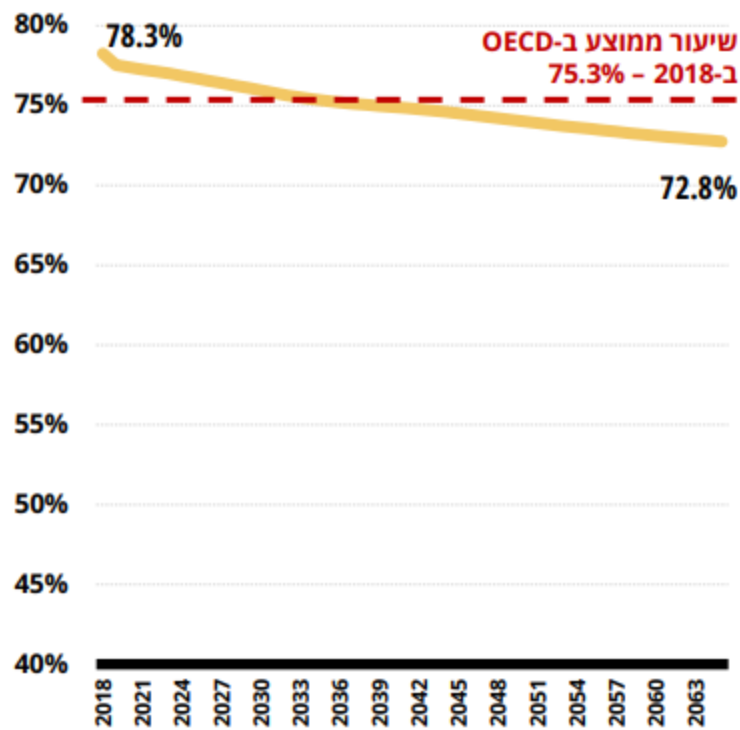
Israel's Population Forecast



רמת חיים - רמת ההכנסה מעבודה לנפש



שיעור התעסוקה



מקור: ניצה (קלינר) קסיר ואסף צחור-שי, עבודה בתהליך. * סימולציה המתייחסת לאי התכנסות של שיעורי התעסוקה וההכנסות. בסיס הסימולציה תחזיות אוכלוסייה 2015-2065, חלופה בינונית, של הלמ"ס.

Why should
WE promote
diversified
workplace?



Future employees

seeking diversified workplace

67% of job seekers said that a diverse workforce is an important factor when evaluating companies and job offers.

Diversity leads to

Greater Success

Companies practicing diversity are

70 % more likely to capture a **new market**

Inclusive Organizations have better **Business Results**

2.3 times more **cashflow** per employee

1.4 times more **revenue**

Talent Life Cycle Through the Lens of D&I



What is the lens of D&I?



- Objectivity is actually the **majority point of view**
- **Structural change** will overcome bias
- **Data** based decision making
- **Proactivity** and **visible** of D&I efforts



Attracting & Recruiting

- Don't wait- attract
- Use diverse sources
- Create fair employer branding
- Enabling all talent to successfully apply
- Clearly signal your interest in diverse candidates



Driven by technology.
Dedicated to our people.



How We Work & Lead

Why Work Here

Diversity & Inclusion

Career D

Candidate
FEEDBACK



..... Interviewing & Hiring

Unconscious bias training - **not enough**

Re-think your recruiting practice and procedures



Data-driven diversity



Interviewing
&
Hiring

Where do we find Bias?

The screenshot shows the Textio interface for a job post titled "Customer Service Manager" in Chicago. The job description text is annotated with various bias indicators. A callout box highlights the phrase "inspired by" as a suggestion to attract more women. The right sidebar shows a "Textio Score" of 37, labeled "Below Average". It also displays two charts: "Slightly masculine tone" and "Appeals to older people". A list of issues includes "Contains too many questions", "Sentences are too long", and "Uses fixed mindset language".

textio New Import Help Document library Analytics Ben

Customer Service Manager

Job post for a Customer service role in Chicago

Our passionate team is hiring a competitive and results-driven customer service manager. We're a fun, fast-paced company, but we always work hard. As our team is rapidly expanding, we are looking for a customer service manager who is also a forward-thinking leader. This role is not just a cog in the system. We want someone who can be more than just a cog in the system. We want someone who can be a phenomenal customer rep, a proven team player, and a leader who can inspire others.

You could attract more women to apply by changing your language. Instead, you could try: inspired by

Do you have a great sense of humor? Are you driven by the ability to set and exceed results-oriented goals? Do you do your best under pressure with tight deadlines? When you see something that's a problem, do you make a change or just complain? If so, this might be the place for you.

37 Textio Score Below Average

Slightly masculine tone

Appeals to older people

- Contains too many questions
- Sentences are too long
- Uses fixed mindset language

Textio is currently comparing your writing to 25,152 recent Customer service job posts in Illinois.



Interviewing
&
Hiring

AI Hiring Tool Bias

A license to Discriminate

Meredith Whittaker, a co-founder of the AI Now

The Amazon logo, featuring the word "amazon" in a dark blue, lowercase, sans-serif font. Below the text is a curved orange arrow that starts under the letter 'a' and ends under the letter 'z', pointing to the right.

The HireVue logo, featuring the word "Hire" in a dark blue, sans-serif font, followed by a red five-pointed star, and then the word "Vue" in a dark blue, sans-serif font.



Cultural Fit

Interviewing
&
Hiring



**Diversity
without
Inclusion
=
Illusion**



Inclusion

Unfairness-based
turnover in tech is
creating a **\$16B** per
year problem

Kapor Center for Social Impact 2017

Harvard Business Review, 2020

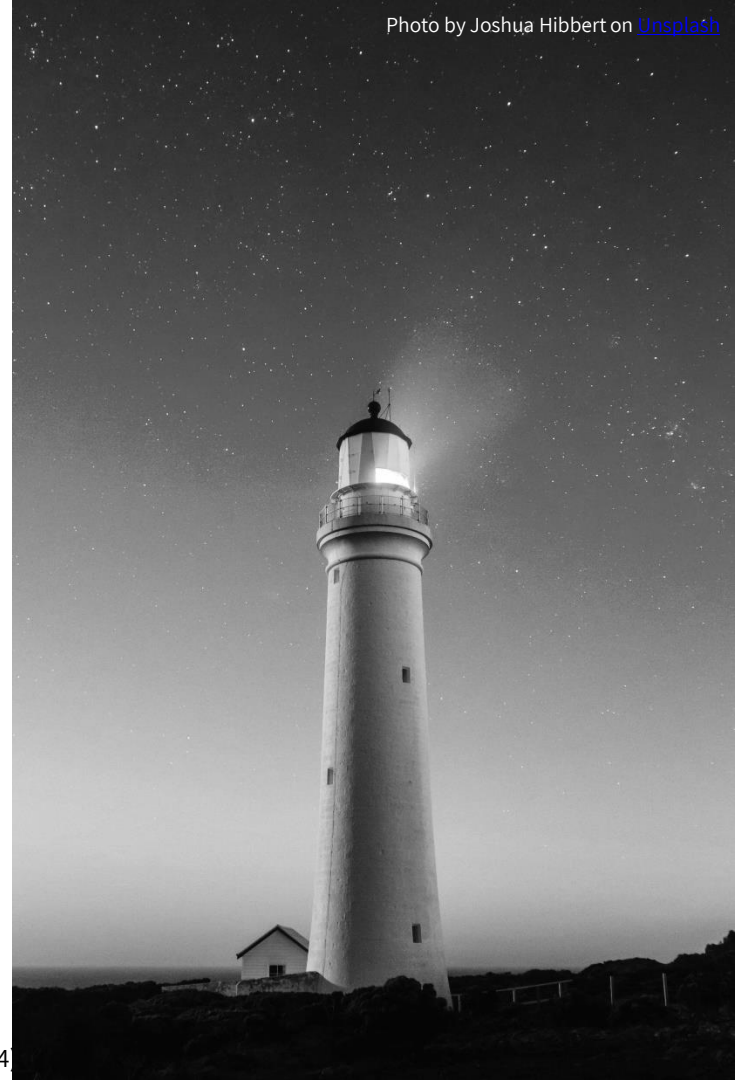
What **leaders** say and do
makes up to a **70%**
difference as to whether an
individual reports feeling included

Leader's role



Work
environment

- ✓ Effective collaboration
- ✓ Curiosity about others
- ✓ Cultural intelligence
- ✓ Humility
- ✓ Awareness of Bias





• Work Environment

Day-to-Day practices

- Meetings
- Unformal practices
- Events
- Conflicts
- Important days & holidays



Tools for **Inclusive organization**

Work
environment



Mentorship



**Employee
Resource
Group**



Allyship



**Diverse
Calendar**



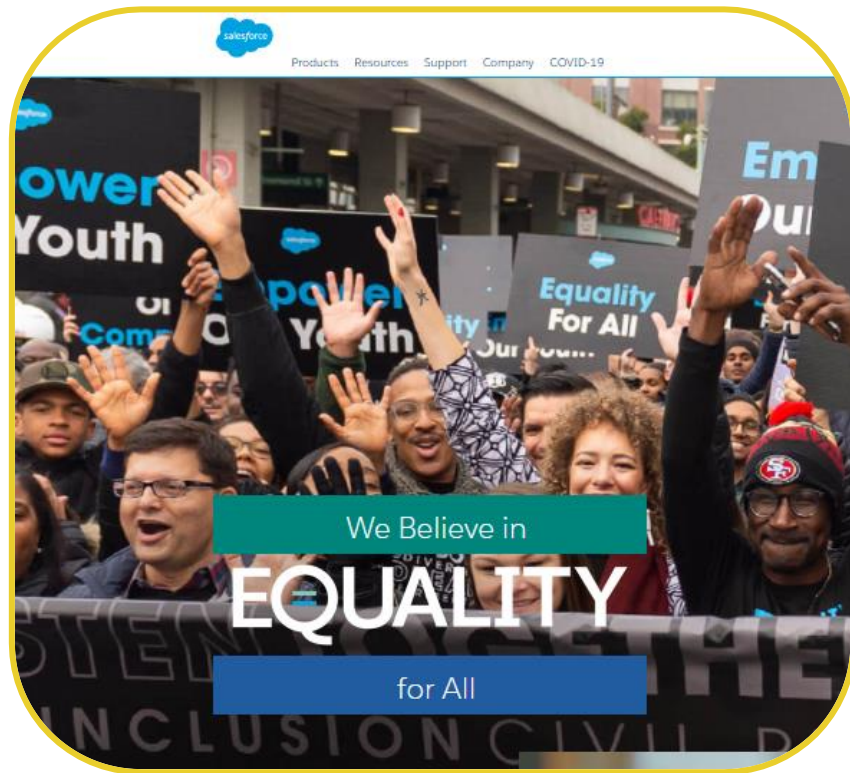
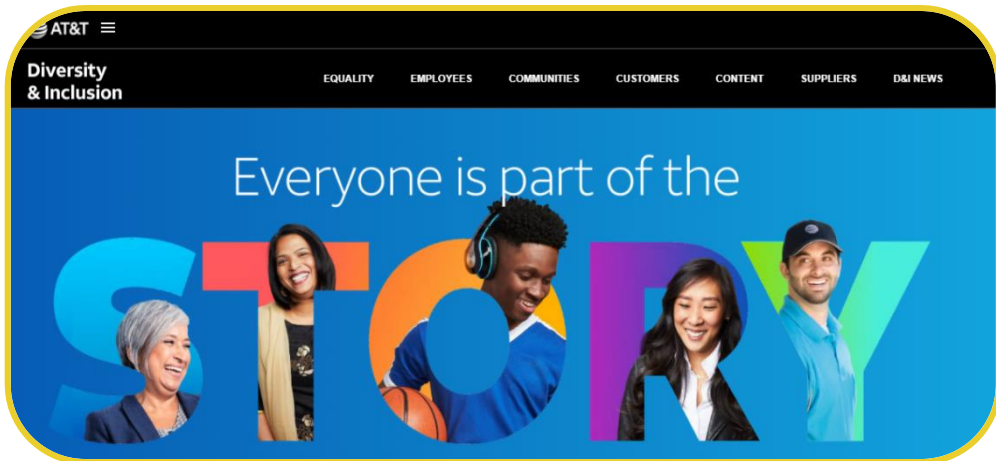
**D&I
Survey**



Engaging & communication

Engaging
&

communication





Learning &
Development

Learning & Development

- Who is in the room?
- Who gets invited?
- Are all talents represented and included?



Managing Performance & Career advancement

OR

How to avoid

Fortune 500 CEOs



All the **women**

All the men named **John**





Managing
Performance &
Career
advancement

Talent Review Biases

Feedback related on **specific business outcome**

Men

3 times more likely

than women



Managing
Performance &
Career
advancement

Talent Review Biases

References to **ability and vision**

Men

twice as many

than women



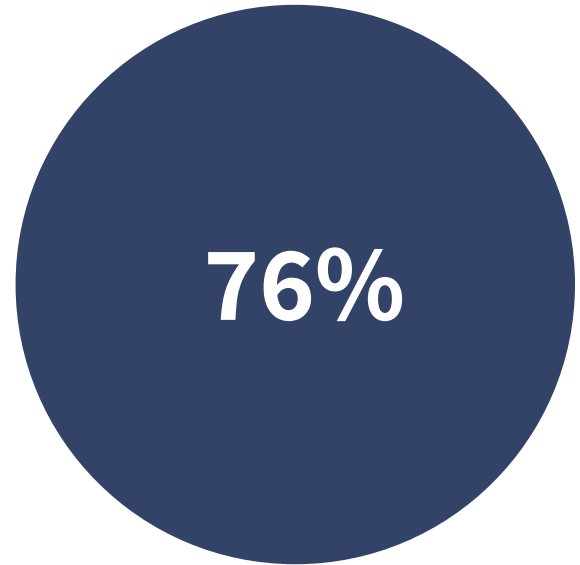
Managing
Performance &
Career
advancement

Talent Review Biases

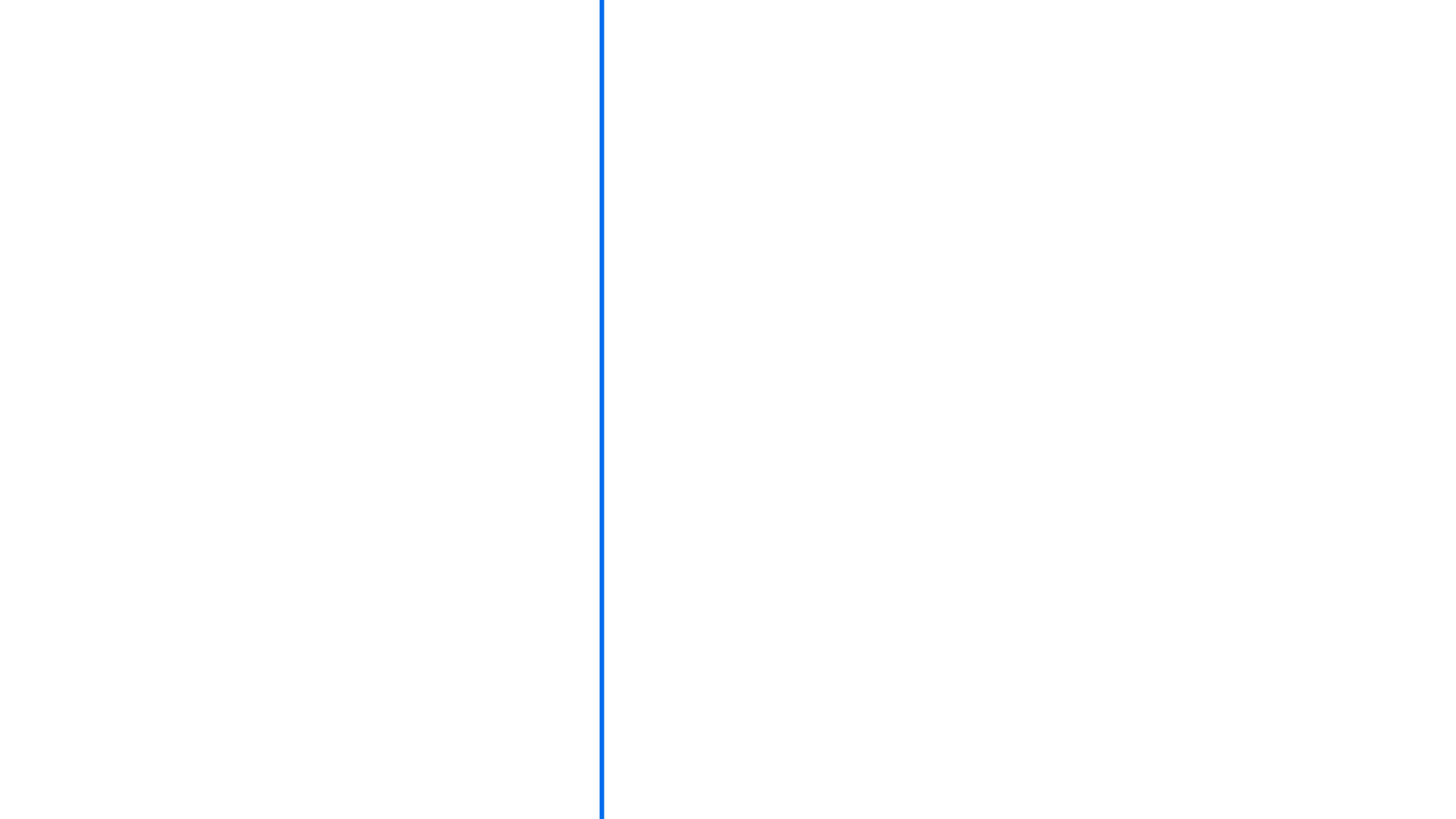
Mention of **Personality**



Men



Women





Managing
Performance &
Career
advancement

Less Biased Talent Review

Situation

What was the context?

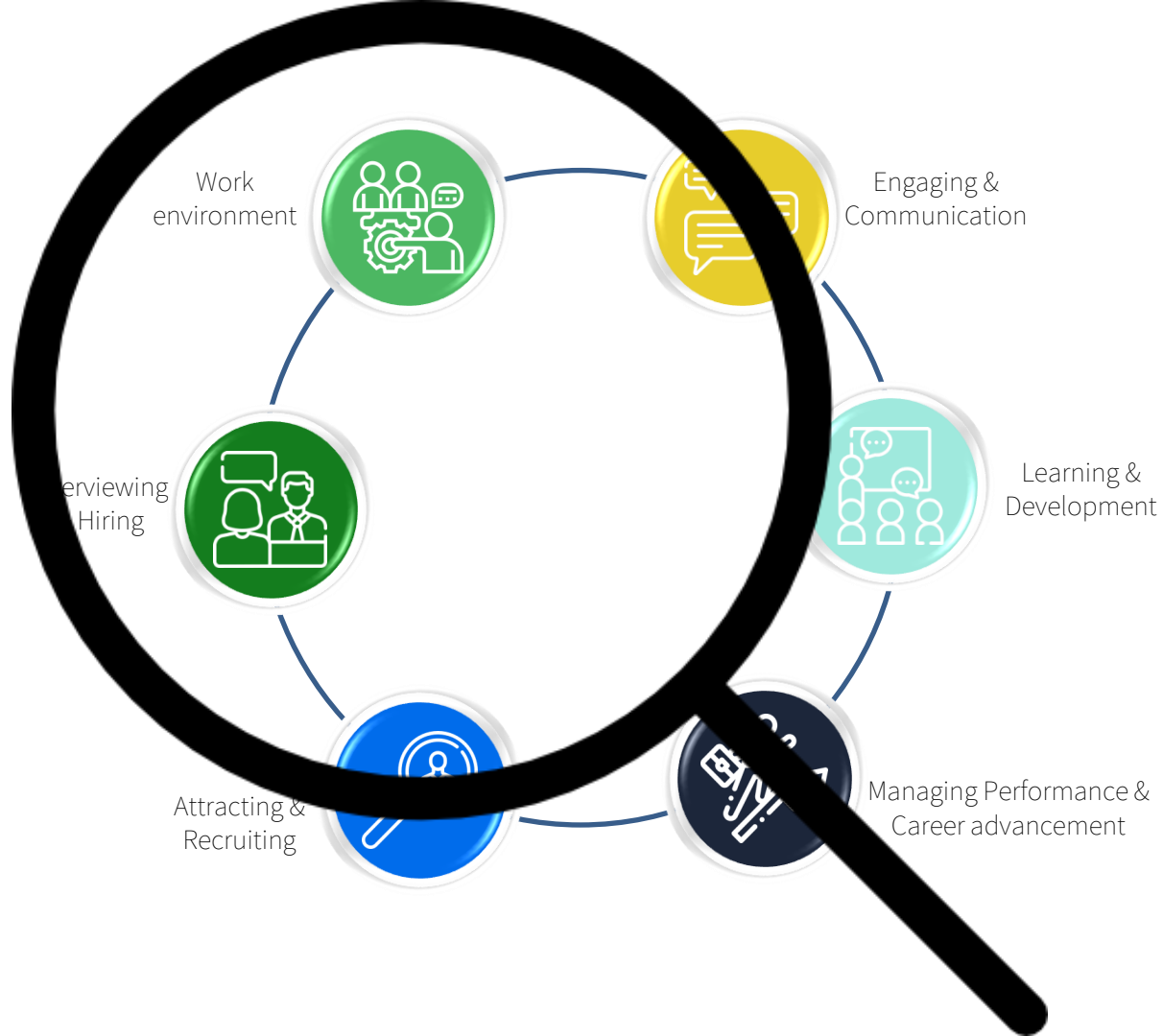
Behavior

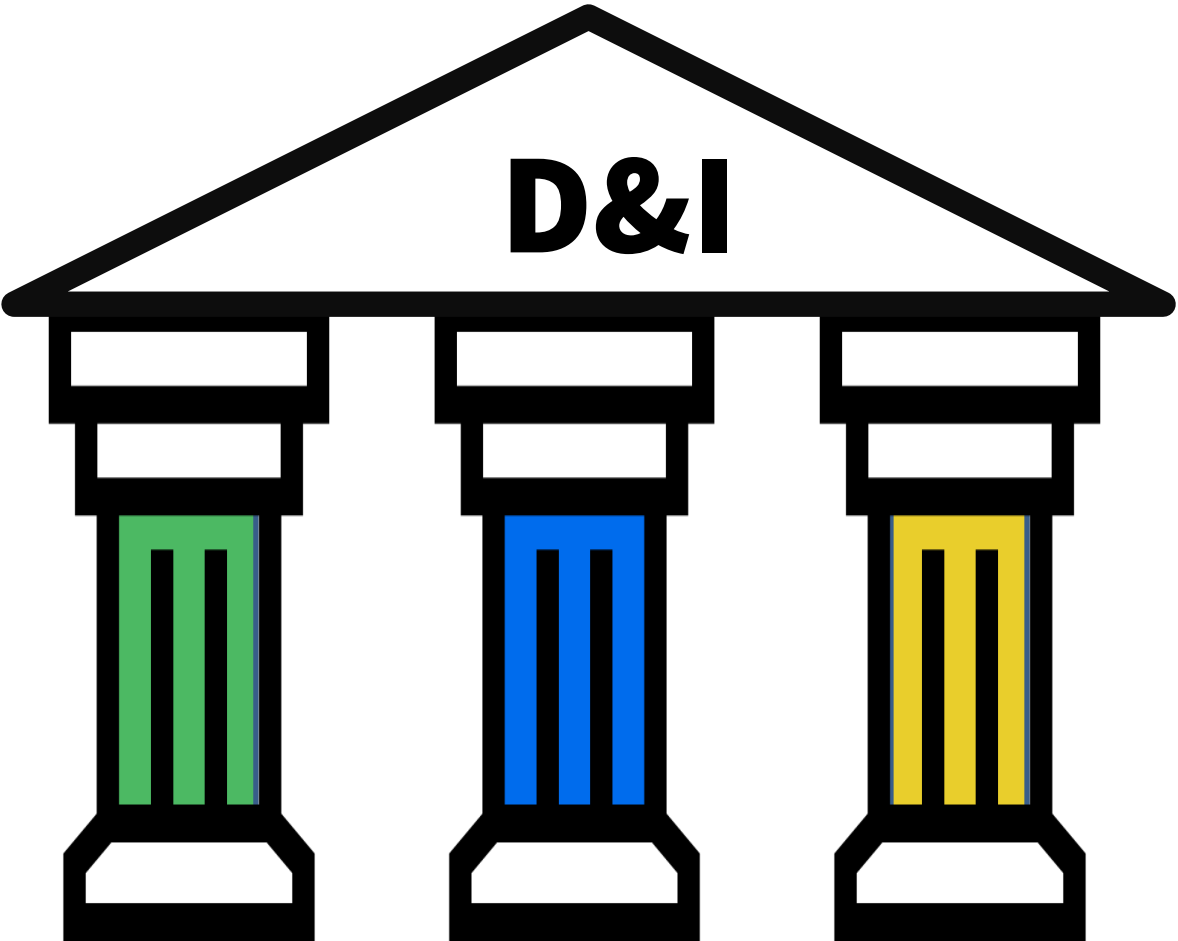
What did you observe?

Impact

Why is it important?

D&I





D&I leader

Management
commitment

objectives

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Thank you for your time

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