



Aspire  
CASE STUDY



## Becoming an Inclusive Recruiter

**Equity, Diversity and Inclusion (ED&I) in recruitment isn't a new topic but it's certainly top of the agenda for staffing companies and end-hirers alike. Businesses around the world rely on recruitment firms to hire on behalf of their brand both fairly and in a way that nurtures diversity and inclusion.**

All businesses are struggling to hire at the moment - meaning it's vital that the talent pool is as big as possible. We are seeing increasing numbers of end hirers seeking support and guidance on ED&I. They want to work with recruitment companies who possess the knowledge and confidence to support them in ensuring their hiring processes are more inclusive and bring the full potential of candidates to the fore. Recruiters who can provide this support will sit head and shoulders above the competition.

**For specialist digital media and marketing recruitment firm, Aspire, the need to be an inclusive recruiter is at the core of the business, as founder Paul Farrer explains:**

### Creating an inclusive culture through training

While Aspire was already delivering its own training for staff - based on key factors identified in the company's annual diversity audit and the insights gained through the APSCo Embrace Forum - the team is always on the lookout for ways to further improve the inclusive nature of the business.

When APSCo announced it had partnered with Adam Tobias from Inventum Group, a leader in inclusive talent solutions, to launch a game-changing Equity, Diversity and Inclusion training programme for the recruitment sector, Aspire became the first member to put its entire company through the training.

The course was designed by APSCo and Adam Tobias to help recruitment firms:

*"As a sector that is so heavily involved in, and responsible for, building diverse workforces, it makes absolute sense that recruiters have an understanding of diversity, inclusion, biases and equality.*

*"At Aspire, ED&I is truly a part of our culture. A few years ago we actively spearheaded a new approach to diversity across the business. We took a step back to analyse what our company stands for and created an internal task force team dedicated to driving diverse practices.*

*"Since then, not only have we inserted diversity clauses into our client terms, but we've also built diversity into our own people development and culture. It's mandatory for all new starters to have diversity training. I run a session with new members of the team as part of their induction programme that is purely dedicated to inclusive recruitment practices.*

*"We also support the APSCo Embrace Forum to help drive diversity across the recruitment sector itself - something we feel is essential for any APSCo member who is serious about ED&I."*

*"It's important for our business, its clients and candidates that our people have the skills to be able to recognise barriers to diversity and how to address them. The ability to understand unconscious bias and how elements such as positive discrimination can impact recruitment and what that means from an employment law perspective is a necessary skill for any recruiter. But it's not an ability that just comes with experience. It's important that as recruitment business leaders, we equip our people with the tools they need to be more diverse. For that we need to lean on experts in recruitment diversity."*

- Raise confidence amongst recruiters to recruit more inclusively
- Make the business case for ED&I
- Reach more diverse and underrepresented talent
- Better engage with clients on ED&I

As Paul makes clear,

### The Results

Aspire has put 51 members of staff through the training to become accredited Inclusive+ Recruiters. Having completed the course and passed the final online assessment, they all earned an industry-recognised Inclusive+ Recruiter badge which they can now promote to demonstrate to end hirers that they are fully trained in diverse recruitment practices.

Perhaps more importantly, though, the training has enabled the Aspire team to quickly develop more inclusive hiring practices.



*“The whole team were able to complete the training relatively quickly, but without the feeling that it had been rushed. The platform was set up in a way that made it easy to participate remotely and keep everyone engaged. The fact that the training is highly tailored to the recruitment sector is immensely valuable for our consultants and the work they do. There’s a vast array of ED&I courses that you can invest in, but few have the niche relevance needed for the recruitment sector.”*



*“While diversity training is a must for recruiters working directly with candidates, we put all staff forward for Inclusive+ Recruiter. It’s our responsibility as business leaders to embrace and encourage diversity for all. All our UK people regardless of level or job role are now accredited. I would highly recommend this training to others in the staffing sector. It’s tailored specifically to recruiters, which means it’s not only highly targeted, but it also provides tangible takeaways that staff can implement. Hats off to Adam Tobias and APSCo for developing this practical initiative.”*