

# From Awareness to Advocacy

A Visual Map of the Inclusive Hiring Journey

## Stage 1

### Attract

Goal: Increase awareness of your business and employer brand.

- Employer brand messaging
- Inclusive job posts
- Community engagement (events, partnerships)
- Targeted sourcing (social, niche boards, fair chance orgs)

## Stage 2

### Engage

Goal: Connect authentically with potential candidates.

- Clear communication about the role and culture
- Application accessibility (mobile, drop-in, resume-free)
- Pre-application Q&As or info sessions

## Stage 3

### Evaluate

Goal: Assess values, skills, and potential—not just resumes.

- Skills-based interviews or job simulations
- Inclusive evaluation rubrics
- Panel interviews for multiple perspectives

## Stage 4

### Hire

Goal: Extend offers with clarity and care.

- Transparent timelines and expectations
- Equity checks on pay, benefits, and access
- Role onboarding that builds connection early

## Stage 5

### Develop

Goal: Foster growth, trust, and loyalty.

- Learning and upskilling opportunities
- Feedback and career coaching
- Stretch assignments

## Stage 6

### Retain + Advocate

Goal: Turn team members into talent ambassadors.

- Recognition and rewards
- Belonging strategies
- Alumni engagement or referral programs

Use this visual to map where your business excels and where you have gaps to fill in your inclusive hiring journey.