



Staffing Company Diversity Assessment Tool

Workplace diversity—including and respecting the range of attributes that each employee contributes to a business—can also have a positive effect on a staffing firm’s bottom line, according to research by the trade association Business for Social Responsibility. This diversity assessment tool is intended to help you determine which areas of your staffing firm’s operations can be the focus of increased diversity efforts so you can set priorities for further action.

Use the table below to establish a benchmark for your current level of diversity. Identify those areas of your operations that are currently managed with consideration of principles that improve workplace diversity, then set goals for progress in each area.

OPERATIONS AREA	✓	GOALS
Internal		
▪ Employee base (recruitment, development, and retention)		
▪ Employee resource groups		
▪ Staff development and internships		
▪ Senior and key leadership		
▪ Board and governance		
▪ Advisory boards		
External		
▪ Marketing to target groups		
▪ Client acquisition and retention		
▪ Collateral, Web site, and ads		
▪ Targeted products		
▪ Advisory or consumer panels		
▪ Corporate partnerships or sponsorships		
Philanthropy		
▪ Foundations, grants, or scholarships		
▪ Volunteer days and similar programs		
▪ Matching gift programs		
Suppliers		
▪ Purchases from target groups		
▪ Memberships in target chambers and organizations		
▪ Subcontracts and alliances		
▪ Mentor programs		