THE POWER OF DATA

Strategies for Improving DE&I Data Disclosure

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LGBT Great x Workable

Speakers

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About LGBT Great

Proprietary Data & Market Research
Multi-market research, trend reporting, best practice

DE&I Transformation
Consultancy and bespoke training for teams, leaders and networks

DE&I Health Checks
Policy review, baseline data gathering, action planning

Job Board
LGBTQ+ focused job board advertising

Awareness Building
Insights, benchmarking, training, news

Role Modelling
Role Models and Allies, talent empowerment and social media

Community, Events & Webinar
Careers, forums, mentoring, events, webinar and advocacy

Broadening the Talent Pool
Diversity reporting, brand awareness & candidate screening

(Diagram labels:) Thought Leadership · Transformation · Organisational Diagnostics · Advisory · LGBT GREAT · Membership · Insights & Learning · Visibility · Outreach · Careers · Talent Attraction · Talent Solutions
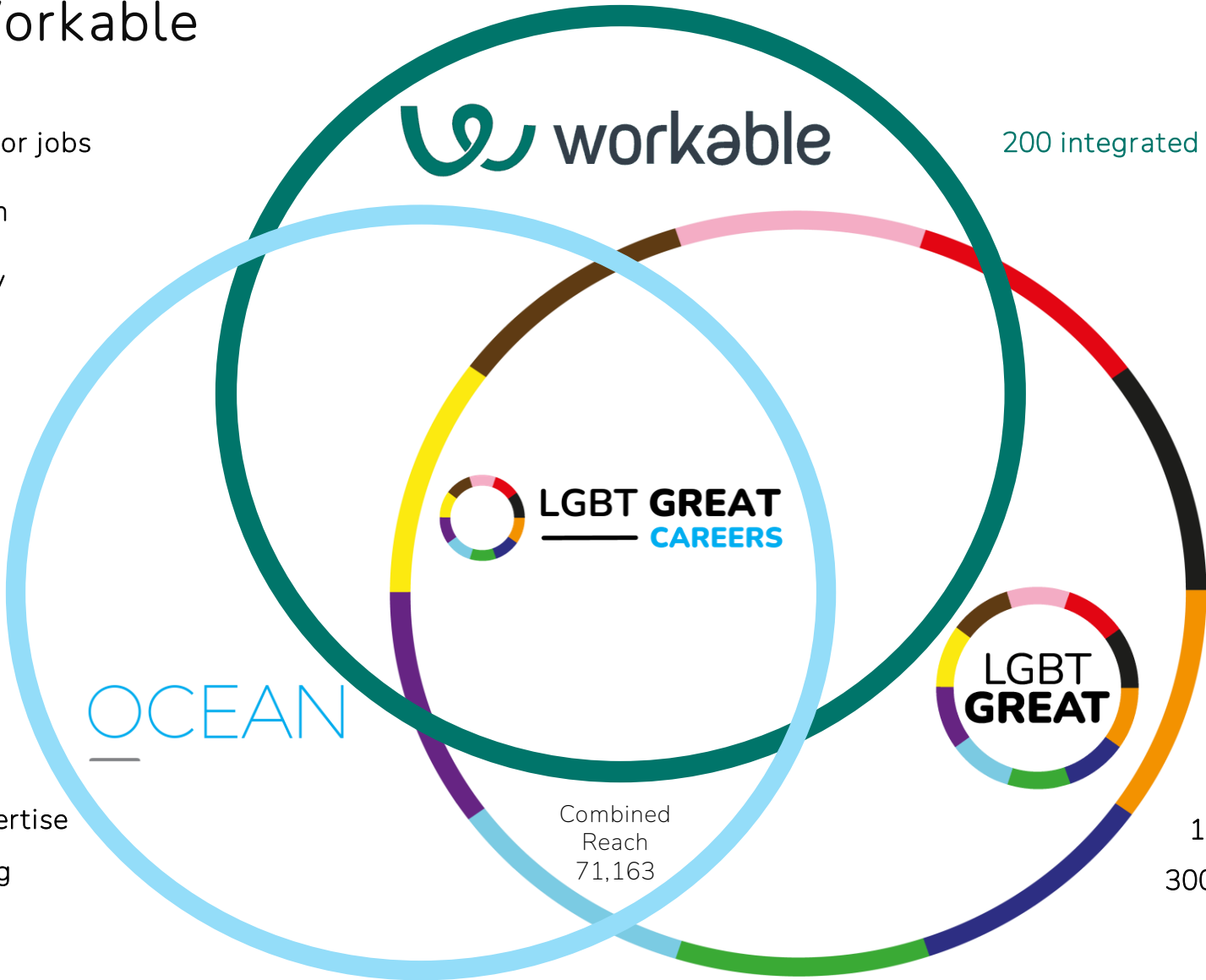
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150 million candidates applied for jobs

1.5 million hires via the platform

5th most used job board globally

35 million visitors per year

200 integrated job boards and social media sites

Trusted by 27,000 organisations

55,000 LinkedIn followers

Operation in 100+ countries

Financial and Professional Services Recruitment Community

14,000 LinkedIn followers

Trusted by 50+ organisations

20+ years SME recruitment expertise

14+ years industry talent pooling

OCEAN

Combined Reach 71,163

Financial and Professional Services LGBTQ+ Community

55 global corporate members

8,000 LinkedIn followers

10,000 contacts in our community

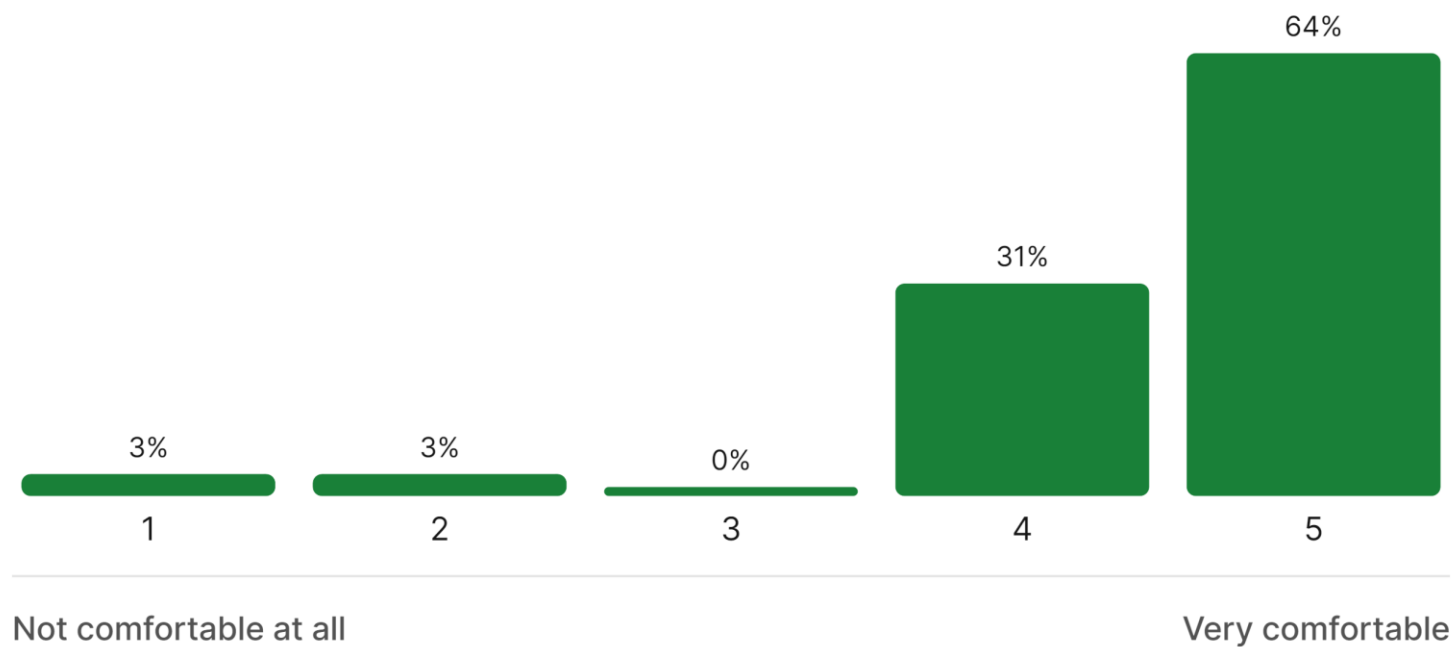300+ people mentoring programme

The Power of Data

Trends and Challenges

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Which of the following would you be comfortable disclosing to your employer if you knew it would be safely stored and anonymously reported on? Data about my...

Multiple Choice Poll   ☑ 36 votes   👥 36 participants

Gender identity - 32 votes

89%

Sexual orientation - 32 votes

89%

Race & Ethnicity - 32 votes

89%

Disability - 29 votes

81%

Neurodiversity - 27 votes

75%

Caring responsibilities - 31 votes

86%

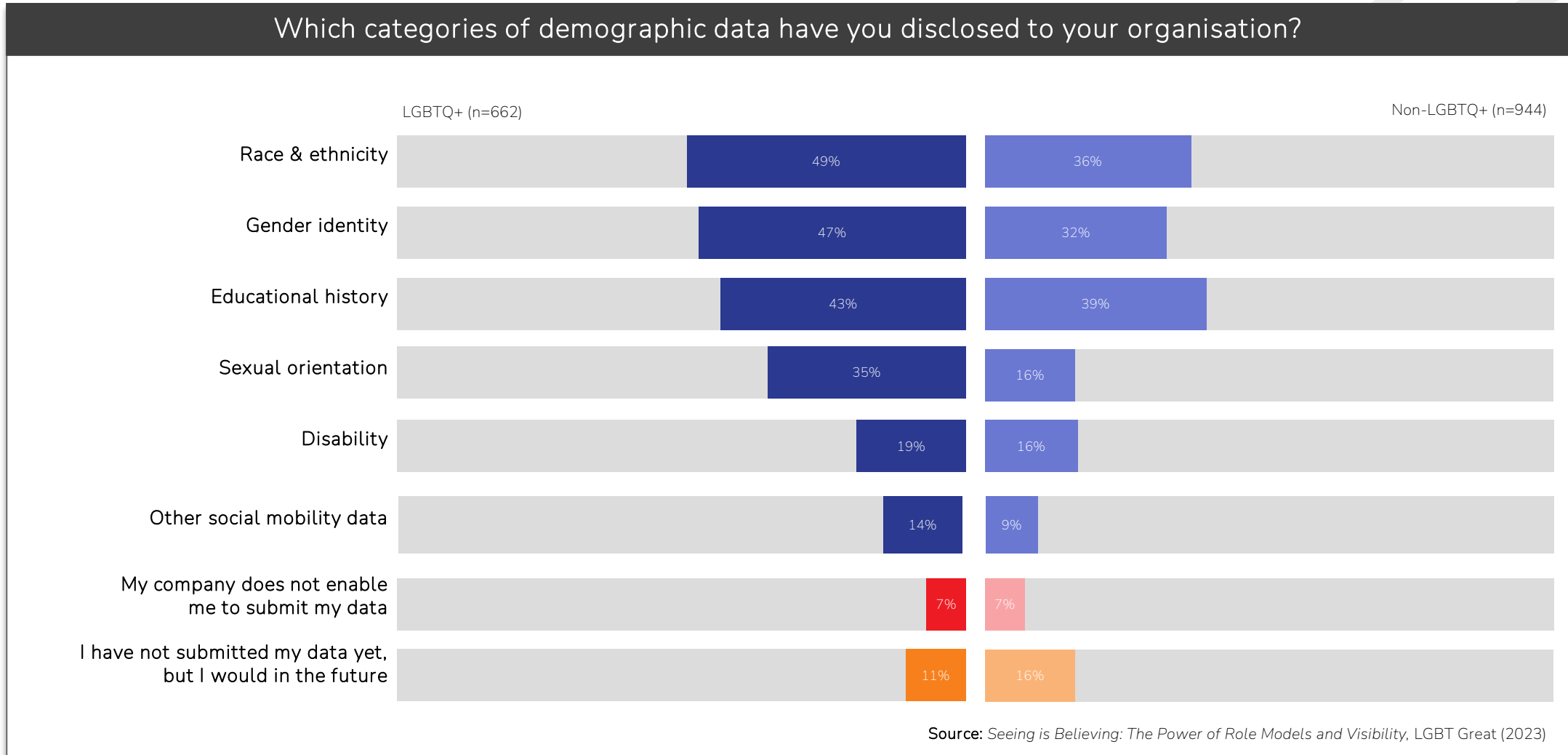**Socio-economic data (type of school, parent's education etc)** - 28 votes

78%

Age - 32 votes

89%

None of the above - 3 votes

8%

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Disclosure may vary across demographic groups

Which categories of demographic data have you disclosed to your organisation?

LGBTQ+ (n=662)   Non-LGBTQ+ (n=944)

Category	LGBTQ+	Non-LGBTQ+
Race & ethnicity	49%	36%
Gender identity	47%	32%
Educational history	43%	39%
Sexual orientation	35%	16%
Disability	19%	16%
Other social mobility data	14%	9%
My company does not enable me to submit my data	7%	7%
I have not submitted my data yet, but I would in the future	11%	16%

Source: *Seeing is Believing: The Power of Role Models and Visibility,* LGBT Great (2023)

How confident are you that your employer is collecting data about your identity with a view to genuinely creating better outcomes for underrepresented groups?

Rating Poll   ☑ 29 votes   👥 29 participants

Score: **3.7**

7% — 1
14% — 2
21% — 3
24% — 4
34% — 5

Not confident at all   Very confident
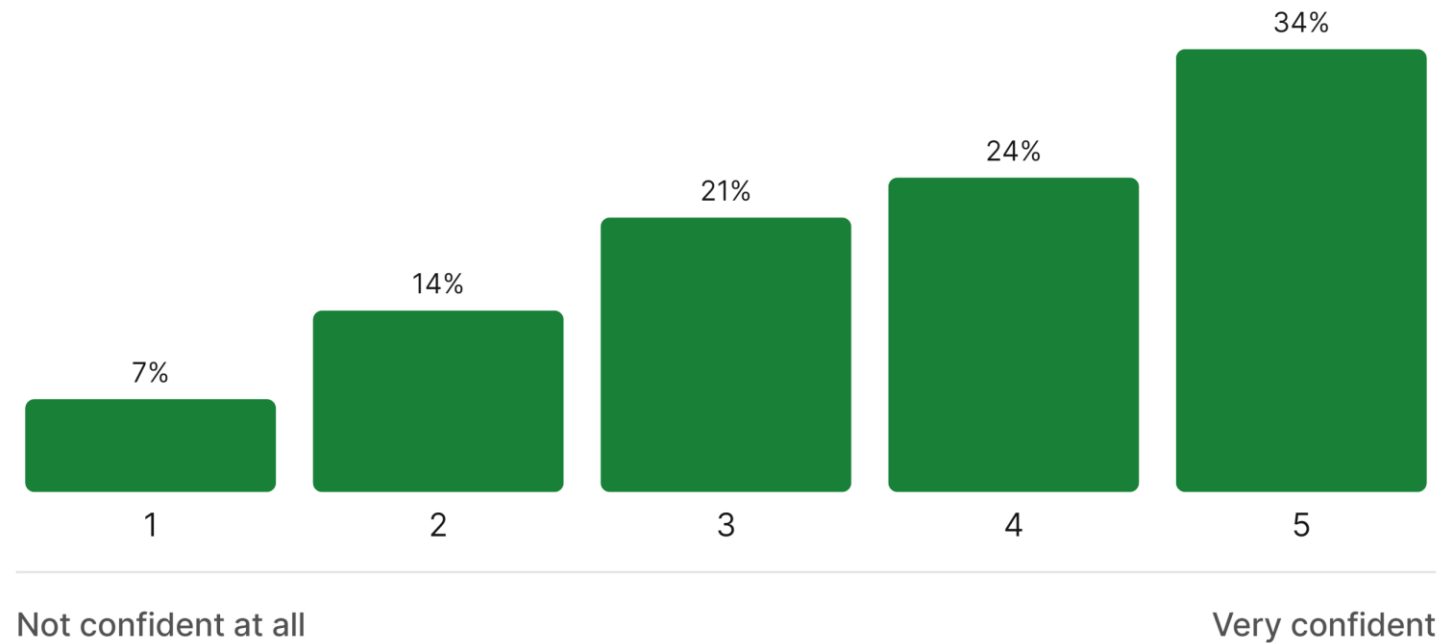
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Candidate comfort to disclose data varies throughout the TA process

Q: At what point in the application process, would you feel comfortable disclosing data about the following to an organisation?

N=1,832   N=1,832

Legend:
- 🟥 I would not feel comfortable disclosing this personal data at any stage
- 🟩 In my CV / Cover letter
- 🟩 During an initial application (online application)
- 🟨 Job Interview
- ⬜ During pre-employment screening
- ⬜ During onboarding/after starting the job
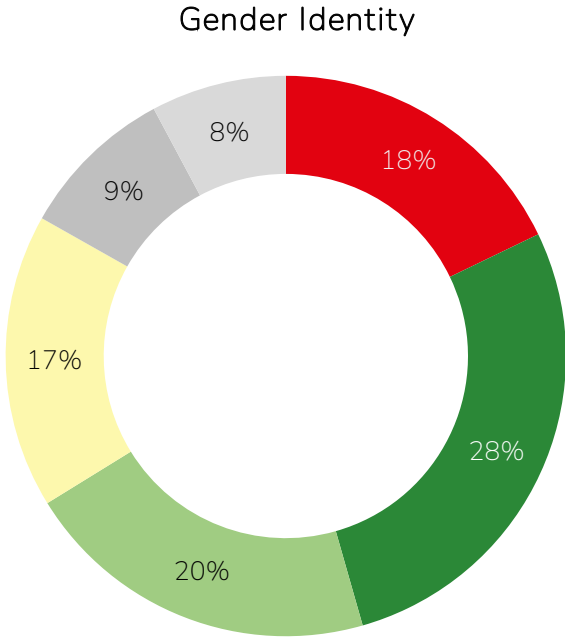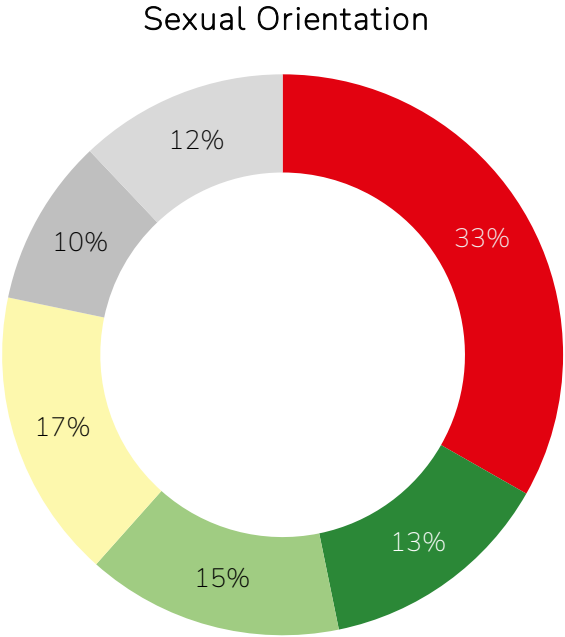
Sexual Orientation
- 33%
- 13%
- 15%
- 17%
- 10%
- 12%

Gender Identity
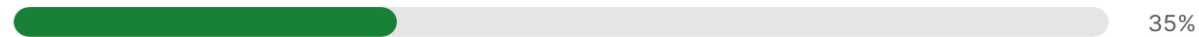- 18%
- 28%
- 20%
- 17%
- 9%
- 8%

Which of the following concerns (if any) do you have about your employer's DE&I data collection efforts?

Multiple Choice Poll   ☑ 34 votes   👥 34 participants

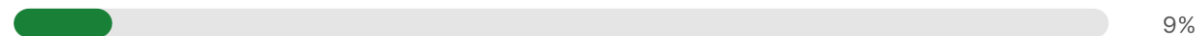**I don't trust my employer to store the data securely - 5 votes**

15%

I am sceptical how this data may be used - 12 votes

35%

I am concerned about being identified / singled out - 6 votes

18%

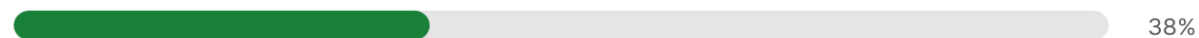**The options available are not inclusive / do not represent me - 3 votes**

9%

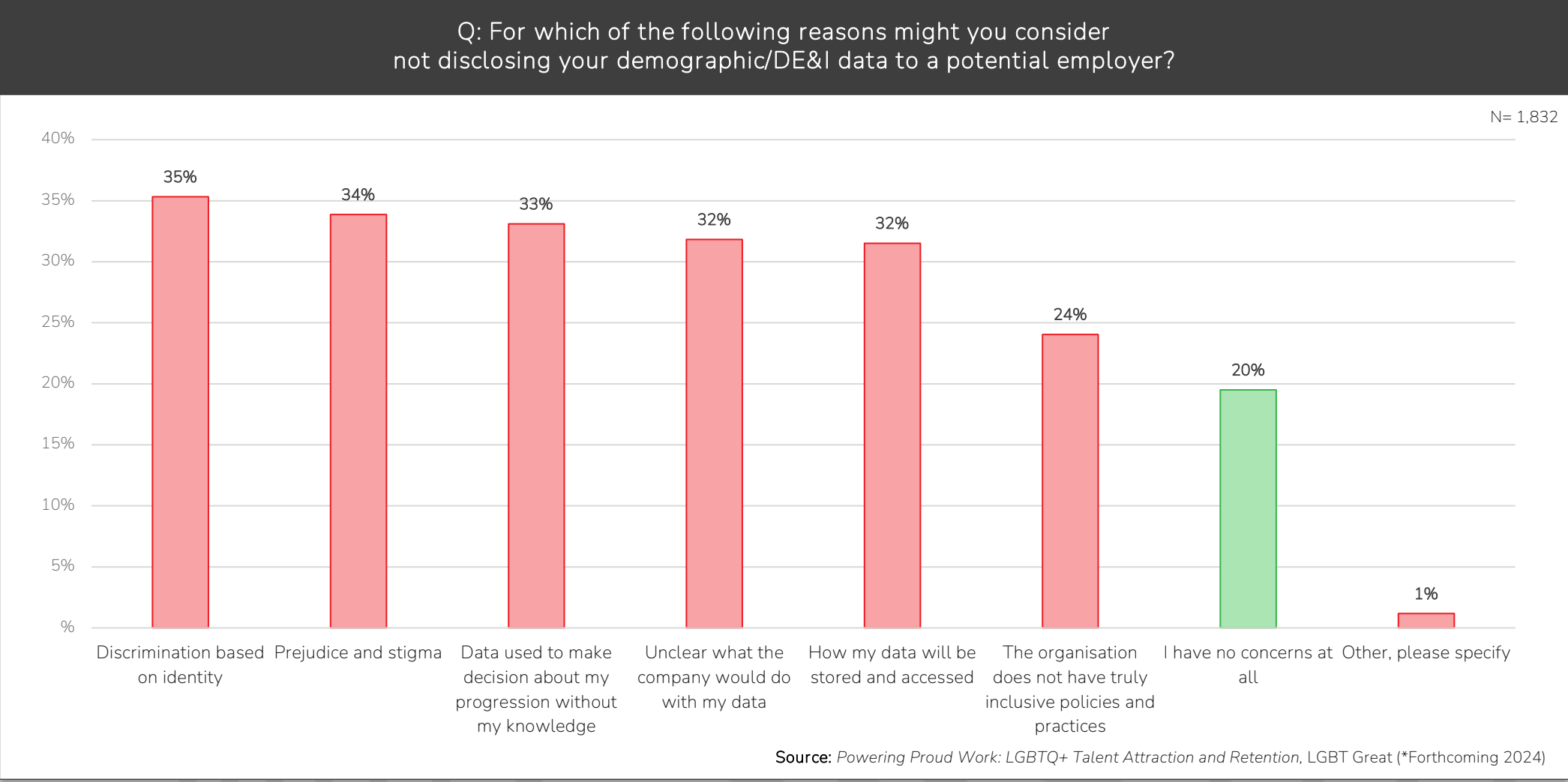**I am not clear why my organisation needs this data - 9 votes**

26%

I have a different concern - 6 votes

18%

None of the above - 13 votes

38%

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Common concerns remain for employees, with only 20% reporting "no concerns at all" around DE&I data capture

Q: For which of the following reasons might you consider
not disclosing your demographic/DE&I data to a potential employer?

N= 1,832

Discrimination based on identity	Prejudice and stigma	Data used to make decision about my progression without my knowledge	Unclear what the company would do with my data	How my data will be stored and accessed	The organisation does not have truly inclusive policies and practices	I have no concerns at all	Other, please specify
35%	34%	33%	32%	32%	24%	20%	1%

The Power of Data

7 strategies for improving self-ID disclosure rates

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1. Foster an inclusive culture of trust around data

- The "culture" around data disclosure is just as important as capture systems reporting methodologies.

- Encourage employees to see data sharing as a means to support DE&I efforts.

- Create safe spaces for employees to discuss concerns or questions related to data capture, addressing any apprehensions or fears.

- Provide clear and comprehensive guidance on how and *why* the data is being captured.

More than 3 in 5 LGBTQ+ talent reported being more comfortable sharing their diversity data with an organisation that had been assessed for LGBTQ+ inclusion.

Source: *Powering Proud Work: LGBTQ+ Talent Attraction and Retention, LGBT Great (*Forthcoming 2024)*

If your employer could genuinely demonstrate the reasons why data is being collected and how it is used to positively impact decision-making, would you be more or less likely to submit data about your identity?

Multiple Choice Poll   ☑ 27 votes   👥 27 participants

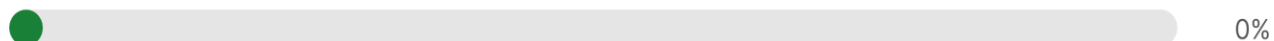**Significantly more likely** - 20 votes

74%

Somewhat more likely - 4 votes

15%

The same / no change - 3 votes

11%

Somewhat less likely - 0 votes

0%

Significantly less likely - 0 votes

0%

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2. Customise data strategies for local implementation

- Implement a global DE&I data strategy with standardized metrics while allowing for local customization to account for cultural, legal, and operational differences.

- Consider adopting franchise and embassy models where regional offices have some autonomy in data capture and reporting, while adhering to overarching DE&I goals.

- Appoint dedicated data "champions" or "ambassadors" in regional / country offices.

- Utilise company-wide and cross-country ERGs / steering committees to ensure there are equal opportunities to engage and share concerns.

> "Companies should also include the participation rate for their diversity self-identification programs."

Source: *Returrn on Equity ESG Report, OUTLeadership (2023)*

3. Proactively tackle legal and regulatory complexities

- Understand the data landscape in your operating markets and adapt data capture methods accordingly.

- Introduce features such as double opt-in mechanisms, anonymous data alternatives, and GDPR compliance to ensure data collection aligns with local regulations.

Individual surveys for specific regions, sensitive to local data legislation and regulations

4. Secure leadership buy-in and support

- Ensure <u>visible senior sponsorship and commitment to DE&I initiatives</u>.

- Senior leaders should <u>actively advocate for data capture</u> and its importance in driving organisational change.

- <u>Leaders should actively participate in DE&I initiatives</u> and serve as role models for the workforce, openly submitting their data.

- Transparently reporting on the <u>demographic make-up of boards, senior-leadership teams and non-executive management</u> is important.

"About 1 in 4 LGBTQ+ talent disagreed/strongly disagreed that leaders in financial services were good allies to the LGBTQ+ community."

Source: *Powering Proud Work: LGBTQ+ Talent Attraction and Retention, LGBT Great (*Forthcoming 2024)*

5. Transparent capture systems and thresholds

- Conduct a <u>comprehensive review of data capture systems</u>, tools, and processes to <u>ensure that the systems are user-friendly, secure, and accessible</u> to authorized personnel, with strong governance and access controls in place.

- <u>Establish minimum reporting thresholds</u> to protect individual anonymity.

Clear wording around how the system operates, and that anonymity is preserved

Dedicated Onboarding and Employee Management Module, including data capture

6. Clear and consistent reporting builds confidence internally and externally

- <u>Transparently report DE&I data</u> on an annual basis, highlighting progress and areas for improvement.

- Track <u>disclosure rates and trends</u> over time to assess the impact of DE&I initiatives.

- *Companies should also include the <u>participation rate</u> for their diversity self-identification programs*

> *"[Only] 14% of Fortune 100 companies, 10% of FTSE 100 companies, the eight consulting firms and the 12 law firms [...] share the size of their LGBTQ+ Workforce".*

Source: *Returrn on Equity ESG Report, OUTLeadership (2023)*

7. Don't underestimate the importance of multilingual communications

- Recognize the importance of <u>local language and culture</u> in your data capture efforts.

- Launch <u>targeted campaigns in local languages</u> to ensure inclusivity and engagement across diverse employee populations.

- <u>Terminology around identity</u> varies significantly across languages meaning that certain demographic groups may not feel included in "generic" surveys.

" *We are working on a data collection pilot in the UK. Following the pilot and given the varied legal restrictions across the world, we will take a country-by-country approach to collecting data* "

iiBT Respondent Firm, 2022

1. Foster an inclusive culture of trust around data

2. Customise data strategies for local implementation

3. Proactively tackle legal and regulatory complexities

4. Secure leadership buy-in and support

5. Transparent capture systems and thresholds

6. Clear and consistent reporting builds confidence internally & externally

7. Don't underestimate the importance of multilingual communications

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THANK YOU.