SyncD
A Futureheads Brand

Attracting Diverse Talent

Workshop Overview

Workshop Facilitator

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Alicia Richardson leads our diversity, equity and inclusion practice. She has 5 years' diverse hiring experience, and 2 years' workshop facilitation and public speaking experience.

Alicia has worked across a range of industries, including tech, creative, marketing, and fashion. Her clients have included Spotify, Depop, Analog Folk, Media Cause and Looping Group.

Alicia has experience in building her own communities and she founded her own diverse job board. Alicia has created and executed diverse hiring strategies such as diverse candidate attraction, retention, and inclusive hiring.

Alicia Richardson
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This is a 1-hour interactive workshop that will highlight how to enhance your hiring process to attract and retain diverse talent throughout the interview process, ultimately leading to an increase in diverse hires.

The workshop will feature Q&A, discussion, and case studies and leave you with key actions you can take away and start implementing immediately at a low cost.

For optimised participation, we recommend no more than 20 participants.

Some of the content will cover:

- Why attracting diverse talent is important
- What has successfully worked for small and large organisations
- Understanding what diverse candidates are attracted to
- Employer Branding Tips
- Personal Branding Tips

Key Takeaways

1. Learn how to connect with diverse communities

2. Discover how to create an employer brand to attract diverse talent

3. Understand the different types of content that will attract diverse talent

4. Post-workshop handbook

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“Diversity doesn’t look like anyone.
It looks like everyone.”

Karen Draper, Author – The Place of Us

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To discuss working with us:
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