**DCA’s definition of inclusive AI recruitment**

‘Inclusive AI recruitment’ occurs when AI recruitment tools automate, communicate, assess, and predict in ways that value diversity, minimise bias, and enable a diversity of talent to be hired.

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**Why is inclusive AI recruitment important?**

**There is unprecedented growth in AI-powered recruitment**

The AI recruitment market is forecast to reach US $942.3 million by 2030.¹

**AI-powered recruitment delivers significant efficiencies at scale**

- AI recruitment can reduce time to hire by up to 90% and screen resumes up to 70% faster than humans.²
- Early adopter companies have seen their cost per applicant screening reduced by 75%, their revenue per employee improved by 4%, and their turnover decreased by 35%.³

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**But AI-powered recruitment can bake in bias and harm diversity**

- If **AI-powered sourcing** is taught to optimise costs in job ad delivery, it can steer clear of candidates who are harder to access (e.g. women who have a higher click-to-profit ratio and so are more expensive to advertise to).⁴
- **Job application platforms** can exclude job applicants with disability by having overly complex navigation, timeout restrictions, lack of video captioning or image alt-text, poor screen contrast, inaccessible form fields, or mouse-only input options.⁵
- **Video interview assessment tools** can misunderstand the tone⁶ and accents of non-native speakers⁷ and job seekers with different speech patterns⁸ or who are visibly anxious.⁹
- **Most organisations have not considered diversity when deploying AI-powered recruitment tools**
  74% of organisations have not taken key steps to reduce unintended bias in AI.¹⁰

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DCA’s 5 steps to inclusive AI in recruitment

DCA’s evidence-based framework for inclusive AI in recruitment describes a 5-step process called **T.R.E.A.D.** (Team Up, Reflect, Educate, Acquire, Decide), to help employers ‘tread carefully’ when it comes to possible D&I risks in AI recruitment.

1. **TEAM UP** to assess D&I impact
   Form a D&I impact team who will assess the AI recruitment tool. Create a diverse team and leverage its diversity of perspectives and expertise to identify and address any biases in AI recruitment tool(s).

2. **REFLECT** on your readiness for inclusive AI recruitment
   Engage your D&I impact team to map your organisation’s AI maturity and D&I maturity levels.

3. **EDUCATE** your team about bias in recruitment
   Bring your D&I impact team up to speed on how bias plays out in recruitment generally and how we can disrupt these biases.

4. **ACQUIRE** expertise on how bias plays out in AI recruitment
   Get your D&I impact team up to speed on how bias plays out in AI recruitment specifically and how we can disrupt these biases.

5. **DECIDE** how to proceed inclusively with AI recruitment
   Last, encourage your D&I impact team to use the ‘Decide’ Checklist to:
   - understand the potential D&I-related risks involved in deploying an AI recruitment tool
   - make an informed decision about whether and how to use the AI recruitment tool so it helps not harms workforce diversity.
Need more guidance?
DCA members can access DCA’s Inclusive AI at Work in Recruitment full guidelines and a synopsis report in the member-only area of DCA’s website.

In addition, DCA members can access the full ‘Decide’ Checklist in the member-only area of DCA’s website.

Endnotes