


Best Practices in Recruiting a Diverse Workforce

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Agenda

- The Time is NOW
- How to Begin or Build your Diversity Strategy
- Key Partners
- Key Practices
- Common Myths & Challenges
- The SunTrust Model
- Journey not Destination
- Resources

The Time is Now

- Diversity in weak economic times
- What's around the bend
- Core principles vs budget

How to Begin or Build Your Diversity Strategy

- Defining diversity: gaining commitment
- Common language
- Making the business case- whose role is it?

Key Partners

- CEO/Senior management
- Hiring Managers
- Human Resources
- Clients
- Suppliers
- Employees
- Community Development
- Corporate Social Responsibility
- Community Leaders
- Web and social networks

Key Practices

- CEO walks the talk
- Diversity Councils
- Employee engagement
- Volunteerism
- Diversity organizations
- Sponsorships

Common Myths & Challenges

Affirmative Action is Diversity

Myth or Fact?

Common Myths & Challenges

We're fine: we don't need diversity in our organization.

Myth or Fact?

Common Myths & Challenges

There aren't any of (fill in the blank) in our community.

Myth or Fact?

Common Myths & Challenges

Inclusion will result in lowered productivity.

Myth or Fact?

Common Myths & Challenges

My other employees will feel uncomfortable.

Myth of Fact?

Common Myths & Challenges

White males shouldn't be included in our diversity strategy.

Myth or Fact?

Common Myths & Challenges

Why should we have a diverse workforce?

WHITE BOARD

What are some of your challenges?

The SunTrust Model

- CEO Commitment
- Corporate Diversity Council
- 16 Regional Diversity Councils
- Affinity Teams
- Communications
- Training
- Corporate Social Responsibility
- Volunteerism
- Supplier Diversity
- Staffing Vendors
- Compliance

Journey, Not Destination

- Formal Written Commitment
- Annual Calendar
- Annual Goals
- Organizational Involvement
- Recruiting Opportunities
- Employment, Retention, Promotion
- Communication Strategies

Resources

- SHRM
- The Conference Board
- Diversity Inc.
- Diversity Executive
- Chambers of Commerce