



BROUGHT TO YOU BY THE GUILD
A WOMEN'S NETWORKING
PLATFORM FOR AMBITIOUS
PROFESSIONAL WOMEN

IF YOU CAN'T MEASURE IT YOU CAN'T IMPROVE IT

**DIVERSITY WORKSHEET AND BEST
PRACTICE GUIDE FOR COMPANIES TO
DEFINE AND TRACK DIVERSITY
MEASURES AND BUILD DIVERSE TEAMS**

Best Practice Guide based on GUILD research
and industry leading reports from McKinsey,
Adecco, Deloitte, Sequoia and Accenture.



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OUR DEFINITION OF DIVERSITY



BENCHMARK

	CURRENT RATE	TARGET RATE
% of diverse candidates		
% of diverse candidates at final interview stage		
% of underrepresented candidates sourced		
% of JDs reviewed for inclusive language		
% of underrepresented candidates leaving the company		
% of underrepresented in leadership positions		
# of page views and blog posts about company culture		
# internal diversity networking groups		
Qualitative feedback from external and internal candidates		

BEST PRACTICES I COMMIT TO

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For more information, workshops and diversity endorsement, contact us at 650.438.5162 or at anne@letsguild.com
Post your jobs at letsguild.com/post-a-job
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BEST PRACTICES HIRE - TRAIN - RETAIN - PROMOTE



Ideas how to hire, train, retain and promote diverse talent

Proactively reach out to candidates with diverse backgrounds through forums and events with minorities.

Organize your own hiring events and let candidates experience your company culture.

Engage the team in the hiring process with weekly hiring stand-up meetings.

Ensure unbiased JDs, diverse interview teams and standard scorecards.

Create and enforce a transparent role matrix with detailed role descriptions and clear requirements for advancement incl. training.

As founders or CEOs, emphasize culture and lead by example

Survey your culture, set KPIs and measure over time. Discuss with your teams.

Host frequent structured sessions with your team to ensure open communication channels and give everybody a voice in meetings.

Set and communicate diversity goals. Celebrate success toward these goals.

Communicate core values throughout your brand and in job descriptions.

Offer diverse activities and events where everybody feels welcome and teams bond.

Offer mentoring & networking programs with peers, mentors and leadership through services like the GUILD [letsguild.com/watercooler](https://www.letsguild.com/watercooler).

Create a professional training plan. Allocate budget and bring in diverse thought leaders to inspire and learn from.

Offer equal parental leave and encourage dads to take it.

Let employees choose their benefit package and weigh in on priorities.

Offer remote working opportunities and flexible work hours.

Commit to equal pay.

VISIT <https://www.letsguild.com/diversity-resources> for more

Download your copy at
letsguild.com/diversity-worksheet
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BEST PRACTICES HIRE - TRAIN - RETAIN - PROMOTE



FIND AN UPDATED RESOURCE GUIDE ON OUR WEBSITE

VISIT [LETSGUILD.COM/DIVERSITY-RESOURCES](https://www.letsguild.com/diversity-resources)

HIRING

- Post in Diverse Job Portals ([Aleria](#))
- Use JD Bias Detection Tools ([textio](#))
- Use Diversity Hiring Tools ([WeSolv](#), [YearUp](#))
- Ensure **vision, core values and mission statement** are in your JD
- Have at least one woman on interview panel
- Hire from **Universities with Underrepresented Groups**
- Write blogs and post pictures of real employees on your website
- Standardize interview questions ([Workable](#))

WOMEN ON BOARDS

- Find talent at [theBoardlist](#), [Athena Alliance](#), [Women Who Lead](#)

INCLUSION

- Ask candidates and employees to add their pronouns ([Argo DEI GUIDE](#))

BENEFITS

- PARENTAL LEAVE TEMPLATES ([PLUS](#))
- Mom Friendly Policies and Benefits ([Mommawork](#))
- Find Daycare and Pre-school ([Winnie](#))
- Mental Health Wellbeing ([Modern Health](#))
- Coaching ([Sounding Board / Marlow](#), [BetterUp](#))
- Mentorship Solutions for Women ([Water Cooler](#), [The GUILD](#))
- Flexible Work Hour Policy Template ([Workable](#))
- Personalized Benefits ([Cherry](#))
- Fertility Benefits ([Carrot](#))

SOCIAL RESPONSIBILITY

- Give employees a set number of volunteering days
- Make it a team building activity
- Consider charitable contribution matching ([BrightFunds](#))
- Combine Fitness and Charitable Giving ([AtlasGo](#))

EMPLOYEE RESOURCE GROUPS

- Create groups (min. 8 employees) and allocate small budget for meetings. Require 2 co-leaders and add their responsibility to goals / OKRs

TRAINING AND PROMOTIONS

- Set a fixed training stipend for each employee
- Offer access to online training ([BetterUp](#), [Lynda](#), [Coursera](#)) and encourage knowledge sharing
- Bring in experts for lunch and learn sessions
- Create a TEDx SLACK channel
- Implement transparent career ladders

EQUAL PAY

- [Equal Pay Templates](#)
- Consider making salaries transparent
- Ask investors or lawyers for compensation guides
- Consider equity stake parity ([Carta Study](#) and [Employee Shareholder Bill Of Rights](#))

COMMUNICATION

- Host Anonymous AMA sessions
- Create Communication Templates
- Add a women SLACK group

EMPLOYEE SATISFACTION

- Measure your employee satisfaction quarterly and include D&I questions ([CultureAmp](#))

VISIT <https://www.letsguild.com/diversity-resources>

Best practice guide is constantly updated with latest tools and findings from the ongoing study

Download your copy at
[letsguild.com/diversity-worksheet](https://www.letsguild.com/diversity-worksheet)
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THIS WORKSHOP IS BROUGHT TO
YOU BY ANNE COCQUYT, STARTUP
FOUNDER, CORPORATE INNOVATOR
AND D&I ADVOCATE

HIRE - RETAIN - PROMOTE DIVERSE TALENT

**BOOK THE 2HR HANDS-ON WORKSHOP TO
DESIGN AN ACTIONABLE ROADMAP TO
ATTRACT, RETAIN AND PROMOTE THE BEST
TALENT AT YOUR STARTUP**

Best practice guides are based on personalized
benchmark report and industry leading research
from McKinsey, Adecco, Deloitte, and Accenture.



**2 HR WORKSHOP
OFFSITE OR ONSITE**

**C-LEVEL, HR AND
HIRING MANAGERS**

HIRE - RETAIN - PROMOTE DIVERSE TALENT

In today's market more than ever, we understand how important it is to **find the best people**. Imagine, the very best candidates - **men, women, people with diverse backgrounds** - start filling your **candidate pool**, they are **motivated** and **empowered** to **go above and beyond** in their roles and they **stay at your company** to grow with you. Join this **immersive workshop** and compare **industry best practices** with your own and get the **tools** to **define your next steps** in becoming the company everybody dies to work for. **Embark on a journey with your team of managers and leaders to design processes, policies, and values to hire, retain and promote diverse talent.**

AUDIENCE

This 2 hr workshop is ideal for **leadership teams, hiring managers** and **Human Resource** teams of **tech startups** with less than 500 employees. You already know that hiring the best talent also means hiring diverse talent. You either have diversity initiatives under way and want to dig deeper or you are new to diversity - both groups will gain relevant insights and get actionable results from this workshop.

RESULTS

- **Benchmark Report**
- **Best Practice Guide** based on your results
- **Templates** (e.g. career ladders, parental leave policies, benefit guides)
- **Roadmap for hiring best practices, training, building a sense of belonging, promotions, policies, benefits and communication guidelines.**

AGENDA

PREP

- **Prep: Benchmark Study (45 min)**
pre-workshop zoom call

WORKSHOP

- **Welcome and Company Benchmark Results (15min)**
- **Tailored Presentations of Best Practice Research (15min)**
- **Workshop - Design Thinking Group Exercise. Areas: Hiring, Training, Community, Promoting, Communication, Benefits (60 min)**
- **Read Out and Prioritization (30min)**

WORKSHOP HOST

Anne Cocquyt, is a serial entrepreneur, diversity advocate and author of the advocacy studies "**The State of Women in Product**" and "**2020 Diversity Benchmark Report for Tech Startups**". Anne experienced male dominated workplaces and all-women teams in her own career in Europe and the US as a strategy consultant, manager, founder and CEO. She implemented career ladders and retrained managers for a telecommunication giant in UK and in her former role as Executive Director of Women In Product, she pioneered a study to evaluate the state of women in product management roles which she presented at the WEF events in January 2019. In this capacity she supported the biggest tech companies including **Google, Facebook, PayPal, Intuit, LinkedIn, Twitter, Uber, Autodesk, Adobe** and many more with initiatives to **hire female talent**. Anne is the founder of the **GUILD**, the first AI-driven professional match-making platform for communities and employers. The **GUILD** recently kicked off a benchmark study with tech startups in the Bay Area < 500 employees to identify best practices, policies and processes to successfully attract, retain and promote female talent at tech startups with limited D&I budget.

Anne holds an **MBA** from Eberhard-Karls University in **Statistics, Computer Science and Human Resources**. She mentors startups at the German Accelerator in San Francisco, Singularity University, and design thinking students at University of San Francisco. Anne advises a health benefit startup, a corporate innovation think tank and a STEM media company which changes the image of women in STEM in the media.

CONTACT

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