



Refining Your DEI Hiring & Retention Strategies

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Speakers



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Today's Agenda


1. UKG 2024 HR Megatrends
2. How to interview with purpose
3. Retain and grow existing talent
4. Why DEI is good for business
5. The Work Opportunity Tax Credit (WOTC) as a strategy to achieve DEI goals

Poll Question

Does your organization currently have an employee engagement and retention strategy in place?

A. Yes

B. No

A stylized graphic of a computer monitor with a light gray screen and a darker gray base. The screen area contains the text.

Redefining the Employee/ Employer Relationship

**There is no One Size
that Fits All.**

The Majority of Employees are not Engaged.

Global engagement has nearly *doubled* over the past 15 years...**but** that increase is from 12% to 23%.

Global Breakdown:
South Asia (33%)
US and Canada (31%)
LATAM and the Caribbean (31%)
Europe (13%)

Globally, employees who are *not engaged* or *actively disengaged* represent **\$8.8 trillion** in untapped productivity.

Gallup



Managers are Feeling the Heat!

Managers are *more often stressed out* than their team members and senior leadership (42% vs. 40% and 35%, respectively), and 25% say they are “*often*” or “*always*” feeling burnt out.

The UKG Workforce Institute

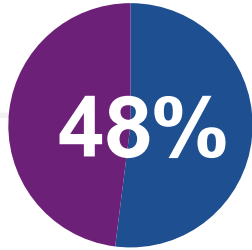


Keep Employees Engaged Throughout The Employee Lifecycle

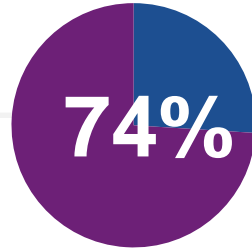




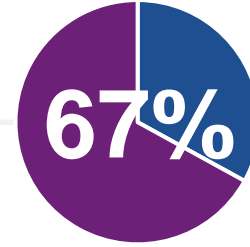
Interview With Purpose



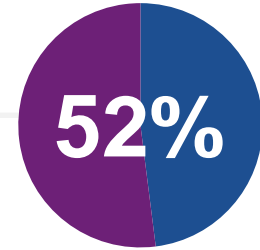
of candidates
respond
positively to
receiving
interview
information
ahead of time



of candidates
look for
opportunities
to present their
knowledge,
experience,
and skills
during the
hiring process



of candidates
value a more
empathetic
tone in
diversity,
equity, and
inclusion (DEI)
statements



of candidates
who were
given feedback
were more
likely to
continue a
relationship
with the
company

Interview With Purpose

- Job profile:
 - Be Intentional
 - ✓ What do you want the candidate to come in prepared to discuss
- Find Inclusive language
 - ✓ Example:
 - ▶ Non-inclusive: Must have excellent written and oral communication skills
 - ▶ Inclusive: Must be able to communicate effectively with others



Interview With Purpose

- Building an effective and inclusive interview process in 2024
 - Who, Why & When for interviewers
 - The journey to an offer
- After the interview:
 - The Silver medalist & Others
 - Transferring the information gained into onboarding



**From Buying and
Borrowing
to Building and
*Mining***

**Introducing a 4th option into
the Traditional Skills
Acquisition Matrix.**

Finding your Hidden Talents *Saves Money* and *Boosts Productivity*.

Beyond upskilling and reskilling their current employees, businesses must **mine** their organizations to find critical skills in unexpected places.

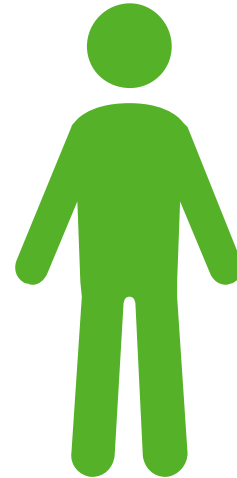


Skills-First Hiring and Promoting

Using this approach, talent pipelines increase by nearly ten times globally—and nineteen times in the US.

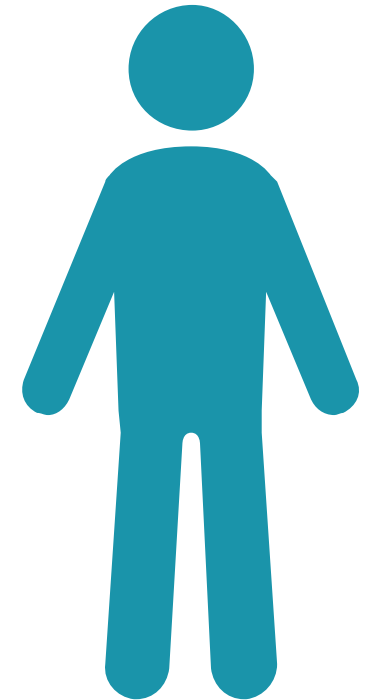
By assessing candidates based on their **skills** and **abilities**, rather than their academic qualifications, employers in industries where labor market conditions are still relatively tight can effectively tackle the issue of skills shortages...

10x



Globally

19x



In the United States

Poll Question

How often does your organization analyze DEI&B metrics to inform hiring and retention strategies?

- A. Monthly*
- B. Quarterly*
- C. Annually*
- D. Do not currently analyze DEI&B metrics*

Keep Employees Engaged Throughout The Employee Lifecycle





Retain & Grow Existing Talent

Attrition rates have fallen by 26% year over year.

Retain and Grow Existing Talent



Communication Effective & Timely

- Before & After Review Periods
- Career Mapping
- Listening



Rediscovering Talent

- New Skills
- Matured Passions
- Futurist Views



Creating Allies & Ambassadors

- Why does this work really matter
- Utilizing your strongest resource
- Sharing the workload

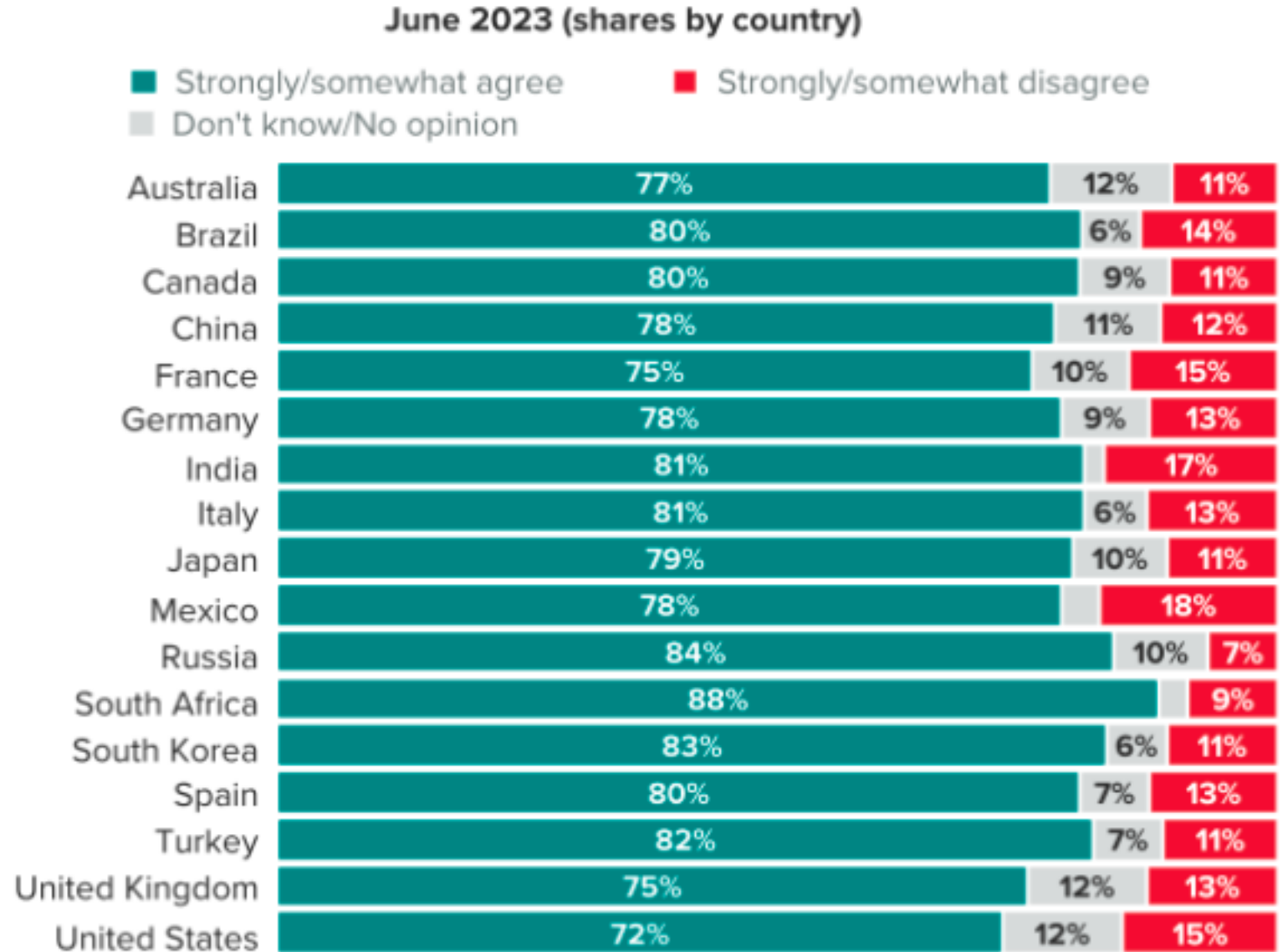
The Impending ESG “Gut Check”

Increased Attention to Business ESG Initiatives

Consumer Support of ESG Efforts Remain Strong Globally

Respondents who agree or disagree that companies are responsible for managing their impact on the environment...

Morning Consult, Global
Geopolitical Risk Outlook, 2023



Poll Question

Which of the following initiatives does your organization currently have in place to foster an inclusive culture?

- A. Employee Resource Groups (ERGs)*
- B. DEI&B training and workshops*
- C. Mentorship programs*
- D. Regular survey and feedback mechanisms*
- E. Other*

ALL Organizations Must Double-Down on Building Inclusive Workplaces

Businesses that spend time and resources on removing barriers and promoting DEI initiatives are 2.6 times more likely to increase employee engagement and improve retention.

Publicly traded companies with highly inclusive workplaces thrived before, during, and after the Great Recession. And they gained a four times larger stock return than the S&P 500.

Poll Question

Are you currently aware or leveraging Work Opportunity Tax Credits?

- A. Have never heard of WOTC before*
- B. Aware, but not leveraging WOTC*
- C. Handling WOTC in-house*
- D. Outsourcing WOTC to third-party vendor*



WOTC As A Strategy To Achieve DEI Goals

What is the Work Opportunity Tax Credit & Why Does it Matter?

The Work Opportunity Tax Credit is a Federal tax credit that's available to employers who hire and employ workers from target groups that have faced barriers to employment.

- The goal of the Work Opportunity Tax Credit WOTC program is to **encourage a more diverse workplace.**
- Examples of workers who fall into a target group include designated community residents, long-term family assistance recipients, qualified long-term unemployment recipients, and qualified veterans. For a full list of qualifying individuals, see [here.](#)
- Employers who hire workers from target groups will receive benefits, in doing so can help lessen claims made on other government assistance programs.
- The tax benefit is often overlooked and millions of dollars in available credits go unclaimed each year due to incomplete or inefficient WOTC screening processes.

How WOTC Works

Required WOTC process for all employers and consultants



SCREEN

Identify applicants
for WOTC eligibility

SUBMIT

Application for
new employees
submitted to State
Workforce Agencies

CERTIFY

State Workforce
Agencies process
determinations

CALCULATE

Based on wages and
certified categories

25% to 50% of
capped wages
per certified
employee

CLAIM

Claim credits
calculated on
annual tax returns
to recognize the
benefit

IRS Compliance – Screening Placement

Internal Revenue Code Section 51(d)(13)

Special rules for certifications (A) In general an individual shall not be treated as a member of a targeted group unless
on or before the day the individual is offered employment with the employer, a prescreening notice is completed by the employer with respect to such individual....

Employer Certifies

Date applicant:

Gave
information _____

Was
offered job _____

Was
hired _____

Started
job _____

Under penalties of perjury, I declare that the applicant provided the information on this form on or before the day a job was offered to the applicant and that the information I have furnished is, to the best of my knowledge, true, correct, and complete. Based on the information the job applicant furnished on page 1, I believe the individual is a member of a targeted group. I hereby request a certification that the individual is a member of a targeted group.

Employer's signature ►

Title

Date

Employee Certifies

Signature—All Applicants Must Sign

Under penalties of perjury, I declare that I gave the above information to the employer on or before the day I was offered a job, and it is, to the best of my knowledge, true, correct, and complete.

Job applicant's signature ►

Date

For Privacy Act and Paperwork Reduction Act Notice, see page 2.

Cat. No. 22851L

Form 8850 (Rev. 3-2016)

Our WOTC survey advantages

- Using simplified language and first-person point of view, our survey is **easier to understand**.
- 3 to 5 web pages and fewer clicks means most candidates complete WOTC in **60 seconds**.
- Candidate abandonment measured and best practice benchmarked at **less than 2%**.
- Asks fewer supplemental questions and renders them on the next page creating **fewer false negatives**.
- Proactive candidate decline measured and benchmarked at **less than 5%**.
- 99.5% of states + target groups do not require additional forms and as such there are **no follow up forms**.

In the last two years, my family or I have received any of the following
Food Stamps (SNAP)
Temporary Assistance for Needy Families (TANF)
Supplemental Security Income (SSI)

I have served in the U.S. Military.

I have received a felony conviction or deferred adjudication.

I was referred to this job by

I am unemployed and have collected unemployment.

Thank You!



Call To Action



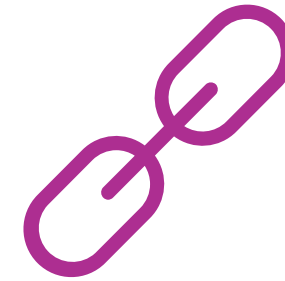
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Be Prepared

Learn more about our [WOTC
solution](#)

Looking for more guidance?



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Questions?





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