



EMPOWERING BIPOC APPLICANTS TOWARDS A MORE MEANINGFUL OCCUPATION

Team Avenue - MMA803

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SETTING THE SCENE

As consultants to large firms, we are looking to increase employment accessibility & address job dissatisfaction for self-identified BIPOC applicants by addressing bias in the interviewing process.

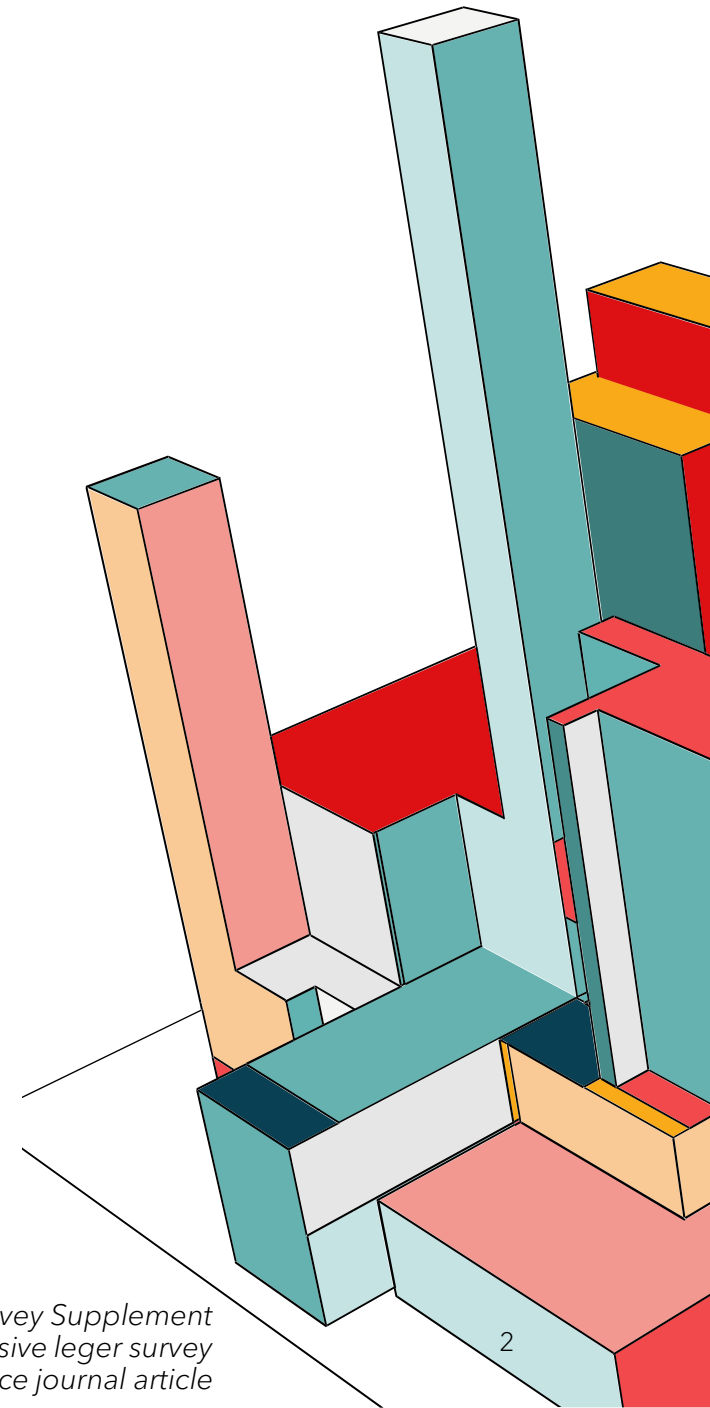


Increasing Employment
Accessibility



Addressing BIPOC Job
Dissatisfaction

**From December 2020 StatsCan Labour Force Survey Supplement
** From May 2021 Canadian Public Relations Society comprehensive leger survey
***From 2019 Sociological Science journal article*



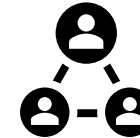
AGENDA



What we learned
from the Design
Thinking Process



Our data-focused
solution and its
consequences



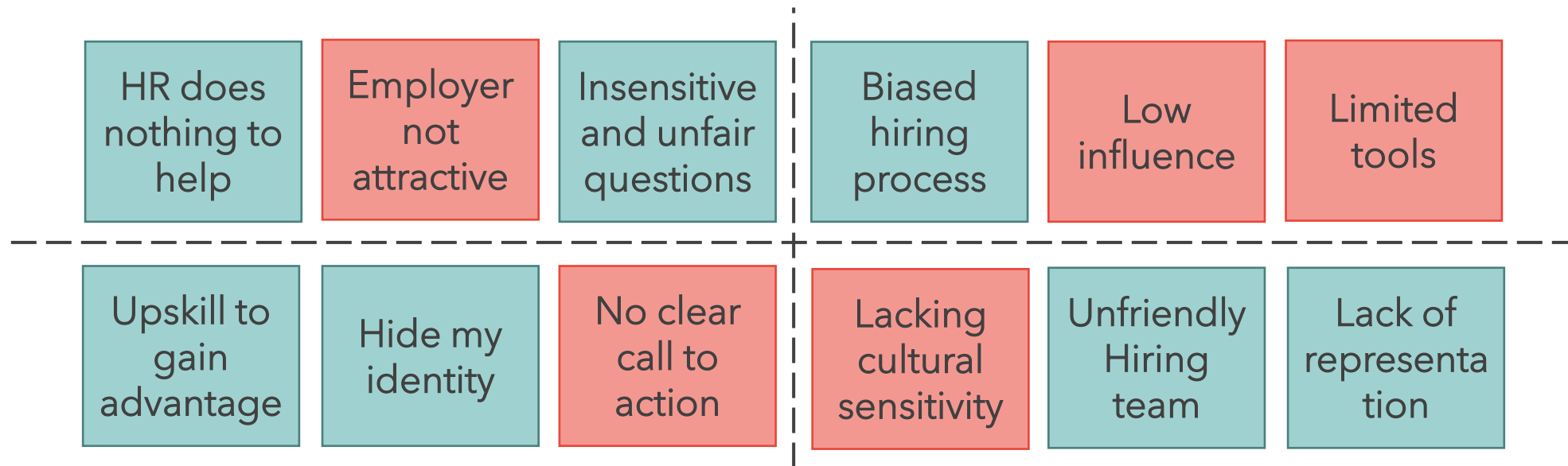
The Implementation
Process and How to
Define Success

THE DESIGN THINKING PROCESS

EMPATHY MAPPING

Hear

Think and Feel



Say and do

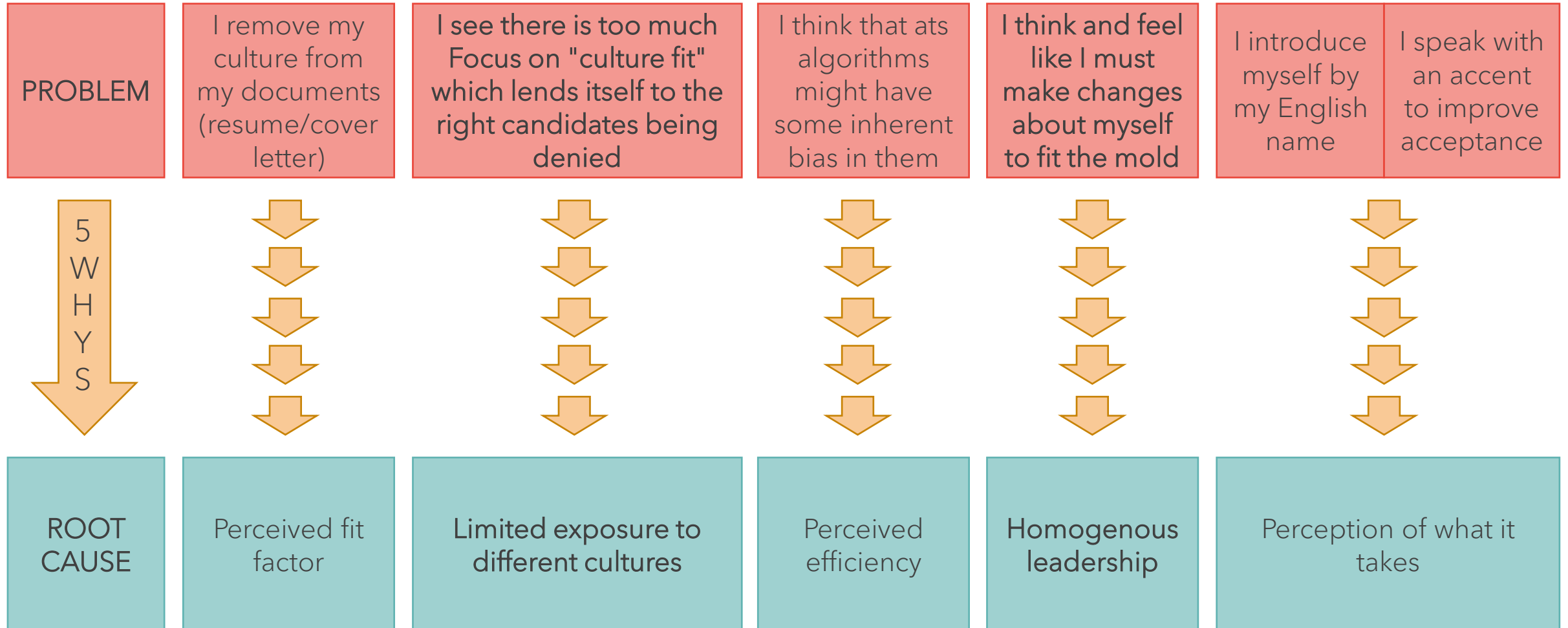
See

Applicant

Hiring team

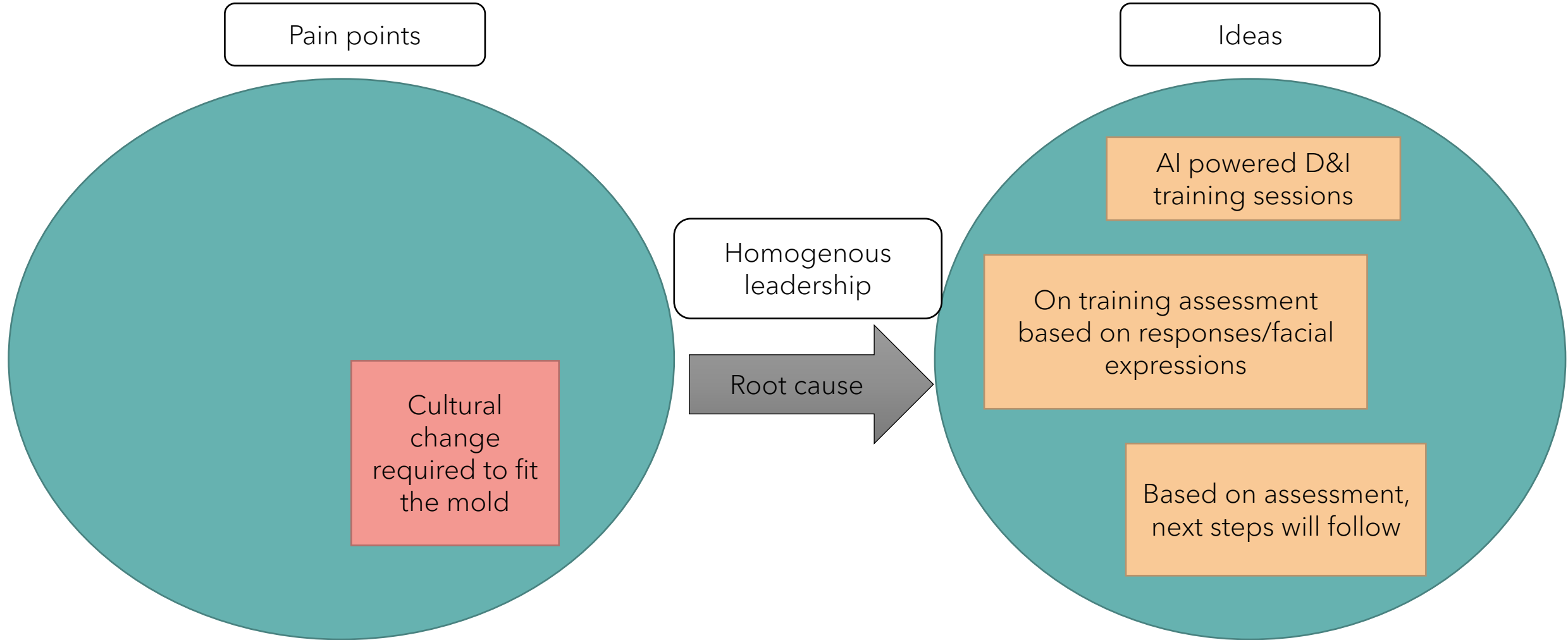
THE DESIGN THINKING PROCESS

DEFINING PHASE & THE 5 WHYS



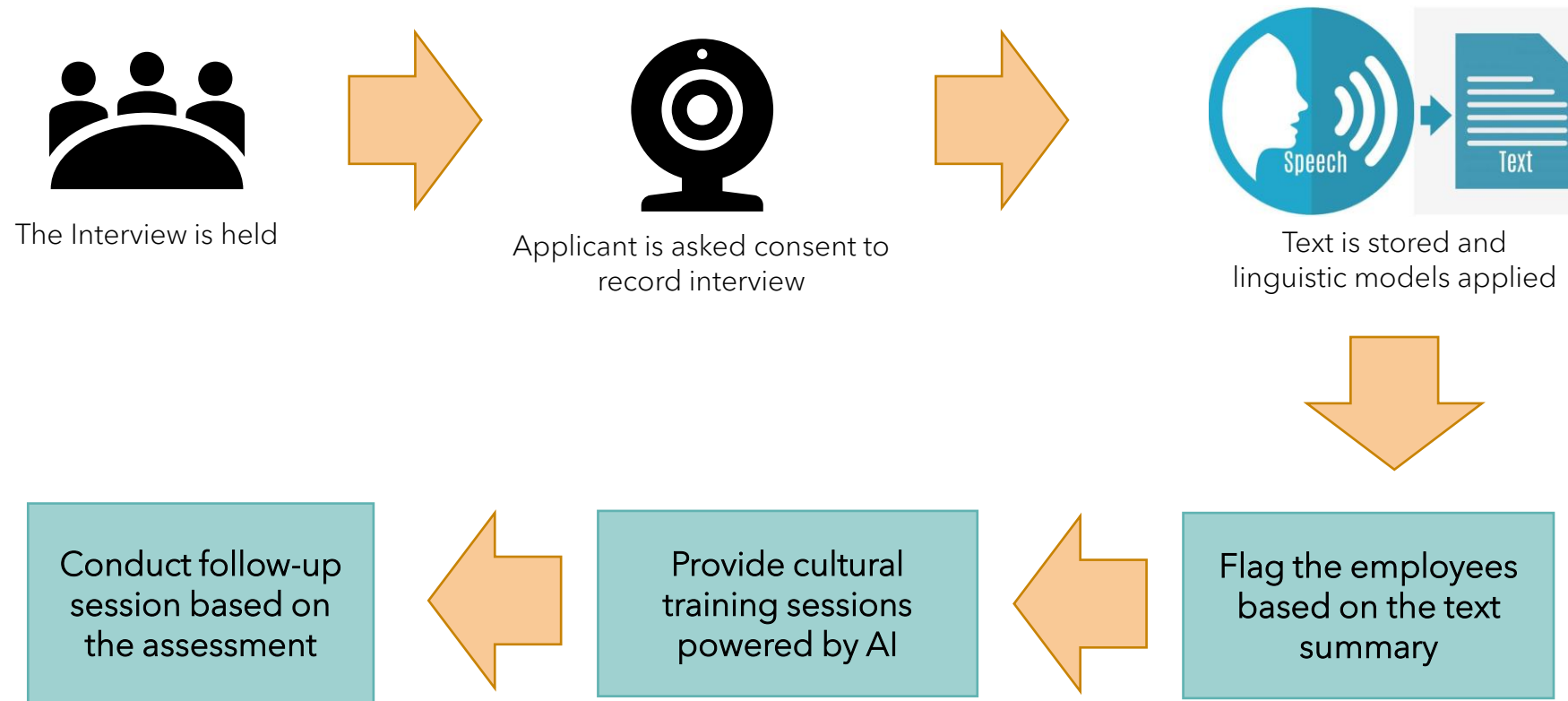
THE DESIGN THINKING PROCESS

IDEATION



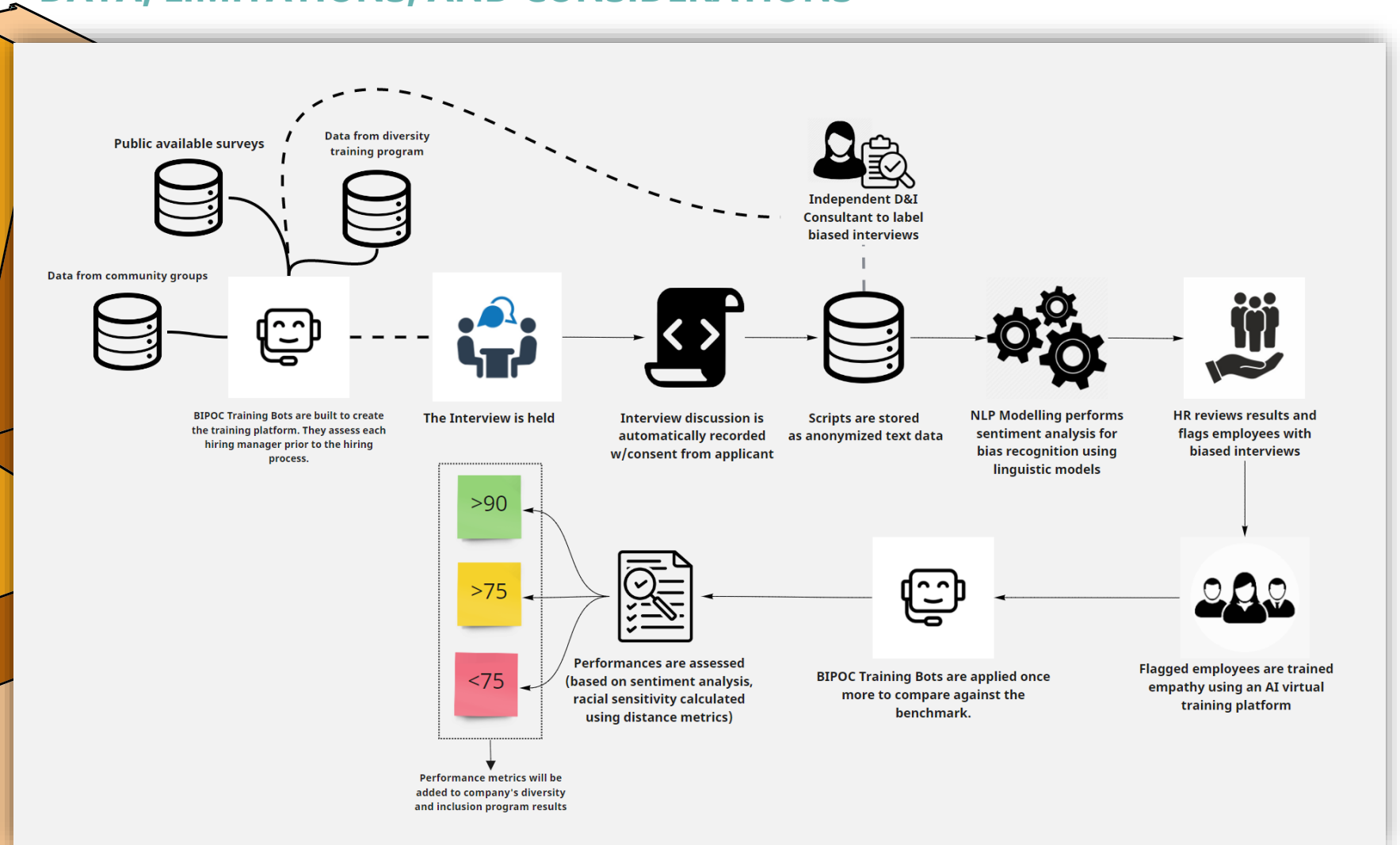
THE DESIGN THINKING PROCESS

PROTOTYPING W/ STORYBOARDING



OUR SOLUTION

DATA, LIMITATIONS, AND CONSIDERATIONS



SOLUTION IMPLEMENTATION PLAN

AND HOW WE DETERMINE SUCCESS

Short Term

- Align training to employee's yearly development goal
- Incorporate diversity, equity and inclusion as part of the company's overall goal

Medium Term

- Collect data for training NLP and for creating virtual training
- Roll-up model as part of the company's Interview process

Long Term

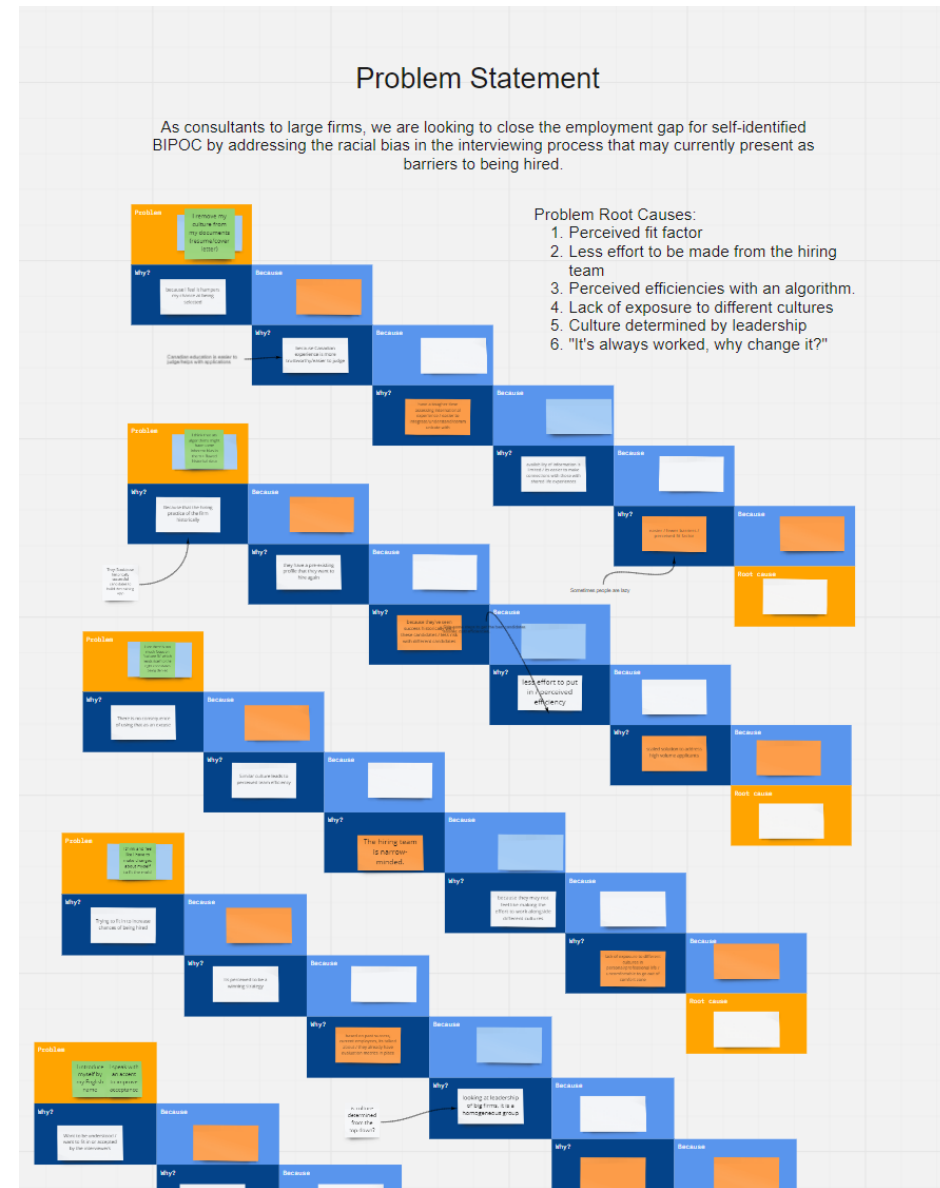
- Analyze employees metrics
- Collect new hired job satisfaction level
- Assess company's CSR ranking and diversity and inclusion yearly metrics
- Facial recognition incorporated in modelling to capture other bias



"It is not our differences that divide us. It is our inability to recognize, accept, and celebrate those differences" - Audre Lorde

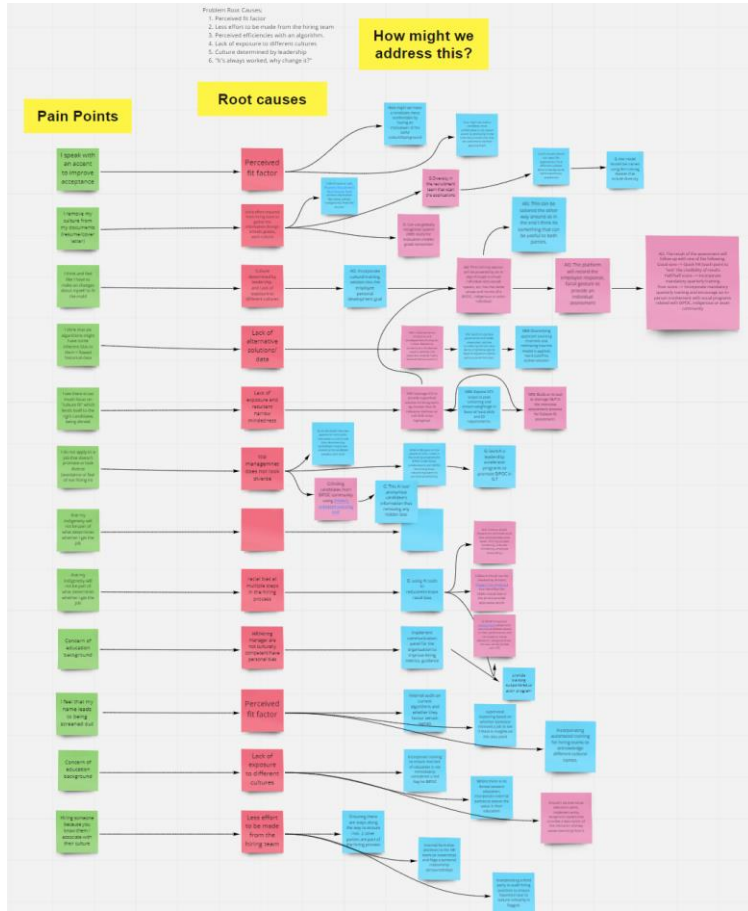
APPENDIX - 1

(EMPATHY MAPPING & DEFINE)



APPENDIX – 2

(IDEATION, PROTOTYPING, AND SOLUTION)



OUR SOLUTION

- **Step I: Identification of racial biases during an interview**
- Required interviews to be recorded and make use of automated note taking from Teams or Zoom to collect interview minutes.
- **Step II: Applying NLP and Image processing**
- Assess language biases using NLP on the scripts and image processing along with voice recognition to assess any physical biases
- **Step III: HR Assessment and virtual training for good**
- Inspired by gaming innovations, the virtual training for good is a tool that create an environment where the employee flagged with racial biased will learn how to properly communicate and how to be comfortable around different ethnicity
- **Step IV: Scoring the employees performance**
- Above Average > 90 : Quick HR follow-up
- Average > 75: Add a quarterly training to their personal development
- Below Average < 75: Add a quarterly training to their personal development and mandatory volunteering hours supporting BIPOC communities.

Prototyping - Storyboarding



APPENDIX – 3

(DATA & LIMITATIONS)

LIMITATIONS

- Consent from the interviewees/applicants before recording the conversation
- Using anonymized datasets for data privacy
- Utilization of AI tool in small or large firms
- Identifying bias in the model
- Finding the balanced training dataset to avoid skewness towards one culture



Automatic Speech Recognition

- Use speech-to-text software to transcribe conversations
- Develop NLP models to assess language biases



Diversity Training Program

- Gather cultural and behavioral data from different ethnicity
- Design virtual training based on feedbacks



Industry Benchmarks

- Track diversity and inclusion metrics
- Compare to internal and industry benchmarks

APPENDIX – 4 : REFERENCES

- 45% of BIPoC conform & comment on Indigenous in the finance sector: <https://www.newswire.ca/news-releases/canada-s-pr-industry-releases-first-comprehensive-diversity-amp-inclusion-survey-868410700.html>
- 13% unemployment for BIPoC: <https://monitormag.ca/articles/racialized-and-indigenous-workers-pandemic-job-loss>
- Hiring process discrimination research: <https://sociologicalscience.com/articles-v6-18-467/>
- RBC diversity and inclusion report https://www.rbc.com/diversity-inclusion/_assets-custom/includes/pdf/2020_Enterprise_DI_Report_English.pdf
- Our Miro Boards:
 - Empathy mapping: https://miro.com/app/board/o9J_llyZC8=?invite_link_id=954424994297
 - Define Stage: https://miro.com/app/board/o9J_llyZPM=?invite_link_id=376310091069
 - Ideation: https://miro.com/app/board/o9J_llyZNk=?invite_link_id=995391075039
 - Solution: https://miro.com/app/board/uXjVOfTxsg8=?invite_link_id=609480503555