A guideline for employers and training providers

USING POSITIVE – ACTION LANGUAGE TO RECRUIT FEMALE TALENT

The Power of Language

Although you think of your recruitment materials as ‘neutral’ or ‘unbiased’ you’ll find that many are inadvertently aimed at men.

Fortunately, with a little work, you can make your materials – from job adverts to aptitude tests – accessible to all genders.

Support from Equate Scotland

• Equate Scotland can review materials – from job and college descriptions to aptitude tests and websites.
• Equate Scotland can offer FREE legal advice from HBJ Gately, a law firm which specialises in positive action and recruitment.

Email info@equatescotland.org.uk or call us on 0131 455 5108

MYTH: We should treat everyone the same – anything else is discrimination or stereotyping.

TRUTH: Diversity has been proven to make teams thrive. Not allowing for differences can cause or exacerbate discrimination. For example, there is evidence that women and men tend to solve problems differently. These different approaches can enrich team work, so job adverts need to actively champion diversity.

MYTH: Saying ‘the candidate’ or ‘he/she’ is enough to make job adverts or course descriptions accessible to all genders.

TRUTH: Bias can be very subtle! Everything from photos and layout to general word choice can lead to unconscious gender biases in your adverts or descriptions. A good example is omitting essential skills like team working that women tend to relate to.

MYTH: Women just aren’t suited to STEM and construction…

TRUTH: These industries have a lot to offer everyone! But if women are being put off, your business is missing out on valuable talent.
For Your Skills and Criteria Lists

Are there any you can add into your job adverts or course descriptions?

Ensure some are near the top of the skills list to highlight their importance.

- Creativity
- Conscientiousness
- Thoughtfulness
- Creative problem solver

If you’re including the above skills in your materials, they should also be reflected in any aptitude tests.