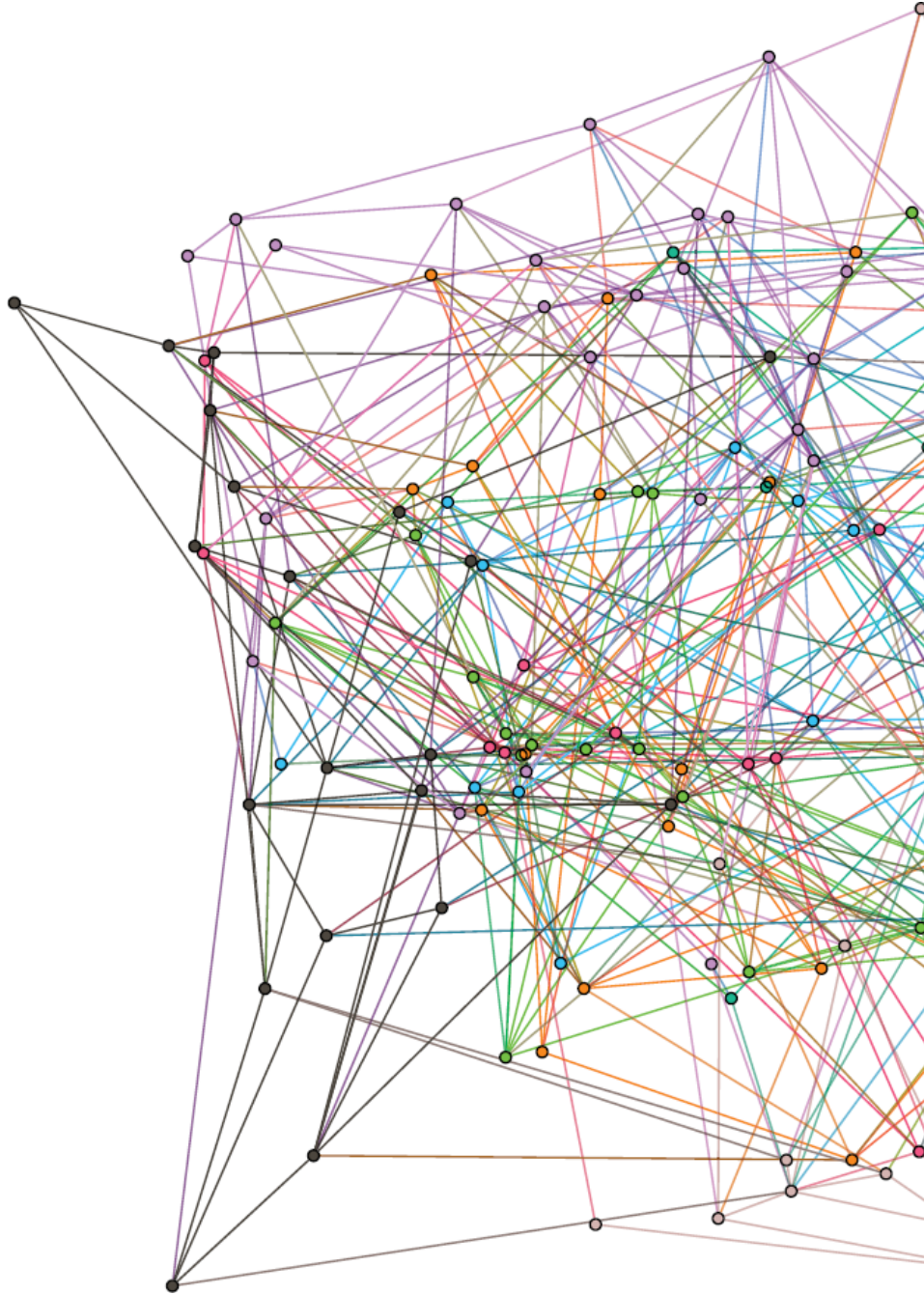


Geek Speak

Thomas Marcetti

3 Minutes

Publishing technology demystified



Data-Driven DEI

AI AND MACHINE LEARNING OPEN NEW OPPORTUNITIES FOR DIVERSITY

The social justice protests that began last summer (and were ongoing as of this writing) made it very difficult for leaders and organizations to deny the imperative of diversity, equity, and inclusion (DEI) initiatives.

According to a report by Deloitte, 96 percent of CEOs now consider DEI to be a top strategic priority. As the more cynical among us may have surmised, justice and true equality are not the only reasons companies are looking to DEI. Another Deloitte study found organizations with inclusive cultures are:

- + Twice as likely to meet or exceed financial targets
- + Three times as likely to be high-performing
- + Six times more likely to be innovative and agile
- + Eight times more likely to achieve better business outcomes

Early DEI workforce initiatives focused on the individual — mentoring, sponsorship, training, and development. In recent years, technology has helped shift the focus to a holistic view, with workforce initiatives supported by leader-sponsored strategies that encompass policies, processes, and culture to address individual and organizational biases and inequities.

Many of these tools can be integrated into workflows and collaboration software that people are using every day. In addition to making these changes feel more routine, it would allow people to opt into programs that nudge behaviors toward equity in moments that matter. For example, a manager preparing for performance reviews might receive a notification with the option to enroll in microtraining on unconscious bias.

Some ways DEI tech is being used

Recruitment and advancement: Identify, recruit, develop, and advance a more diverse talent pool

- + Identify and address biased language in job postings using natural language processing
- + Nudge recruiters at key points in the hiring process to increase awareness of potential bias using AI
- + Access pools of qualified, diverse candidates through candidate search platforms
- + Objectively identify “optimal” candidates for jobs or promotions using AI, machine learning, and automation

Leadership and culture: Build inclusive cultures, including engagement and retention of diverse talent

- + Support efforts to build inclusion within work groups using organizational analysis and community-building social platforms
- + Encourage objective performance reviews using natural language processing and machine learning

+ Gain insight into behavior changes needed to develop inclusive leaders using behavioral assessment tools and learning platforms

Measurement and insights: Establish organizational baselines, measure progress, and deliver actionable insights

+ Monitor DEI KPIs, including compensation and advancement equity, using analytics, data visualization, and interactive dashboards

+ Match people to diverse workplace opportunities and coaches using data

+ Predict which workers are likely to leave using predictive forecasting models to proactively intervene

+ Evaluate qualitative and quantitative outcomes of DEI efforts using analytics

ALL ACCESS

You can't have DEI in your content if people can't access your content. Various tech solutions offer insights on how to improve the accessibility of what you're putting out into the world.



Coblis — Color Blindness Simulator

Purpose See how your content looks to people with various types of color blindness.

Find it color-blindness.com/coblis-color-blindness-simulator

The geek's SNEAK PEEK

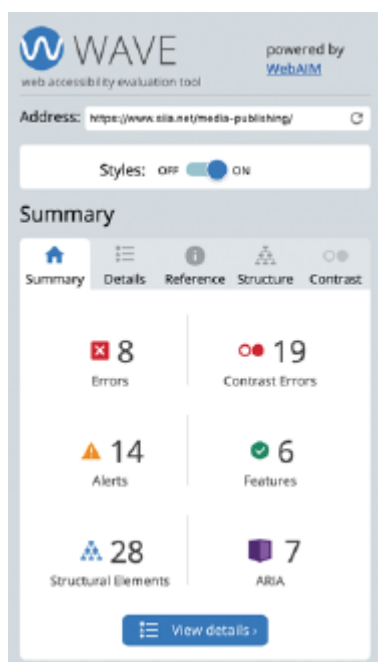


Kanarys

Purpose Kanarys' data-driven platform gathers specific insights to help diagnose, prioritize, and optimize DEI efforts in the workplace and give organizations and members the tools to help them succeed.

Partners Kanarys is currently tracking more than 1,000 companies' DEI efforts through verified employee reviews, company policies, and organizational data — the largest tracking of its kind in the U.S. The company plans to release insights from joint DEI assessments with the founding partner organizations in the first quarter of 2021. Partners include nonprofits and associations, such as the National Society of Black Engineers, National Urban League, Prospanica, Ascend, Black IDEA Coalition, and INROADS.

Find it kanarys.com



WAVE Web Accessibility Evaluation Tool

Purpose Identify accessibility and Web Content Accessibility Guideline (WCAG) errors on your web content.

Platforms Firefox and Chrome extensions available.

Find it wave.webaim.org

GETTING STARTED

Expect to see more DEI tools and technology popping up in the near future, but there is already a substantial number out there. You'll just have to do a little research. To get started, here are a few to check out.

MeVitae



Purpose Redacts 15+ types of biases (e.g. gender, ethnicity, age, social-economic background) directly from CVs and cover letters. Talent and retention analytics also available.

Find it mevitae.com



eightfold.ai

Purpose Diverse talent acquisition, management, professional development, and insights in one AI platform.

Find it eightfold.ai



Ideal

Purpose AI-powered talent screening and matching system that provides insights to understand diversity by looking at the intersection of demographic groups.

Platform Works within most ATS

Find it ideal.com/product/diversity



upBoard — DEI Templates

Purpose Interactive online templates. Dashboards and analytics. Team collaboration tools

Find it upboard.io/inclusive-workplace-culture-diversity-equity-inclusion-dei-software-templates-dashboards



SAP SuccessFactors

Purpose A variety of products offers analytics and evaluation to deliver inclusive policies including messaging, recruitment, compensation, and succession planning.

Find it sap.com/products/human-resources-hcm/talent-management.html



Thomas Marcetti is associate editor for *Signature*. He is young enough that he doesn't remember life before the internet, but old enough to be unimpressed and a little befuddled by TikTok and Snapchat.

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