

# Actionable DEI in the Staffing Industry

## Moving the Needle in 2021 with Insight from Industry Leaders and Data from the Field

MODERATED BY:



Eric Gregg

PANELISTS:



DeLibra Wesley



Leslie Vickrey

Dec 2nd, 2020

# Why we are here

*"Talent is equally distributed,  
opportunity is not."*

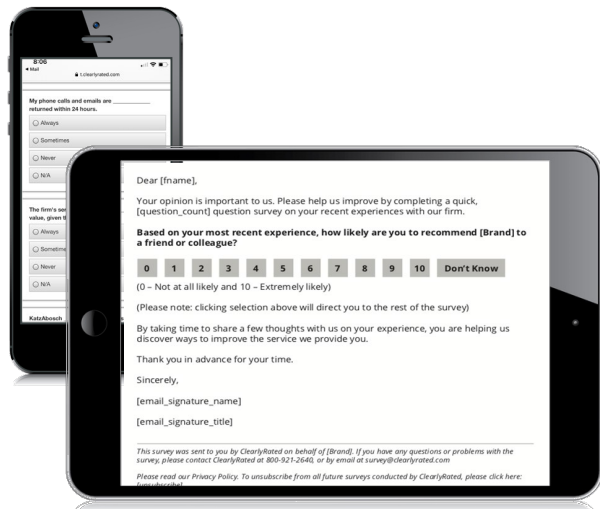
Leila Janah  
Entrepreneur



# About ClearlyRated

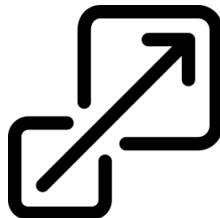
## MEASURE & DIAGNOSE

Client, Talent & Employee Satisfaction



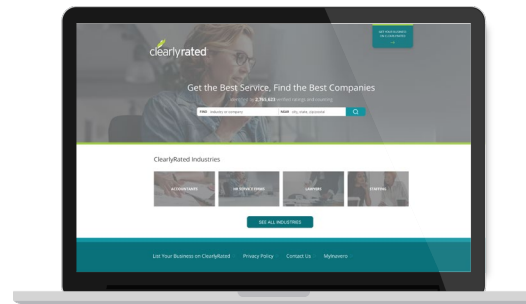
## RETAIN & EXPAND

Existing Accounts



## DIFFERENTIATE & ACQUIRE

New Accounts



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# Meet today's panelists!



**DeLibra Wesley**  
Chief Operating Officer  
The Delta Companies



**Leslie Vickrey**  
Founder & CEO  
ClearEdge Marketing



# DEI in the Staffing Industry Today

# Best of Staffing Employee Data (to date)

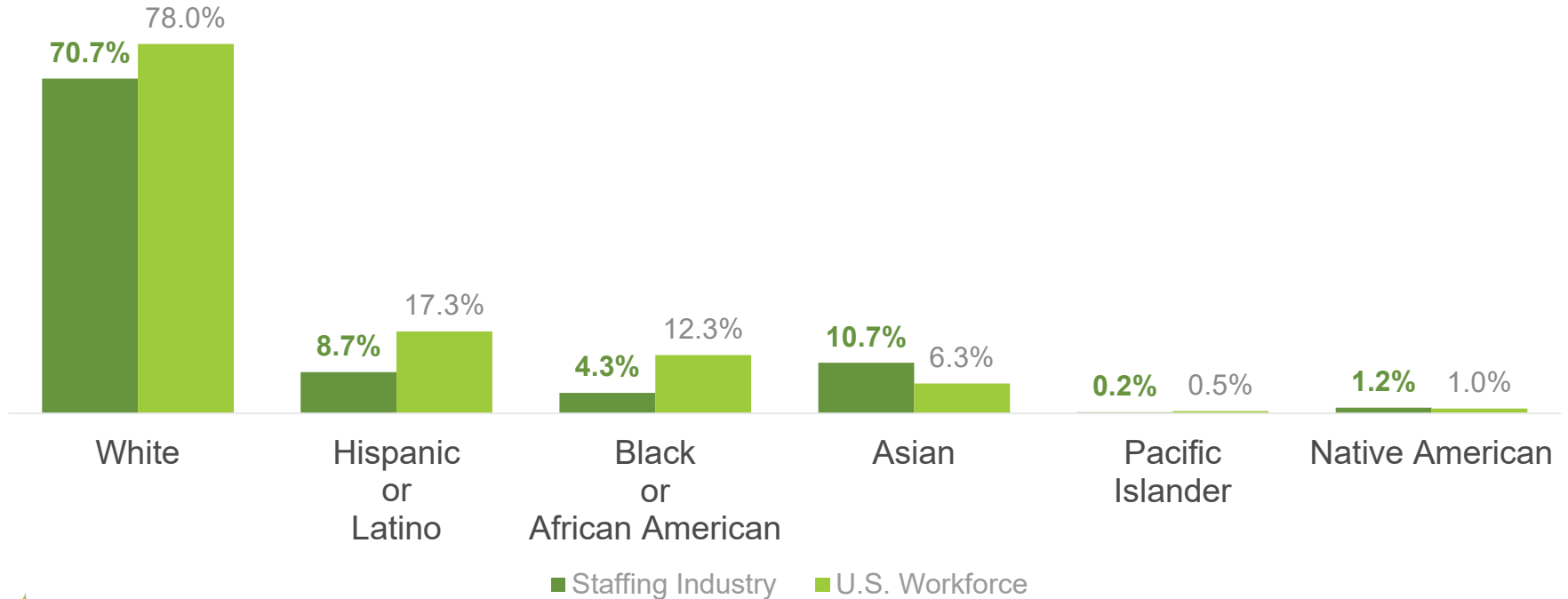
Preliminary



1. 1,825 employees surveyed (so far)
2. 50 staffing firms
3. 54% NPS
4. 1 out of 10 employees are “Detractors”
5. Satisfaction differs significantly by race

Preliminary

# Representation in Staffing



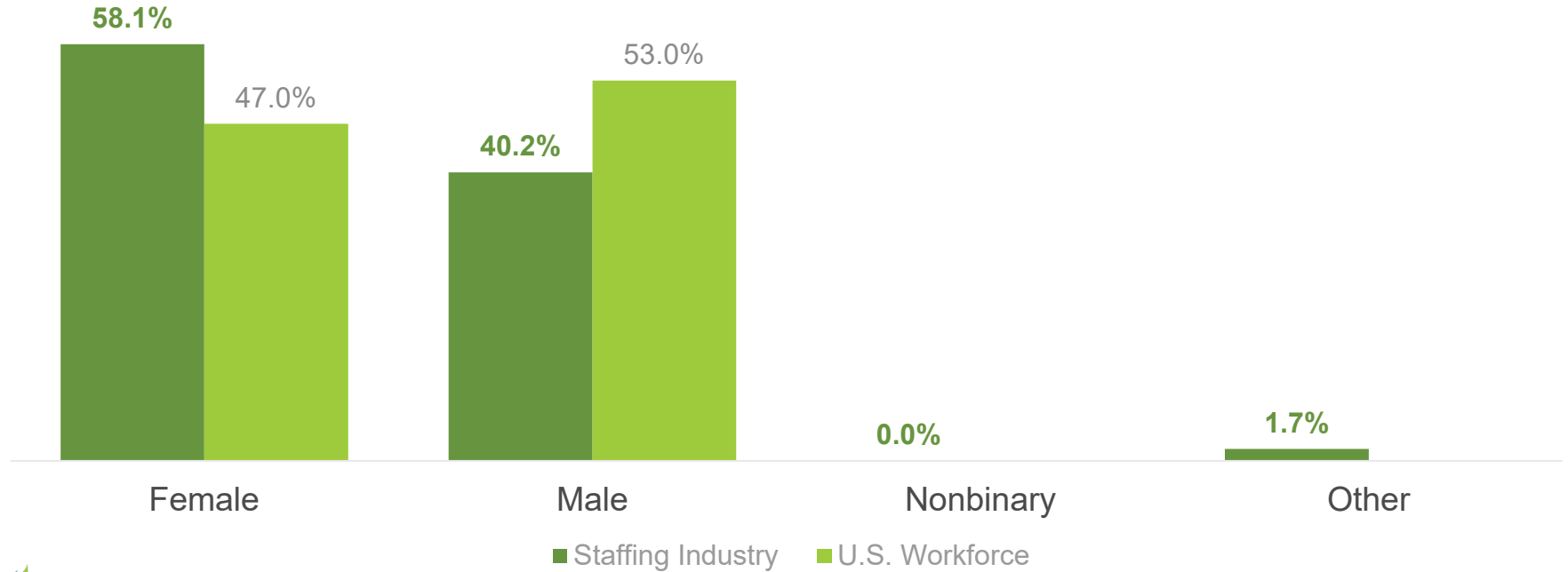
Note: Estimates for the above race groups (White, Black or African American, and Asian) do not sum to totals because data are not presented for all races. People whose ethnicity is identified as Hispanic or Latino may be of any race.

Source: U.S. Bureau of Labor Statistics, Current Population Survey. 2021 Best of Staffing Survey, 43 firms, 1,585 responses



Preliminary

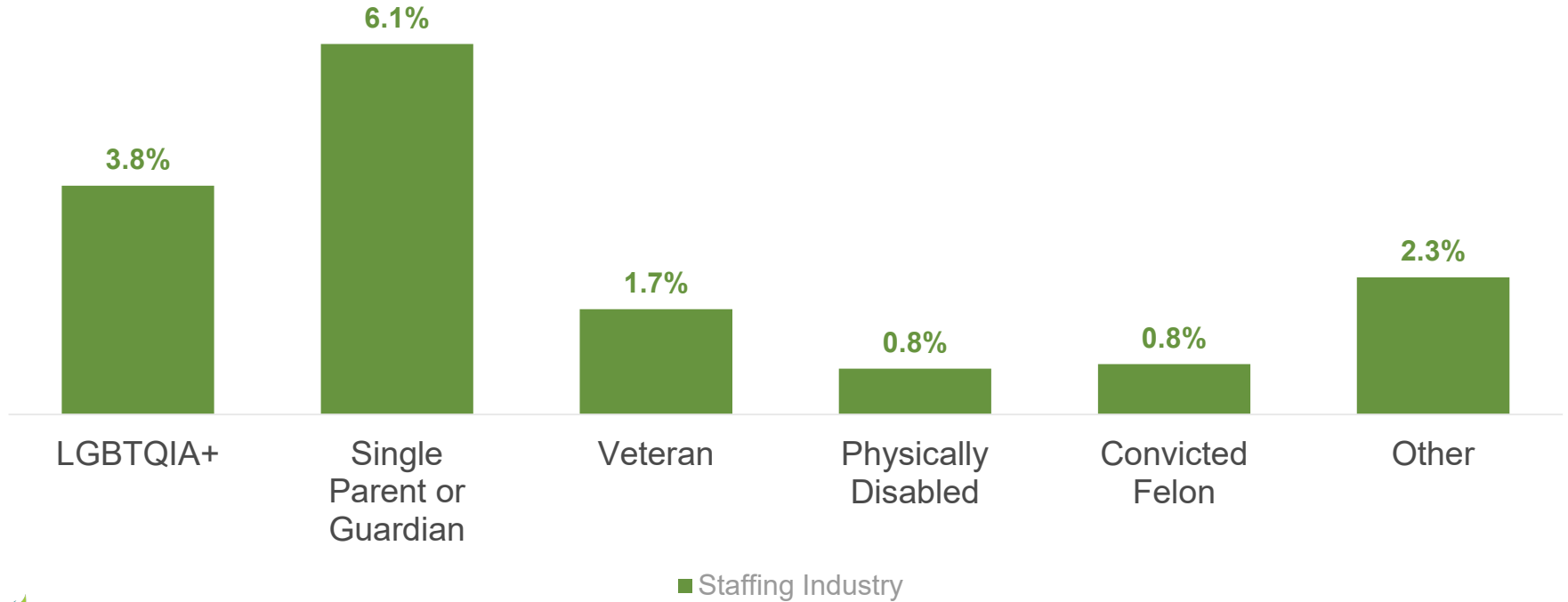
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Preliminary

# Representation in Staffing



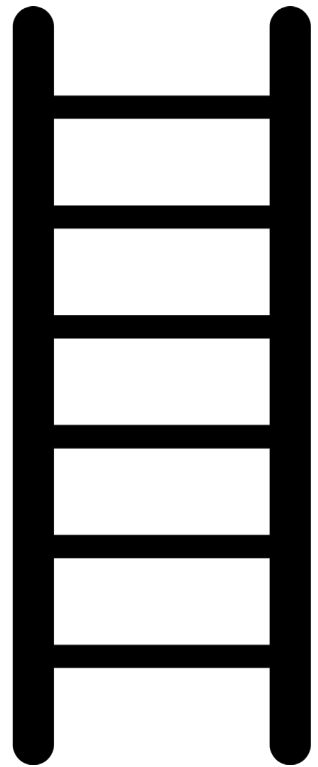
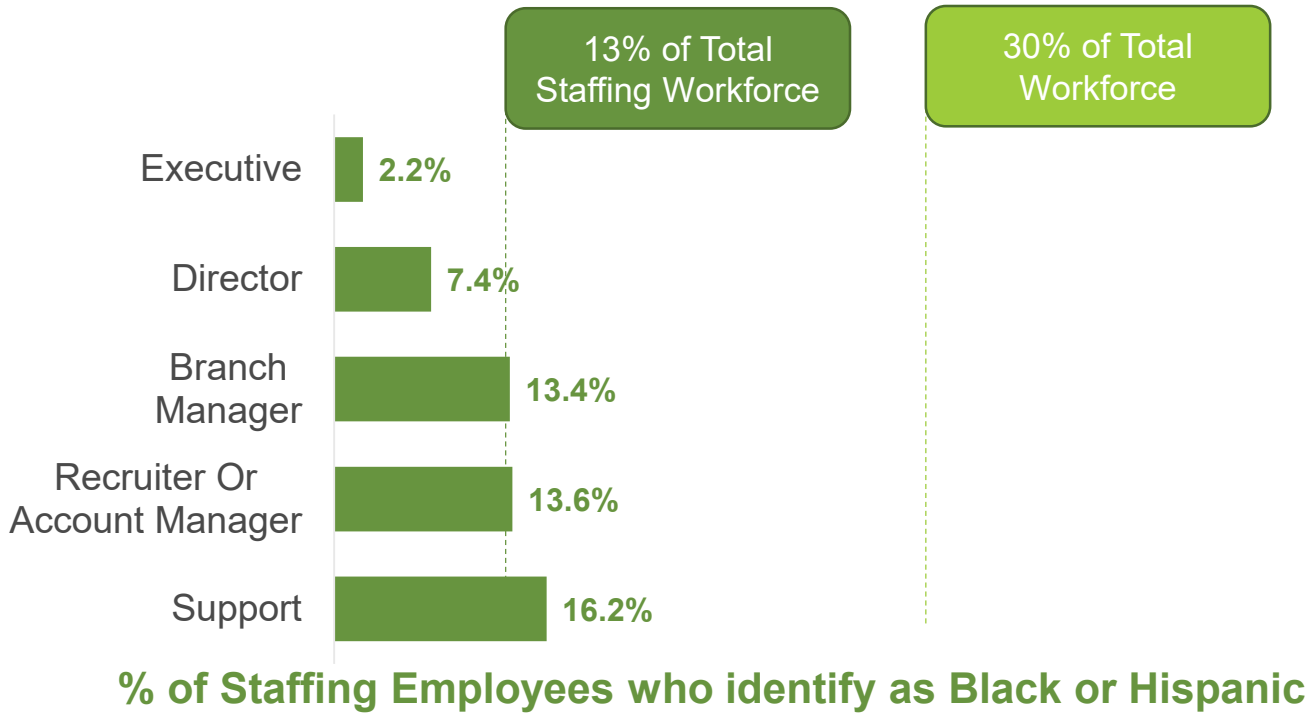
Source: U.S. Bureau of Labor Statistics, Current Population Survey. 2021 Best of Staffing Survey, 43 firms, 1,585 responses



# Diversity, Equity & Inclusion in Staffing Recruiting

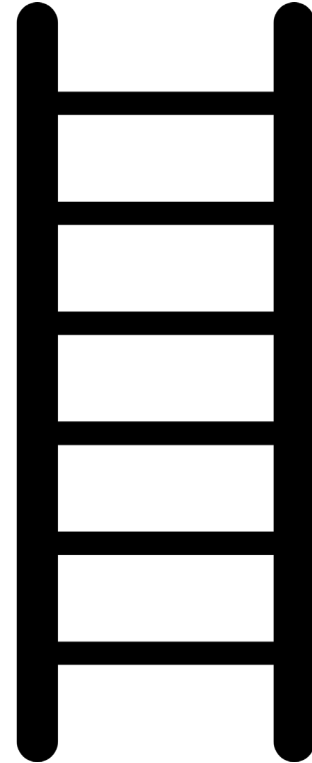
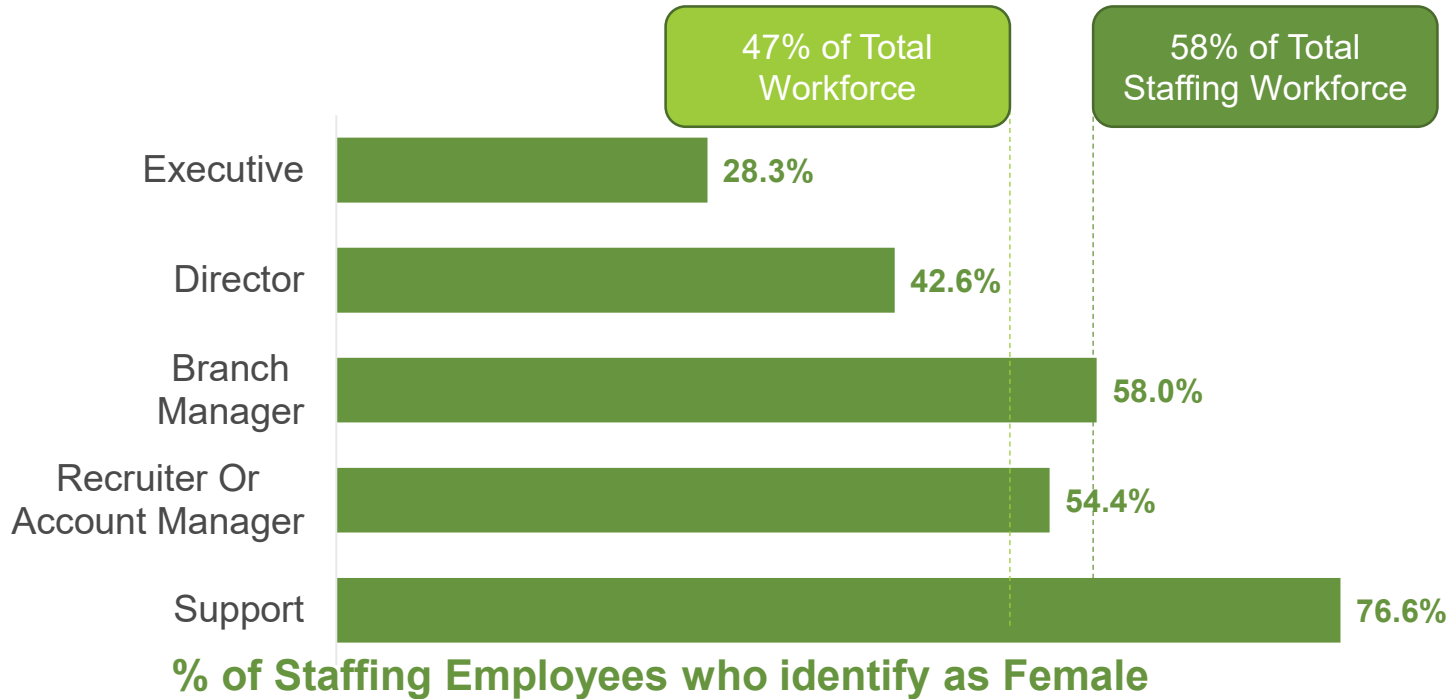
Preliminary

# BIPOC Representation Worsens in Leadership



Preliminary

# Gender Representation Worsens in Leadership





— Discussion —

**How are standard recruitment practices contributing to the lack of representation within the industry & how might we bring those figures into closer alignment?**

# Actionable Takeaways

# Recruitment



**DeLibra Wesley**  
Chief Operating Officer  
The Delta Companies

**Apply the same hiring  
process to leadership  
positions that you apply  
to lower level positions**





**Leslie Vickrey**  
Founder & CEO  
ClearEdge Marketing

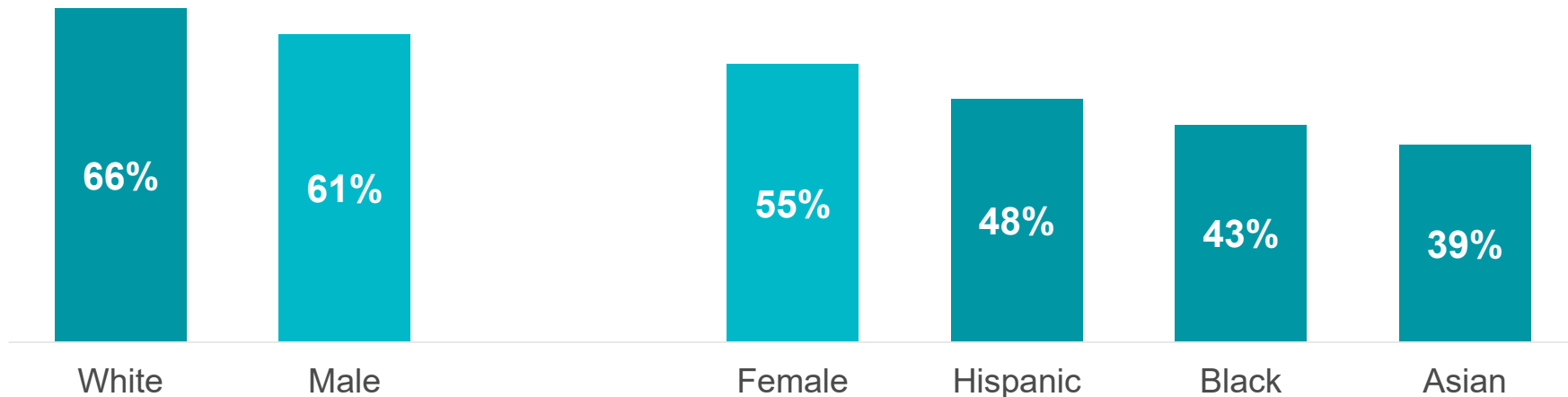
**Build pipeline for leadership  
like you do for field  
&  
Be willing to look outside  
your firm or staffing for  
higher-level positions**

A teal-tinted background image showing business professionals in a meeting. One person is holding a pen, and another is pointing at a document on a table.

# Diversity, Equity & Inclusion in Staffing Retention

Preliminary

# NPS by Race & Gender



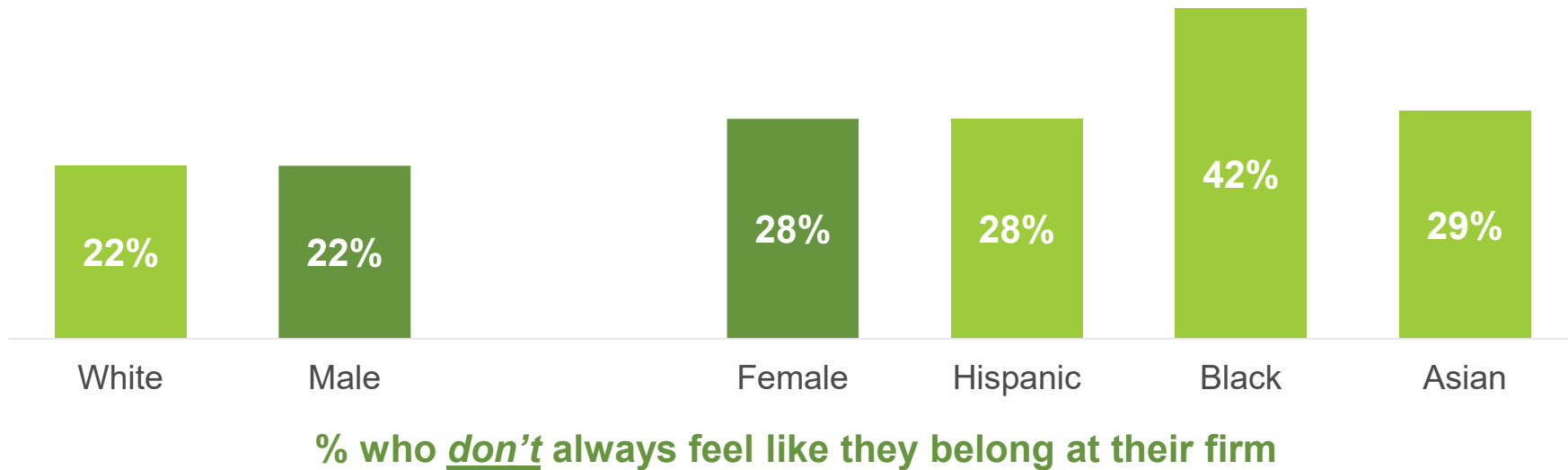
## NPS by Race & Gender Identity



Source: U.S. Bureau of Labor Statistics, Current Population Survey. 2021 Best of Staffing Survey, 43 firms, 1,585 responses

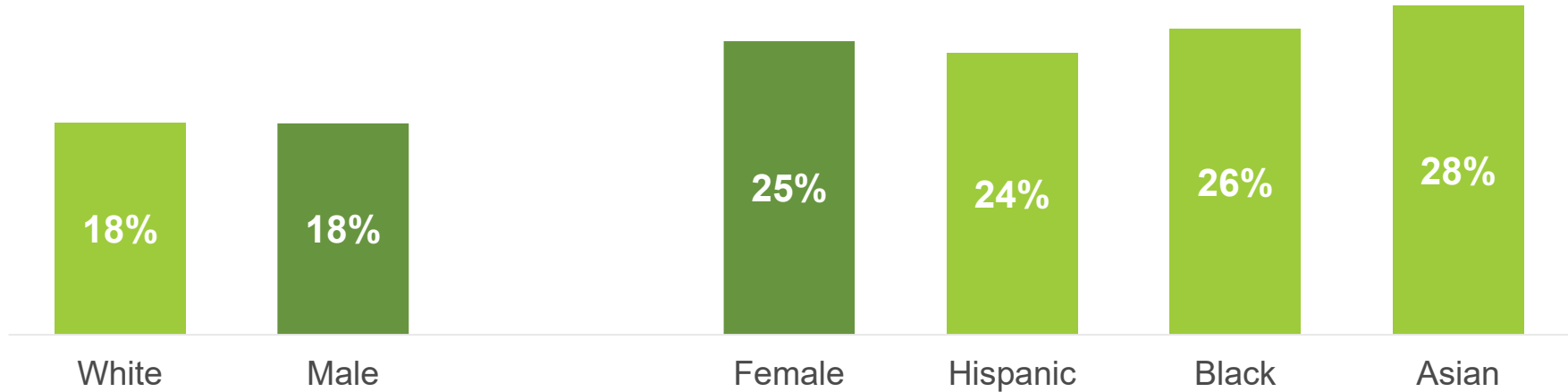
Preliminary

# Sense of Belonging is Not Guaranteed



Preliminary

# Not all Employees Feel Diversity is Supported



% who don't always feel leadership shows diversity is important through their actions.



— Discussion —

**How do you approach the challenge of shifting firm culture and/or an employee's sense of belonging within a firm?**

# Actionable Takeaways

# Retention



**DeLibra Wesley**  
Chief Operating Officer  
The Delta Companies

**Invite others to share  
their needs  
&  
Don't be afraid to start  
with the low-hanging fruit**





**Leslie Vickrey**  
Founder & CEO  
ClearEdge Marketing

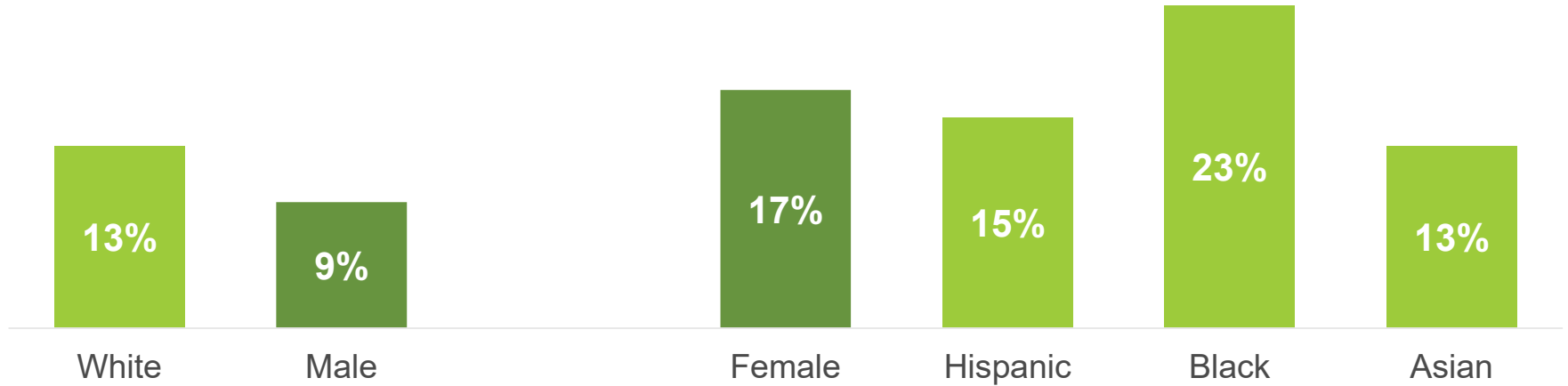
**Disrupt conversations that don't  
match your firm's cultural values  
&  
Ensure your people are feeling  
valued for the right reasons**

A teal-tinted background image showing several business professionals in a meeting. One person is holding a pen and looking at a document, while another person's hand is visible in the foreground, possibly holding a pen or pointing at a document. The overall scene suggests a collaborative work environment.

# Diversity, Equity & Inclusion in Staffing Advancement

Preliminary

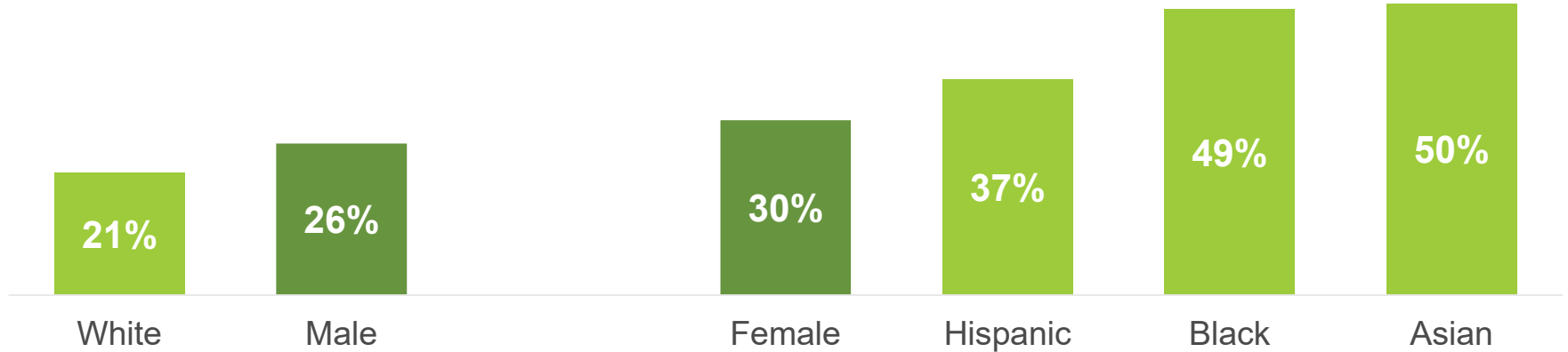
# Opportunities for Advancement Aren't Universal



% who don't feel like there are opportunities for advancement in their current firm.

# Compensation Fairness Perceptions Differ

Preliminary



% who don't feel they are paid fairly compared to others who do similar work.



— Discussion —

**What institutional barriers to advancement do women and BIPOC have to grapple with that we might not always be seeing?**

# Actionable Takeaways

# Advancement



**DeLibra Wesley**  
Chief Operating Officer  
The Delta Companies

**Ask your employees what they want, believe what they say, and be willing explain policy & details to help them apply confidently**



**Leslie Vickrey**  
Founder & CEO  
ClearEdge Marketing

**Reconsider location-based  
requirements for leadership  
&  
Make accommodations  
desired by women & BIPOC**



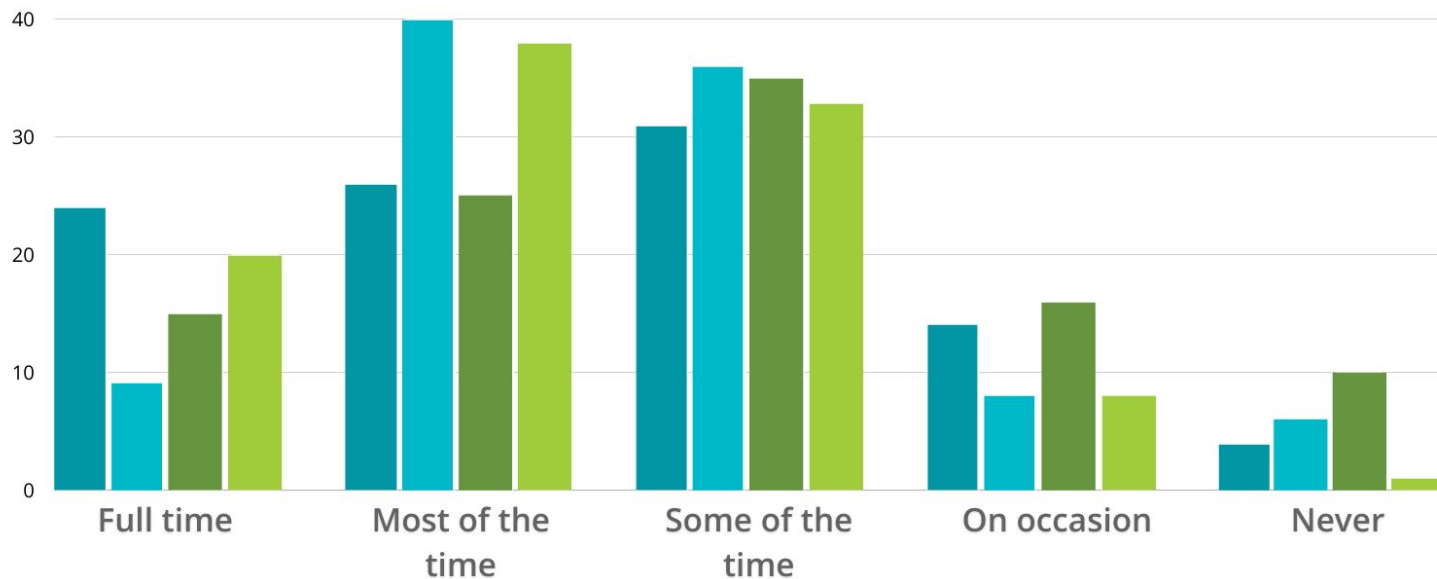
A teal-tinted background image showing several business professionals in a meeting. One person in the center is holding a pen and looking at a document. Another person's hand is visible in the foreground, also looking at a document. The overall scene is a professional office environment.

# Diversity, Equity & Inclusion in Staffing Impact of Covid-19

# Some COVID-19 Changes Could Benefit Diversity

## Desire for Remote Work by Race and Gender

If given the option, I would like to work remotely...





— Discussion —

**From your perspective, what impact has COVID-19 had on DEI in Staffing?**

# Lessons Learned

# Covid-19



**DeLibra Wesley**  
Chief Operating Officer  
The Delta Companies

**Need to make sure not to  
backslide or rush back  
because it's  
uncomfortable**



**Leslie Vickrey**  
Founder & CEO  
ClearEdge Marketing

**Learn from the location  
flexibility of this time**



# Diversity, Equity & Inclusion in Staffing Conclusion

# Takeaway 1

**It's not about achieving perfect parity in quotas; it's about working to make the people you have feel the same**



## Takeaway 2

**Deep organizational changes take time, but you have to take action in the meantime**

# Takeaway 3

**You have to look back to look forward**

# Questions?



Eric Gregg



DeLibra Wesley



Leslie Vickrey