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‘The right job for everyone’

Shaping the Future with DE&I and Accessibility in Mind



June 2025

Excellent
4.8/5
6,000+ reviews
totaljobs | Trustpilot

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Are your jobs accessible to everyone



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Considering DE&I and accessibility in your strategy

Improves Business Performance

- **Diverse teams** are more innovative and make better decisions. Research by McKinsey & Co. has shown that companies with diverse workforces financially outperform their less diverse peers.
- A variety of perspectives leads to **better problem-solving** and **creativity**, which is critical in competitive markets.

Expands Talent Pool

- Inclusive hiring practices help organizations **attract talent from a wider range of backgrounds**, increasing access to skills and perspectives that may otherwise be overlooked.
- It helps combat bias that might unconsciously filter out qualified candidates.

Enhances Employer Brand

- Companies known for strong DE&I values are more attractive to top talent—especially **Gen Z and Millennials**, who place a high value on inclusivity.
- A reputation for fairness and representation **boosts employee morale** and retention.

Fosters a More Inclusive Culture

- Recruitment is the first step in creating a workplace culture that **values equity, accessibility and belonging**.
- Employees who see others like themselves represented at all levels of the organisation are more likely to feel valued and engaged.

Reduces Risk and Meets Compliance Standards

- Proactively practicing DE&I can help ensure **compliance with anti-discrimination laws**.
- It reduces the risk of legal issues related to unfair hiring practices or workplace discrimination.

Reflects and Serves a Diverse Customer Base

- Teams that mirror the diversity of their customer base can better understand and meet customer needs.
- This leads to improved **customer satisfaction** and market reach.



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Source: The Stepstone Group

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Sample statistics

- Average **working week** is 38.93 hours – **1.83 hours higher** than back in December 2022.
- 55% of the people listed money as a top priority, followed by improved work-life balance (20%) and increased job security (13%).
- Just 9% of UK workers report feeling enthused by their work and workplace in 2022. Globally, just 21% of employees are engaged at work and 33% are "thriving in their overall wellbeing".
- Stress amongst workers reached an all-time high. The world's employees are feeling even more stressed than they did in 2020.
- Almost **half (47%) of UK employers don't have a DE&I strategy** in place.
- When employees trust their employer is **committed to DE&I, their engagement can increase by 20%.** The likelihood they will leave the organisation can also decrease by 87%.
- Feeling **included in the workplace** translates to a **17% increase** in team performance.
- Companies with **diverse management teams make on average 19% more in revenue**, and 70% more likely to capture new markets.
- Candidates with Chinese, Indian or Pakistani sounding names are 28% less likely to be invited to an interview than candidates with English-sounding names.
- 60% of employers do not know where to go for advice on employing an autistic person.
- **Nearly 1 in 10 LGBTQ+ employees have left a job** as they didn't feel they were in a welcoming environment.
- 10% of women left their jobs due to **menopause**. Of those who spoke up, **47% said their employer had done nothing** to provide support.

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Source: Let's Talk Talent

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Inequal access to work

Globally, an estimated 1.3bn people are disabled.

- In 2023, 27% of the EU population over the age of 16 had some form of disability.
- A survey in Germany in 2019 reported that **58% of respondents with disabilities experienced discrimination at work**.

And that is when they pass the recruitment processes – themselves littered with accessibility issues and bias.

	Employment Rate	Disability Employment Rate
Austria	77.4%	54.6%
Belgium	72.3%	44.1%
Germany	81.3%	53.3%
Ireland	79.8%	32.6%
Poland	78.4%	43.4%
United Kingdom	74.8%	54.2%
USA	59.9%	22.7%

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Sources: European Union countries: Eurostat 2024, European Disability Forum 2023, Consilium Europea. UK: ONS 2025, UK Parliament. USA: Bureau of Labor Statistics

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Feedback



Inclusive design

Blind

HR said **their systems aren't accessible** to people who are visually impaired, **therefore they can't offer me a job**.

I worked for 10 years in local governments. Now I run a social enterprise, unpaid, in an attempt to work. Because **I want to work**.



Civil servant

Ehler-Danlos syndrome, Autism



Civil engineer

Autistic

The job had my name written all over it. But **I made the mistake of disclosing** that I am autistic, and that changed everything.

For a job I got, it became very clear that **if I'd have disclosed** on that equality form, **I'd not have gotten an interview** for the job.



Box office assistant

Chronic pain, Autism

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Source: Testimonials from user research carried out in December 2024 by AbilityNet for The Stepstone Group

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Considering Generations



	BABY BOOMERS (1946 – 1964)	GEN X (1965 – 1980)	MILLENNIALS (1981 – 1996)	GEN Z (1997 – 2012)
DEFINING TRAITS	Optimistic, mentor-focused, resilient	Independent, resourceful, strong communicators	Tech-savvy, collaborative, socially conscious	Digitally native, entrepreneurial, embrace diversity
CORE VALUES	Hard work, loyalty, financial security, achievement	Autonomy, balance, efficiency, pragmatism	Purpose, growth, teamwork, continuous learning	Individuality, authenticity, recognition, mental health
WORK STYLE	Goal-oriented, prefer clear hierarchy	Self-reliant, focused on results, value flexibility	Collaborative, tech-enabled, thrive on feedback	Adaptable, tech-centric, thrive in flexible settings
COMMUNICATION PREFERENCES	In-person, phone calls	Email, direct communication	Instant messaging, collaborative platforms	Digital-first, prefer texting & messaging apps
PREFERRED BENEFITS	Retirement plans, healthcare	Flexible schedules, remote work	Career development, wellness programs	Hybrid work, mental health support
HOW TO LEAD	Encourage mentorship, recognize experience	Provide autonomy, focus on outcomes	Offer feedback, clear paths for growth	Prioritize mental health, offer flexible schedules

Soon to join the workforce.....

Generation Alpha aka Generation Glass

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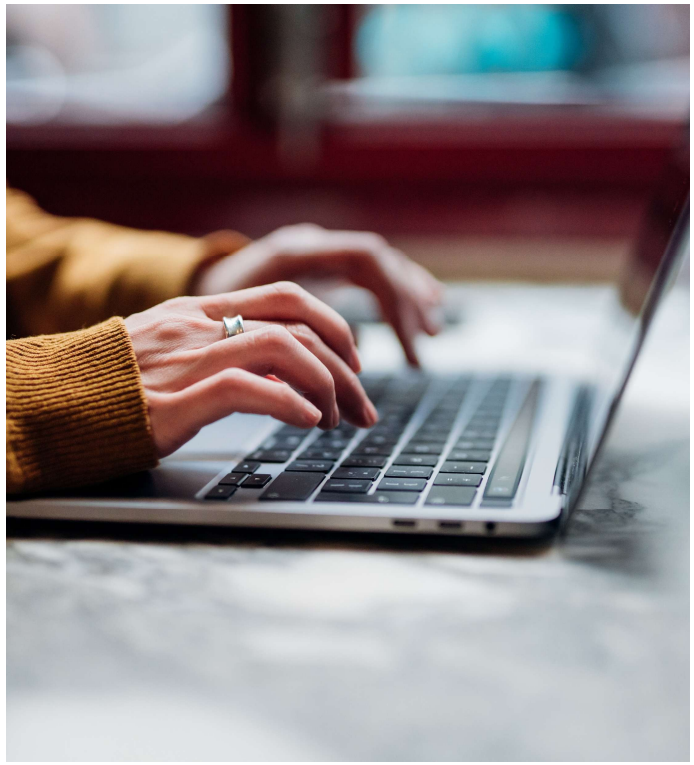
Source: Medium

Considerations



Create inclusive job ads

- Keep the text concise and objective, using plain language: avoid jargon, acronyms and metaphors.
- Clearly outline responsibilities: keep it to the essentials and core skills, using lists for simplicity.
- Highlight working patterns, location, ways to access (e.g. is the building wheelchair accessible), flexibility and other relevant benefits or policies.
- Potentially, include an equal opportunity statement that highlights *your* commitment to a diverse workforce.
- Enable candidates to request reasonable adjustments.
- If you use videos or photos to showcase your company, add captions, transcripts and alternative text.
- Include contact details or alternative application methods if possible.



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Source: The Stepstone Group

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Consider what happens *after* a candidate applies



- Consider what you need to do to provide reasonable adjustments to a candidate:
  - ✓ Could you create a short video showcasing access to your office, or photos of the office and room where the interview would happen?
  - ✓ If the interview happens online, what technical guidance can you provide the candidate?
- What information about the interview format or content, and who will take part, can you share beforehand?
  - ✓ If there's a task, can you offer alternative formats or additional time?
- Are hiring managers prepared and trained on disability inclusion or unconscious bias?

Source: The Stepstone Group

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Include a DE&I statement

Totaljobs shares its commitment when advertising job vacancies:

Our commitment:

Equal opportunities are important to us. We believe that diversity and inclusion at The Stepstone Group are critical to our success as a global company, so we want to recruit, develop, and keep the best talent. We encourage applications from everyone, regardless of background, gender identity, sexual orientation, disability status, ethnicity, belief, age, family or parental status, and any other characteristic.



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Skills-Based Hiring



Effective solution

To address the talent shortage, companies are adopting skills-based hiring practices, focusing on candidates' abilities and potential rather than traditional qualifications. This approach has been shown to improve employee retention and productivity.

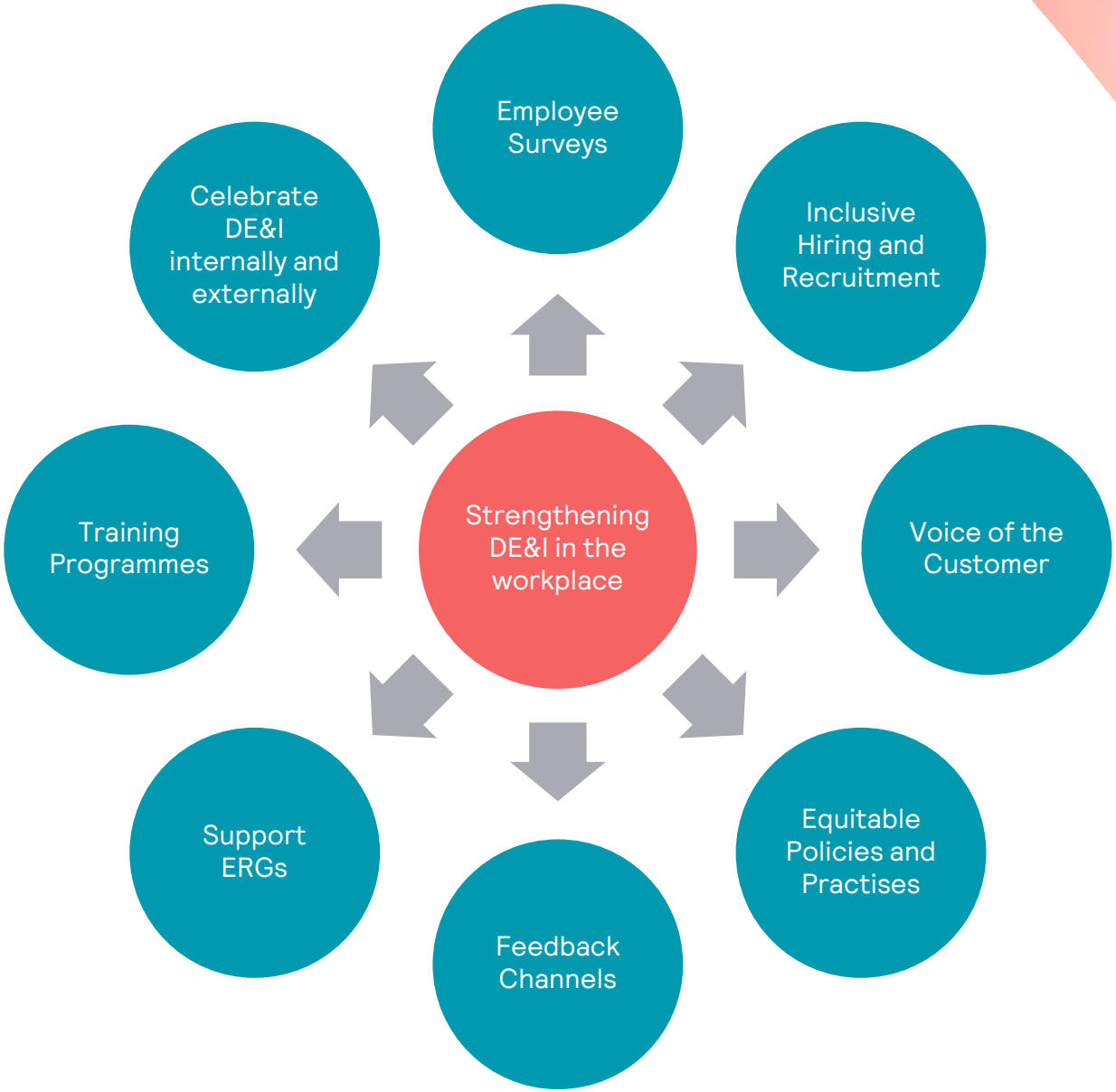
- Employee Retention
- Reduce time to hire
- Diversity
- Engagement
- Increase productivity

Importantly, companies with solid skills-based hiring practices see a 17 percent increase in employee retention and a 23 percent increase in productivity, according to a study by Deloitte.

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Source: Deloitte

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Employee Surveys
Inclusive Hiring and Recruitment
Voice of the Customer
Equitable Policies and Practises
Feedback Channels
Support ERGs
Training Programmes
Celebrate DE&I internally and externally
Strengthening DE&I in the workplace



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How Totaljobs can help



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Gender Bias Decoder

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Gender Bias Decoder

Gender Bias Decoder

The Totaljobs Gender Bias Decoder







Enter your text

Discover and remove bias

Generate more applications

- Is gendered language putting people off applying to your job advert?
- The Totaljobs Gender Bias Decoder reveals hidden gender-specific words and offers alternatives to make your text less biased.

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Accessibility Lab

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Our Accessibility Vision

We want **everyone** to be able to use our products and services, whether they are candidates or recruiters.

We are committed to being accessible to people with disabilities. We work towards meeting Web Content Accessibility Guidelines 2.2., Level AA, for our digital products and services.



Welcome to The Accessibility Lab

Award-winning







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Appendix

June 2025

Source links

https://www2.deloitte.com/content/dam/insights/us/articles/4209_Diversity-and-inclusion-revolution/DI_Diversity-and-inclusion-revolution.pdf

https://commonslibrary.parliament.uk/research-briefings/sn07068/#:~:text=Median%20pay%20for%20all%20employees,more%20than%20men%20on%20average.

https://medium.com/@baproactive/what-each-generation-wants-at-work-4e2f16deb265

https://letstalktalent.co.uk/resources/the-ultimate-list-of-uk-hr-stats/

https://www.purdueglobal.edu/education-partnerships/generational-workforce-differences-infographic/

https://www.deloitte.com/content/dam/assets-shared/docs/campaigns/2025/2025-genz-millennial-survey.pdf

https://www.namanhr.com/blog/preparing-for-the-integration-of-generation-alpha-into-the-workforce/

Next slides: *Additional information from Totaljobs.*

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Age Diversity

Shaping the future

Boost your business with age-diverse recruitment

- According to our research, 69% of UK workers aged over 55 would be open to working past the retirement age
- Are you appealing to this untapped talent pool to fill your skill gaps?
- Our latest report provides actionable advice to help your secure older workers and benefit from their expertise
- Prepare your business by unlocking the report

[Download the report and factsheet]



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Equality Boost

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Equality Boost

A diverse and inclusive workforce is key to strong business performance

Talent gaps impact productivity, yet employers say labour shortages is their biggest concern.*



Your solution to more diverse talent

Equality Boost can help you:

- Deliver a tangible impact on your DE&I strategy
- Extend your candidate reach into new and diverse talent pools
- Broaden the range of skills you attract to your business

*Hiring Trends Index, Q1 2024

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Equality Boost

Uncover 3 million candidates from underrepresented regions – with Totaljobs Equality Boost

What is it?

Equality Boost is a proven way to increase applications from underrepresented and underprivileged groups through targeted display advertising.

Harnessing a unique blend of data science, Equality Boost pinpoints when, where and how to reach the talent you need by demographic, socio-economic group, location and interest information. This means you can serve the right ad to the right audience.

Every campaign designed with Equality Boost is developed to attract both passive and active candidates, increasing application numbers and showcasing your brand authentically.

Enable DE&I



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Equality Boost

A practical way to make your diversity, equity and inclusion (DE&I) strategy a reality

How it works

1. We help you to **identify** your unique challenges and set clear objectives to help shape a bespoke package for your needs
2. **Build** an optimised campaign with end-to-end creative support, so that your jobs stand out to the right candidates and enhance overall brand perception
3. **Target** the people you need through a strategic mix of direct and retargeted, social and programmatic ads – as led by our team of display experts
4. **Monitor** campaign performance with real-time data and insights, measuring success to improve campaigns over time
5. The **Equality Boost Badge** will be displayed on your job listings to showcase that you are investing in searching for diverse candidates

Enable DE&I



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Our solutions A-Z

Equality Boost Badge

A practical way to make your diversity, equity and inclusion (DE&I) strategy a reality

What is it?

The Equality Boost Badge will be displayed on your job listings to showcase that you are investing in searching for diverse candidates.

To qualify, a company must demonstrate they are committed to improving the DE&I in their workplace by investing in the Equality Boost product and if they have a workforce of 250+ they must have provided their gender pay gap report.

Enable DE&I



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A/B Testing – The Benefits

Data-Driven Decision Making

- **Objective insights:** Decisions are based on actual user behaviour, not assumptions or opinions.
- **Reduced guesswork:** Helps avoid relying on intuition or anecdotal evidence.

Improved User Experience

- **User-centric improvements:** Identifies what users prefer, leading to enhancements that better meet their needs.
- **Personalisation:** Enables testing different experiences for different audience segments.

Increased Conversion Rates

- **Higher ROI:** By identifying what drives more conversions (e.g., sign-ups, purchases), A/B testing can directly improve business outcomes.
- **Small changes, big impact:** Even minor design tweaks (e.g., button colour, copy) can lead to significant performance gains.

Lower Risk of Change

- **Controlled experimentation:** Changes are tested on a subset of users before rolling out site-wide, reducing the risk of negatively impacting all users. Enabling you to pinpoint what works.
- **Fail fast, learn faster:** Poor-performing variations can be identified and discarded quickly.

Continuous Optimisation

- **Iterative improvements:** A/B testing encourages a culture of experimentation and ongoing improvement.
- **Better Understanding of Audience Behaviour:** Establishing patterns in applications.
- **Insight into preferences:** Understand what resonates with your audience by seeing how they respond to different elements.


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