



Diversity-oriented HR work becomes interactive

Online course is a way of helping companies to search for and retain skilled workers, and to successfully manage diversity in business.



IQ | GOOD PRACTICE in a nutshell

Addressees for transfer:
Companies

“Diversity-focussed HR work” interactive online course

The interactive online course “Vielfaltsorientierte Personalarbeit” (“Diversity-oriented HR work”) helps small and medium-sized enterprises (SMEs) to search for and retain skilled workers. In three easy-to-follow sections, business and HR managers learn how to expand recruitment strategies to cover different target groups and how to successfully manage diversity among employees. What are the advantages of diverse teams? What does diversity mean in a company? What is involved in successful initial training? The course is modular and participants can work through the sections as a whole or choose individual topics which are of particular relevance or interest to them.

Field of work:

“Diversity-oriented HR work” online course, Competence Centre for Intercultural Opening and Anti-Discrimination

Provider:

Via Bayern e. V.

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Provision:

More information is available at
www.vielfalt-gestalten.de

All previously published IQ Good Practice examples can be found at
www.netzwerk-iq.de

Starting point/challenge

How can business and HR managers expand their staff recruitment and successfully manage diversity among employees? Up to now, the only way for representatives of SMEs to get answers to these questions was to spend hours reading demanding and very dry printed brochures, information websites or PDFs. In order to make information on diversity-oriented HR work more appealing, the IQ Competence Centre for Intercultural Opening and Anti-Discrimination decided to create a new tool: the interactive online course.

Implementing the tool

The key themes relating to diversity-oriented HR work in SMEs were compiled and prioritised by experts. Following this, the concept was developed in terms of educational methodology. When starting out, a particular challenge proved to be the technical implementation of the planned content and methods. The platform best suited to the project needed to be clarified, as did how to ensure the online course produced was varied and appealing. The next step was to assess the feasibility of the most viable and innovative learning management systems. The other four IQ competence centres, the 16 regional networks and their subprojects as well as a range of different companies worked together to create and prepare the content, and integrate it in the selected tool. The online course created is called “Vielfaltsorientierte Personalarbeit für KMU” (“Diversity-oriented HR work in SMEs”) and delivers its content digitally in a fun and interactive way which enables self study. Participants are able to click on images or cards and can also look at videos or memories; each topic ends with a quiz to test their knowledge. In the three easy-to-follow sections entitled “Einführung und Vorteile interkultureller Vielfalt im Betrieb” (“Introduction to and advantages of intercultural diversity in a business”), “Wie Sie Fachkräfte



am besten finden” (“The best way to find skilled workers”) and “Wie Sie Fachkräfte gekonnt halten & binden” (“How to effectively keep and retain skilled workers”) HR and business managers can train themselves with the goal of effectively managing diversity in their business. Working through each topic only takes 10 to 20 minutes. Once participants have completed the course in full, a PDF certificate of participation is automatically generated. The content of the sections is regularly brought up-to-date by the competence centre.

Conclusion

The online course was published by the IQ competence centre in April 2021. More than 200 users had registered by the end of August 2021. By this point in time the page had been viewed approximately 10,400 times and around 2,400 visitors had been recorded. Users include company employees as well as disseminators from Chambers and business associations. Staff from a wide range of different administrative levels, such as job centres and city integration officers, are also using the new learning opportunity.

“Always work on the most interesting topic”

The tool is motivating and educational and in 10 to 20 minutes provides key answers to questions relating to HR work

Around 26% of the population of Germany have a migration background. The proportion of people with a migration background in gainful employment is 94.6%. Despite the fact that searching for and retaining staff may involve more work, increasing numbers of companies are recognising the business benefits of having a diverse workforce. Learners completing the online course find out, for example, that a commitment to diversity improves the image of the company. Diverse workforces are also able to better target increasingly diverse customer structures with tailored offers and targeted services. The section entitled “Warum vielfaltsorientierte Personalarbeit” (“Why have diversity-oriented HR work”) also addresses the challenges which diversity-oriented HR



work can create and what solutions might exist to meet these challenges. Participants can also watch an item from practice about Luson Hair – a hairdressing business from the Stuttgart area. The company has 150 employees, one third of which have a migration background. The item finishes for participants with the opportunity to carry out a diversity check online which takes around 20 minutes. In the second section, “Fachkräfte

finden” (“Finding skilled workers”), users find out how a procedure for recognising a foreign qualification is completed and also how to create a job ad which is diversity-friendly. In order that skilled workers remain in the company, the section “Fachkräfte binden” (“Retaining skilled workers”) examines the culture of openness in a company and how to lead intercultural teams. “What's good is that learners don't have to work through all topics. Instead they can always pick out the topic they're most interested in at the time,” explains Nils Hackstein in his online welcome to the course. The course is a motivating and informative tool which uses a wide variety of methods to offer important, brief and specific support, in personnel work.

Three questions for Nils Hackstein, adviser on securing the supply of skilled workers and company-based integration at the IQ Competence Centre for Intercultural Opening and Anti-Discrimination

“Digital, interactive and modular tool”



What is innovative about the online course?

There is a huge shortage of labour in Germany, in particular of trained and skilled workers, and the situation is getting worse. The STEM sectors, (science, technology, engineering and mathematics) healthcare and nursing, and the skilled trades are particularly impacted by this. The online course seeks to help companies search for and retain skilled workers. It is a digital, interactive and modular information and guidance tool which can be used whenever and wherever needed. The pandemic has accelerated the trend towards digital offers.

Is the tool easily transferable?

Companies – in particular SMEs–, municipalities and labour administrations can use the online course immediately following a very brief

registration process. Templates are stored in the sections, and these can be downloaded and used for your own organisation. For example, if a company wants to ensure its job advertisement is diversity-friendly, then the course provides a sample template for creating the requirement specification for the vacancy to be filled.

How will the course benefit over the long term?

The goal is that, over the short, medium and long term, the online course will help advance the development of expertise in organisations in the topic area of diversity-oriented HR work. On the one hand, this concerns the individual situation of the company: using easy-to-handle specific tools, HR measures, such as induction plans, can be quickly adapted. At the same time it is also important that companies receive support in a structured way, for example in developing a culture of openness. In this respect the online course represents a tool for use in diversity-oriented corporate development and should ideally be supported by IQ subprojects at a local level.

Publication details

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