



BROUGHT TO YOU BY THE GUILD
A WOMEN'S NETWORKING
PLATFORM FOR AMBITIOUS
PROFESSIONAL WOMEN

IF YOU CAN'T MEASURE IT YOU CAN'T IMPROVE IT

**DIVERSITY WORKSHEET FOR
COMPANIES TO DEFINE AND TRACK
DIVERSITY MEASURES**

Best Practice Guide based on research and
industry leading reports from McKinsey,
Adecco, Sequoia and Accenture.



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OUR DEFINITION OF DIVERSITY



BENCHMARK

	CURRENT RATE	TARGET RATE
% of diverse candidates		
% of diverse candidates at final interview stage		
% of underrepresented candidates sourced		
% of JDs reviewed for inclusive language		
% of underrepresented candidates leaving the company		
% of underrepresented in leadership positions		
# of page views and blog posts about company culture		
# internal diversity networking groups		
Qualitative feedback from external and internal candidates		

BEST PRACTICES I COMMIT TO



For more information, workshops and diversity endorsement, contact us at 650.438.5162 or at info@theguilded.org
Post your jobs at letsguild.com/post-a-job
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BEST PRACTICES HIRE - TRAIN - RETAIN - PROMOTE



Ideas how to hire, train, retain and promote diverse talent

Proactively reach out to candidates with diverse backgrounds through forums and events with minorities.

Organize your own hiring events and let candidates experience your company culture.

Engage the team in the hiring process with weekly hiring stand-up meetings.

Ensure unbiased JDs, diverse interview teams and standard scorecards.

Create and enforce a transparent role matrix with detailed role descriptions and clear requirements for advancement incl. training.

As founders or CEOs, emphasize culture and lead by example

Survey your culture, set KPIs and measure over time. Discuss with your teams.

Host frequent structured sessions with your team to ensure open communication channels and give everybody a voice in meetings.

Set and communicate diversity goals. Celebrate success toward these goals.

Communicate core values throughout your brand and in job descriptions.

Offer diverse activities and events where everybody feels welcome and teams bond.

Offer mentoring & networking programs with peers, mentors and leadership through services like the GUILD letsguild.com/watercooler.

Create a professional training plan. Allocate budget and bring in diverse thought leaders to inspire and learn from.

Offer equal parental leave and encourage dads to take it.

Let employees choose their benefit package and weigh in on priorities.

Offer remote working opportunities and flexible work hours.

Commit to equal pay.