<table>
<thead>
<tr>
<th>1 Planning</th>
<th>2 Profiling</th>
<th>3 Marketing</th>
<th>4 Screening</th>
<th>5 Evaluating &amp; Selection</th>
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</table>
| Ensure diversity of interviewers. | Defining the expectations:  
  • Minimize list of requirements  
  • Be clear about what is a must and what an advantage  
 Defining the offering:  
  • why is the work meaningful?  
  • What kind of a culture do we have?  
  • How do we enable combining work and family?  
  • Etc. | Job profile:  
  • Stress impact and culture  
  • Use diverse visuals  
  • Include diversity clause  
  • Use gender decoder or equivalent  
 Channels:  
  • Use multitude of channels  
  • Consider direct contacts to underrepresented candidate pool  
  • Source minorities | Anonymise as much as possible!  
 Systematically evaluate against each predefined criteria during screening and further evaluation  
 Reserve enough time for screening  
 Use the same amount of time for each applicant | Re-visit criteria  
 Stick at least 90% to pre-defined interview questions that stem from criteria  
 Show diversity when showing the workplace  
 Give all candidates the same amount of attention  
 Justify your views out loud |