

INCLUSIVE JOB POSTINGS IN THE RETAIL SECTOR

Guidelines to make the job market more accessible
for young adults with a disability

June 2024

 commerce
training

GAME CHANGERS



ONLINE AND FACE-TO-FACE INTERVIEWS OF 1,5 HOUR

Total of n=20 participants with various types of disabilities, adapted methodology (physical versus online) depending on the needs and preference of each individual respondent

Young adults who have experience in searching for a job

Each participants is between 16 and 30 years old

Mix Flanders (N=14) & Wallonia (N=6)

Mix physical & psychological disabilities



Physical (N=11)

Spasticity, Fibromyalgia, Rheumatism, Chronic hernia, Chronic Fatigue Syndrome, Cerebral Palsy, Impaired vision, Motor/Mobility problems

Psychological (N=9)

ADD, ADHD, Autism, Mood disorder, Bipolar, Anxiety disorder



How can we improve the inclusivity of job postings in the retail sector?

- *Who is this group of young adults with a disability?*
 - *How do they start the job hunt?*
 - *What do they need and expect in a job posting?*

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YOUNG ADULTS WITH A DISABILITY ARE A VERY HETEROGENEOUS GROUP

Characterized by a **wide range and a unique combination of traits**, stemming from the nature of their disability, personality and professional journey.

DIFFERENT TYPES AND DEGREES OF DISABILITY WITH ITS IMPACT AND ISSUES



PHYSICAL



Ik ben hypermobiel, maar die **uitwerking kan van dag tot dag**, zelfs in de dag zelf veranderen. Soms sta ik op en kan ik mezelf niet eens aankleden, terwijl een andere dagen lukt me dat wel

- Caitlyn, 25 jaar, hypermobiel



PSYCHOLOGICAL



Mensen hebben vaak het **klassieke beeld van autisme**. Dat ze geen empathie hebben, dat ze niet sociaal zijn, dat ze niet tegen stress kunnen. En dan ontmoeten ze me en zeggen ze: "Oh maar je ziet niet dat je autisme hebt", omdat ik net oversociaal ben.

- Caro, 24 jaar, autisme



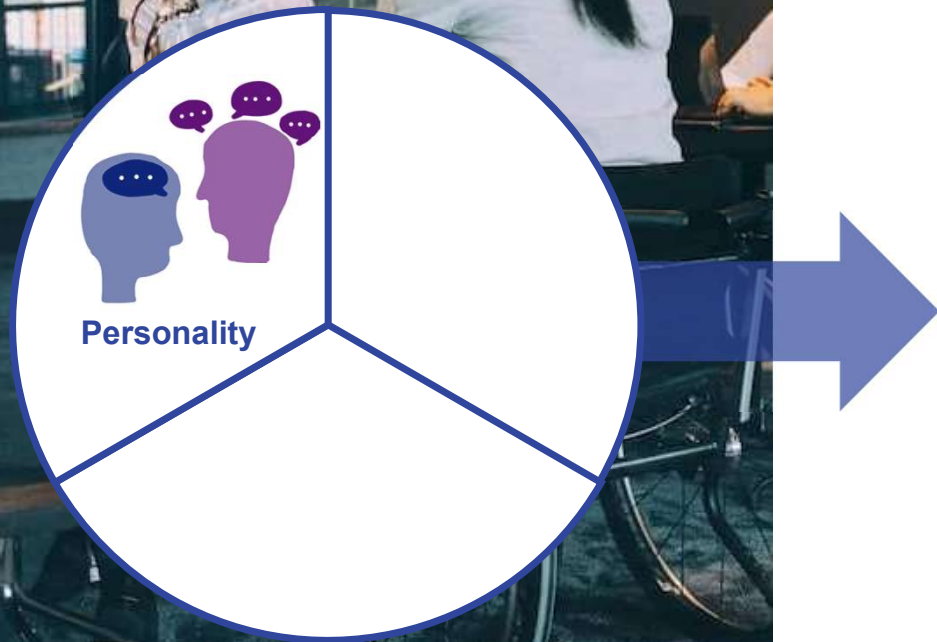
COMORBIDITY



Het is een lange zoektocht geweest naar mijn diagnose van reuma en het krijgen van de juiste medicatie. Dit heeft **mentaal veel effect gehad, waardoor ik nu ook regelmatig naar een psycholoog ga.**

- Ouissam, 26 jaar, reuma

PERSONALITY INFLUENCE THEIR INTERACTIONS WITH THE WORLD AND HOW THEY MANAGE THEIR DISABILITY



“

Ik voel dat ik **afstandelijk ben bij andere mensen**. Die zijn soms heel open en ik weet niet hoe ik daarop moet reageren. Ik kan spontaan niet veel zeggen. Dat heeft tijd nodig bij mij.

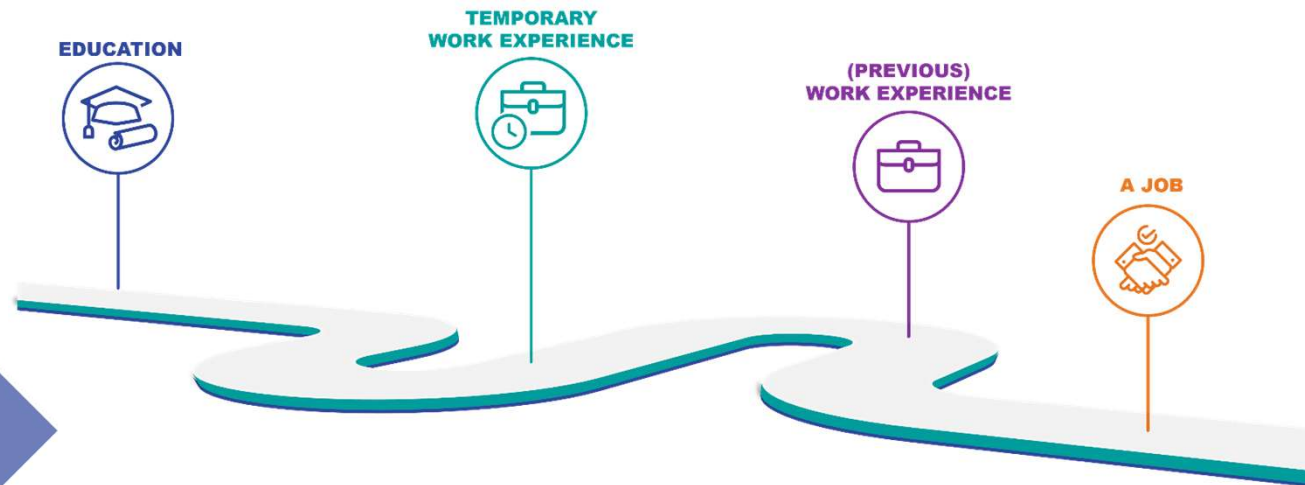
- Wiktoria, 23 jaar, autisme & stemmingsstoornis

“

Iemand met een beperking heeft nu eenmaal wat meer hulp nodig. Dus ik **probeer assertief te zijn zodat ik zo'n dingen kan bespreken**.

- Caitlyn, 25 jaar, hypermobiel

A JOURNEY THAT BUILDS OR BREAKS CONFIDENCE AND ASSERTIVENESS



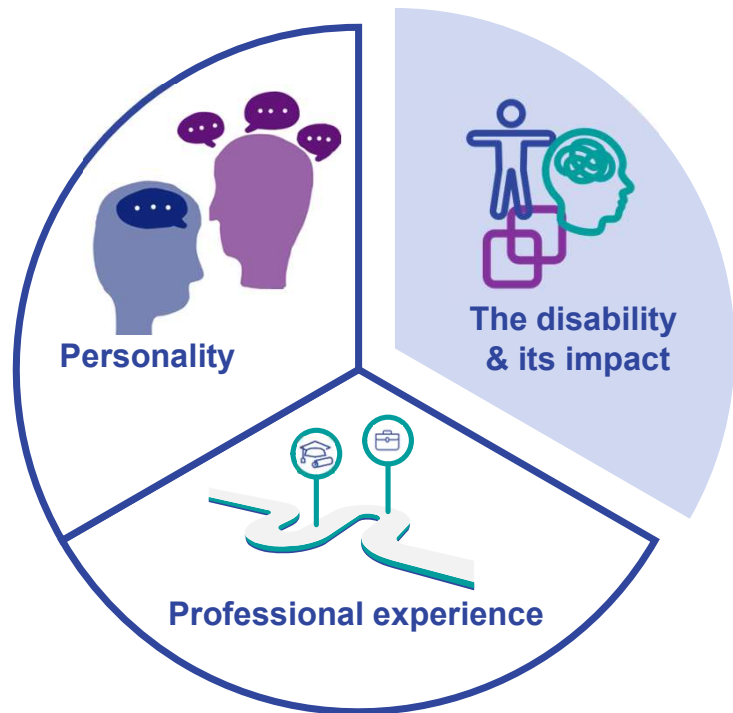
BB

Ik heb in het verleden in de keuken van een rusthuis gewerkt en daar was het vaak tempo, tempo, tempo. **Alles moest zo snel mogelijk gedaan zijn en als ik te traag ging, begonnen ze te roepen op mij.** Dit heeft geen goede invloed op mij. Nu let ik erop dat ik een **job kies waar ik mijn eigen tempo kan bepalen.**

- Caro, 24 jaar, autisme



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THESE YOUNG ADULTS ARE MUCH MORE THAN THEIR DISABILITY

They seek **comprehensive recognition** and the **autonomy** to address their own disability-related needs.

“

Vanaf dat je zegt dat je autisme hebt, **kijken ze niet meer naar jou, maar naar wat zij denken dat je bent of kan.** Ze projecteren vaak dingen op jou, maar dat heeft geen zin want het verschilt bij iedereen.

- Arthur, 26 jaar, autisme

“

Het is niet omdat ik een fysieke beperking heb dat er iets mis is aan mijn hoofd. Ik wil dat mensen weten dat ik even slim ben als een normale mens.

- Jarno, 25 jaar, cerebrale parese

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YOUNG ADULTS WITH A DISABILITY ENTER THE JOB MARKET WITH A SENSITIVITY AND INSECURITY



SEARCHING FOR A JOB

- **Do I search independently?**
Via **regular system** (e.g. VDAB/Forem, interim office, spontaneous, etc.)
- **Do I ask for guidance?**
Via **specific organizations** such as GTB that focus on supporting this target group to/on the job market.

VDAB

gtb



APPLYING FOR A JOB

- **Should I be transparent about my disability?**
When I disclose my disability, I can **estimate if the employer is open and supportive**. However, there's also the risk of not being selected because of it.

On top, some don't want to share this personal information to a 'stranger'.

- **How and when is the time I should communicate this?**



OUTCOME OF THE APPLICATION

- **Did they (not) choose me because of my disability?**
Many are **suspicious of employers' motivations**, which leads to having mixed feelings about (not) having the job.

BB

Mon ancien job, ils avaient une idée fautive de moi dans le sens où **ils pensaient que j'étais trop fragile mentalement pour le job**. On m'a donné un petit peu des fausses excuses, mais je savais que c'était par rapport à ça. **Donc je ne l'ai pas très bien pris.**

- Clara, 21 ans, troubles bipolaires

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WHICH COMPONENTS SHOULD BE INCLUDED IN A JOB POSTING?

- 1 JOB TITLE**
An accurate, specific title that reflects the role.
- 2 JOB DESCRIPTION**
A clear overview of the role, expectations and responsibilities.
- 3 JOB REQUIREMENTS**
List specific skills, experiences and training required to perform the job.
- 4 COMPENSATION & BENEFITS**
An overview of the compensation and benefits for the employee (salary, fringe benefits, discounts,...).
- 5 INFORMATION ON THE EMPLOYER (AND COLLEAGUES)**
The company's culture, background, and contact information. Outline the type of colleagues with whom you might work.
- 6 INFORMATION ON THE APPLICATION PROCESS**
Explain how to apply and what steps the application process will consist of.

A well-detailed job posting alleviates applicant doubts and uncertainties.

And it reflects a sense of transparency and integrity, enhancing the company's reputation positively.

HOW CAN A JOB POSTING BE OPTIMIZED IN TERMS OF CONTENT FOR IT TO BE INCLUSIVE?



CLARITY



FLEXIBILITY



MENTORSHIP

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MENTORSHIP

- Go for **as clear and as specific as possible**.
- This will allow young adults with disabilities to **better assess** whether the position **suits them** and whether they would feel comfortable in the work environment.



TASKS NEED TO BE CLEARLY DEFINED TO BE ABLE TO ASSESS IF THEY ARE CAPABLE TO DO THE JOB

What does the job entail?

- An **accurate and specific job description** to give applicants a good understanding of the job content (e.g., list specific tasks, mention working hours/days, express job responsibilities and goals).

Why?

- Allows individuals with (mental) disabilities **to be prepared for the specific tasks that await them.**
- People with learning disabilities are **more easily deterred by a vague task package.**

- ✓ *"Je helpt klanten afrekenen aan de kassa"*
- ✓ *"Je zorgt samen met je collega's dat de winkel ordelijk is."*
- ✓ *"Je staat in voor het controleren en overhandigen van gekochte goederen aan de klant of transporteur."*
- ✓ *"Vous veillez à la bonne tenue de votre rayon en leur offrant des rayons pleins, propres, balisés et attractifs."*

- ✗ *"Je doet elke dag iets anders. Je houdt van variatie en kan goed om met verandering."*
- ✗ *"Passez sans difficulté d'une tâche à une autre"*

Watch out: tasks that need more explanation

- ✗ *"Je staat in voor het geven van veiligheidsopleidingen aan je collega's"*
- ✗ *"Paletten stapelen"*



DOABLE REQUIREMENTS GIVE THEM CONFIDENCE AND KEEP THEM FROM GETTING HESITANT

- ✓ *“Kan waar nodig taken delegeren”*
- ✓ *“Je hebt al een eerste werkervaring achter de rug”*
- ✓ *« Vous avez un niveau d'étude humanité ou technique ou bien vous disposez une expérience commerciale et/ou technique »*
- ✓ *« Vous avez un goût certain pour le bricolage, la décoration »*
- ✗ *“Straalt motivatie en enthousiasme uit”*
- ✗ *“Is flexibel”*
- ✗ *“Kan multitasken en puzzelt graag”*
- ✗ *Kent verscheidene computerprogramma's”*
- ✗ *“Retrousser les manches au sein d'une super équipe”*

What does the job require?

- A clear and realistic **list of skills and experiences** that **truly necessary** to perform the job and which ones could potentially be developed further through training.

Why?

- Applicants that have these experience/ skills will be **more confident to apply**. Applicants that don't, will (unnecessarily) **be deterred**.

““

« Is flexibel », « kan multitasken », dat schrikt af voor mensen met autisme. Ik ben wat **bang van multitasken**. Ik wil eerst één ding afwerken en daarna pas aan een andere taak beginnen.

- Wiktorija, 23 jaar, autisme & stemmingsstoornis



PROVIDING COMPREHENSIVE EMPLOYER INFORMATION REDUCES INTIMIDATION

Who is the employer?

- Provide the applicant with a **clear idea of who the employer is**: background, contact information, work atmosphere, and company culture (e.g., values and vision, background, etc.).

Why?

- This enables them to **anticipate their future environment**, thereby **alleviating stress**.
- It also provides an opportunity to **assess the company's commitment to employee centricity and inclusivity**.



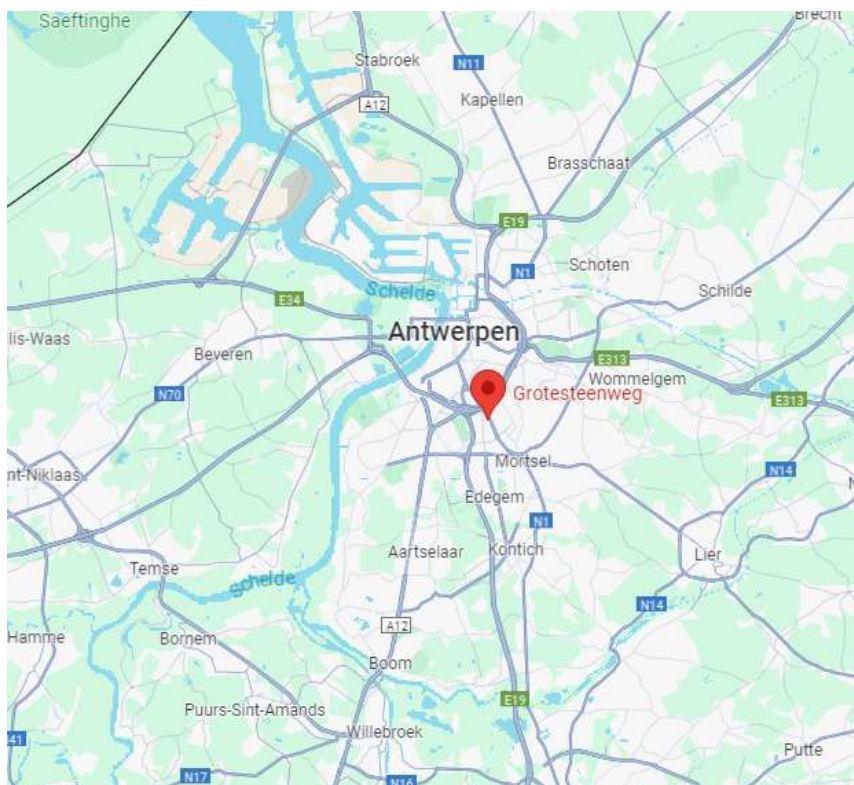
Je pense que l'ambiance au travail est bien de noter dans les annonces; **une ambiance chaleureuse, familiale etc.** Parce que ce peut pousser potentiellement quelqu'un qui se sent peut-être plus renfermé sur lui-même. C'est important de **se dire qu'on est bienvenue**.

- Clara, 25 ans, troubles bipolaires

- ✓ *"Als team bouwen wij aan een levenslange relatie met bestaande en nieuwe klanten. Zo stimuleren wij de omzetgroei".*
- ✓ *"Werken bij X is dagelijks een portie gezonde vibes voor de klanten, voor je collega's, voor de producten en voor jezelf."*
- ✓ *"Elk moment nog mooier maken, dat is waar het bij x om draait."*
- ✓ *"Toffe collega's en een werkgever voor wie iedereen telt"*
- ✓ *"De drie kernwaarden van x geven weer waar we voor staan en wat we van elkaar mogen verwachten. We bouwen op elkaar en geloven dat iedereen zijn verantwoordelijk neemt in de vrijheid die we met alle plezier geven".*



JOB LOCATION IS ESSENTIAL FOR ESTIMATING A MANAGEABLE COMMUTE



Where is the job located?

- Accurate description of the company information, particularly the **specific work location**.
- This also applies to the location of other activities such as the job interview or training.

Why?

- People with disabilities, who **often rely on public transportation**, can make an initial assessment of the commute.
- This is crucial as they may need to **return home on time** for emergencies or appointments.



TRANSPARENCY ABOUT BENEFITS MOTIVATES APPLICANTS

What are the benefits?

- **Monetary and/or fringe benefits** mentioned as specific as possible.
- **Social benefits** (related to the work atmosphere, culture, and colleagues) can also be triggering, but make sure these are mentioned as 'optional' since it might deter more introverted applicants.

Why?

- Young adults with disabilities who already have negative emotions about applying for jobs can easily **become demotivated or feel that they will not be appreciated**, a reference to the benefits can make them enthusiastic again about job hunting.
- A **reference to a pleasant work atmosphere**, nice colleagues, growth opportunities, and training are additional motivators for many.

- ✓ *"Ecocheques"*
- ✓ *"20% korting"*
- ✓ *"Private leasing van een elektrische fiets"*
- ✓ *"Private ongevallen verzekering"*
- ✓ *"Vakantiegeld en sector premies"*

- ✗ *"Een aantrekkelijk loon. Een gevarieerde job dicht bij huis."*
- ✗ *"Un salaire compétitif et des conditions de travail secondaires attrayantes."*



BEING WELL-INFORMED ABOUT THE APPLICATION PROCESS ALLEVIATES STRESS

- ✓ *“Dan volgt een logica en persoonlijkheidstest”*
- ✓ *“Een opvolgend sollicitatiegesprek”*

What does the application process entail?

- What can the applicant **expect from the application process** (e.g., number of rounds, certain tests, online/offline conversation, etc.)
- However, a too complex or intimidating application process can make applicants hesitate.

Why?

- This way they are **prepared for what awaits them** and are not surprised or deterred by certain questions or expectations.

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CLARITY



FLEXIBILITY



MENTORSHIP

- Allow negotiations of “**personalized work**” arrangements (e.g., task package, flexible hours, work from home, training opportunities...)
- Show that you **put the employee first** and are open to individuals who still need to grow and/or are dealing with other personal circumstances



FLEXIBLE HOURS FOSTER THE BELIEF THAT WORK CAN BE MANAGEABLE ALONGSIDE THEIR DISABILITY-RELATED NEEDS

Can I work flexible hours?

- (if applicable) **flexible working hours**, respecting a healthy work-life balance.
- Be realistic and don't make false promises.

Why?

- For people with disabilities, it seems to be extra important to have a **balance between work and personal life**, for example, to go to the physiotherapist, to de-stress, to recharge, etc.

BB

Voor mij is het belangrijk dat **de werkuren bespreekbaar** zijn, zo kan ik inplannen wanneer ik wat kan rusten en wanneer ik moet werken. Anders ga ik te snel vermoeid en overbelast geraken.

- Ouissam, 26 jaar, reuma

- ✓ *“Wij bieden je een uurrooster 6 weken op voorhand aan, dit om je werk-privé beter te plannen.”*
- ✓ *“Goede balans werk-privé. Je hebt inspraak in je uurrooster.”*
- ✓ *“Een deeltijdse tewerkstelling kan in overleg met de winkelmanager.”*
- ✓ *“Je hebt inspraak in je uurrooster. Heb je een privéafpraak dan houden we daar rekening mee.”*
- ✓ *“Overuren kan je opnemen als extra verlof.”*
- ✗ *“Je bent flexibel en kan ook op zaterdag werken.”*
- ✗ *« Cette fonction étant une fonction à temps partiel quelques jours par semaine, la flexibilité à ce niveau est requise. »*



WORKING REMOTELY FOSTER THE BELIEF THAT WORK CAN BE MANAGEABLE ALONGSIDE THEIR DISABILITY-RELATED NEEDS

- ✓ *“Thuiswerken mogelijk”*
- ✓ *“Je kan tot drie dagen per week van thuis uit werken”*

Can I work remotely?

- (if applicable) mention that **working remotely is an option.**

Why?

- For individuals with disabilities, the flexibility to work remotely offers a significant advantage, especially **when they are not at their best or have appointments during the day.**



REFERENCE TO PROFESSIONAL GUIDANCE ALLEVIATES THE PRESSURE TO PERFORM

Are there opportunities to grow?

- Mentions of training and development opportunities: demonstrate your willingness to offer employees the **chance to grow and learn** (e.g., training, further education, professional development).
- Note: the growth opportunities must be accessible for people with disabilities: e.g., within working hours, no other location, etc.

Why?

- Young adults with a disability may shy away from tasks they perceive as challenging. The explicit opportunity for growth **reduces potential barriers**.

- ✓ *“Een opleiding om meteen goed te starten, kansen om door te groeien bij ons, als je dat wilt.”*
- ✓ *“Bij x geven we je graag de ruimte om je eigen ontwikkeling en groei in handen te nemen.”*
- ✓ *“Ontwikkelingsgerichte en intern doorgroeien. Na een grondige opleiding... Je krijgt veel kansen om bij te leren, zowel op het werk als op persoonlijk vlak.”*
- ✓ *“La possibilité d'évoluer en suivant diverses formations.”*



ADDRESSING PERSONAL NEEDS ENSURES THEY CAN WORK IN A COMFORTABLE AND SUPPORTIVE ENVIRONMENT

- ✓ *"Bij x kan je anders werken. Jij staat als mens centraal en dat merk je meteen".*
- ✓ *"Heb je een privéafpraak dan houden we daar rekening mee."*

Are they willing to meet personal needs?

- Mention that the employer **considers the individual needs of each employee**, e.g.: the company is committed to an inclusive and supportive work environment.
- Explicit mention can come across as stigmatizing. Find a balance between demonstrating willingness to accommodate and unnecessarily labeling individuals.

Why?

- Young adults with disabilities often have **specific needs or adjustments required to perform their work optimally** (e.g., physical adjustments, special equipment). Such a mention can make them **feel more supported** and gives them the opportunity to discuss this.

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CLARITY



FLEXIBILITY



MENTORSHIP

- Mention the **presence of a mentor** in the workplace who can provide (emotional) support
- This person can act as a point of **contact and confidant** for young adults with disabilities



A PERSONAL POINT OF CONTACT THEY CAN RELY ON MAKES THE JOB MORE ACCESSIBLE

Will I have a mentor?

- Mention the presence of a mentor who serves as a **personal point of contact**. This is expected to be someone who (on a regular basis) is on the shop floor with them.

Why?

- For applicants with disabilities, a mentor who is familiar with their disability can assist them in **navigating and overcoming potential challenges in the workplace** eliminate doubts and insecurity.
- On top, addressing one individual feels **less intimidating than addressing a large company** as a whole (especially for introverted individuals).

- ✓ Ideally, a contact person with details should already be mentioned in the job advertisement.
- ✗ Someone from HR or someone who does not spend the day with this employee is less suitable.



Ik zou willen dat er iemand op de werkvloer is die begrijpt als ik zeg "ik heb even tijd nodig met mijn astma-aanval", of iemand waarbij ik kan zeggen dat het te druk is aan de kassa en ik daarom graag een andere taak wil uitvoeren.

- Kimberly, 25 jaar, ADHD en astma



Een **vertrouwenspersoon** is iemand dat de situatie wil begrijpen. Bij maatwerk heb je sowieso een begeleider waar bij je terecht kan. In een gewone job heb je dat vaak niet, daar heb je ene baas maar het is niet de bedoeling om daartegen je problemen te vertellen. Ik vind het wel **belangrijk dat er op de werkvloer mensen zijn waarbij je terecht kan, dat zou de gewone arbeidsmarkt toegankelijker maken.**

- Caitlyn, 25 jaar, hypermobiel



THE SUPPORT OF COLLEAGUES FOSTERS A WELCOMING AND SUPPORTIVE ENVIRONMENT

- ✓ *“Samen met je collega’s.”*
- ✓ *“Wij bieden een ondersteunend netwerk van collega's die ervoor zorgen dat je je in deze situatie op je gemak voelt en je de tijd krijgt om te lezen, fouten te maken en je te ontwikkelen.”*
- ✓ *“Où une équipe enthousiaste est impatiente de faire votre connaissance.”*

Can I rely on my colleagues?

- Point out the **support from colleagues**.

Why?

- For some applicants with a disability, a sense of group cohesion can be an **additional motivator**.

SUBTLE NUANCES AND SMALL DETAILS CAN BE OF GREATER IMPORTANCE TO THIS TARGET GROUP



When a job posting is not optimally written..

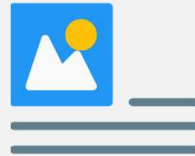
- I. **It can lead to doubts and uncertainties, causing potential applicants to hesitate about applying**
- II. **It can leave them feel inferior during the job interview if they discover that the job description doesn't match the actual role, and consequently, they may not be able to fulfill the position due to their disability**

! This not only impacts individual job seekers but also negatively affects the perception of the company and employer.

HOW CAN A JOB POSTING BE OPTIMIZED IN TERMS OF FORMATTING FOR IT TO BE INCLUSIVE?



USE OF LANGUAGE



IMAGES



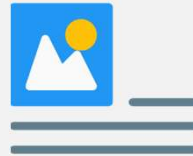
FORMATTING

HOW CAN A JOB POSTING BE OPTIMIZED IN TERMS OF FORMATTING FOR IT TO BE INCLUSIVE?



USE OF LANGUAGE

- Make job postings accessible with **simple words and an inviting, positive tone-of-voice**
- This prevents them from feeling intimidated and encourages an **inclusive application process**



IMAGES



FORMATTING

ACCESSIBLE AND IMPLICITLY INCLUSIVE LANGUAGE THAT MAKES DIVERSE YOUNG ADULTS FEEL WELCOME

What is written?

- Choose simple, unambiguous words and phrases. Avoid professional jargon.
- **Positive and inviting language** that is not stigmatizing and/or labeling.

Why?

- Young adults with disabilities (such as learning disabilities) and/or without education or work experience often have a **harder time processing and understanding difficult words and phrases**.
- Some of the target group take what is written very literally causing confusion.
- Certain (explicit) wording meant to boost the perception of inclusiveness can be **stigmatizing**, sometimes having the opposite effect.

Implicit inclusive vs. explicit inclusive

- ✓ *“Iedereen is welkom.”*
- ✓ *“Een inclusieve omgeving.”*
- ✓ *“X gelooft in de kracht van diversiteit, gelijkwaardigheid en inclusie. Iedereen is welkom op te solliciteren bij x en we bieden iedereen gelijke kansen.”*
- ✓ *« Ensemble, nous construisons un lieu de travail inclusif pour tous. »*
- ✗ *“Iedereen is welkom ongeacht leeftijd, seksuele geaardheid, lichamelijke of mentale capaciteit.”*
- ✗ *« Un talent, quels que soient votre sexe, votre âge, votre origine, votre milieu culturel ou vos convictions religieuses. »*



AN INVITING AND FRIENDLY TONE OF VOICE BUILDS TRUST AND CONFIDENCE

- ✓ *"Je staat in voor een vriendelijke en warm onthaal van onze klanten."*
- ✗ *"Uitdagende interne wedstrijden en een aantrekkelijk bonussysteem met winstpremies"*

How is it written?

- Go for a tone-of-voice that is **respectful, friendly and authentic**.
- Communicate with a voice that is **implicitly inclusive** and promotes a sense of acceptance.

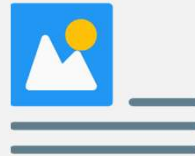
Why?

- Young adults with disabilities seem to be **more sensitive to the way information is presented**. It can quickly attract or repel them.
- A soft, inviting tone-of-voice will make applicants **feel more welcome**.
- It can **build trust** which can enhance the confidence of individuals who are more insecure, possibly resulting in them being more open during the job interview.

HOW CAN A JOB POSTING BE OPTIMIZED IN TERMS OF FORMATTING FOR IT TO BE INCLUSIVE?



USE OF LANGUAGE



IMAGES

- **Images of the company, work atmosphere, employees, etc.** in a job posting enhance accessibility and attractiveness
- Inclusive and representative images can help create a **sense of welcome and acceptance** for a person with a disability



FORMATTING

IMAGES ILLUSTRATE THE JOB ENVIRONMENT AND CAN REFLECT THE COMPANY'S VALUES

How is the company visually presented?

- Consider integrating (authentic) visuals that **represent the atmosphere and environment** into the job posting.
- This can range from photos of the company itself, the employees/team, the location,...

Why?

- Visually presenting a company helps young adults with disabilities **understand the workplace, meet colleagues, and assess the environment.**
- It is an opportunity to reflect **inclusivity** and the company's culture.

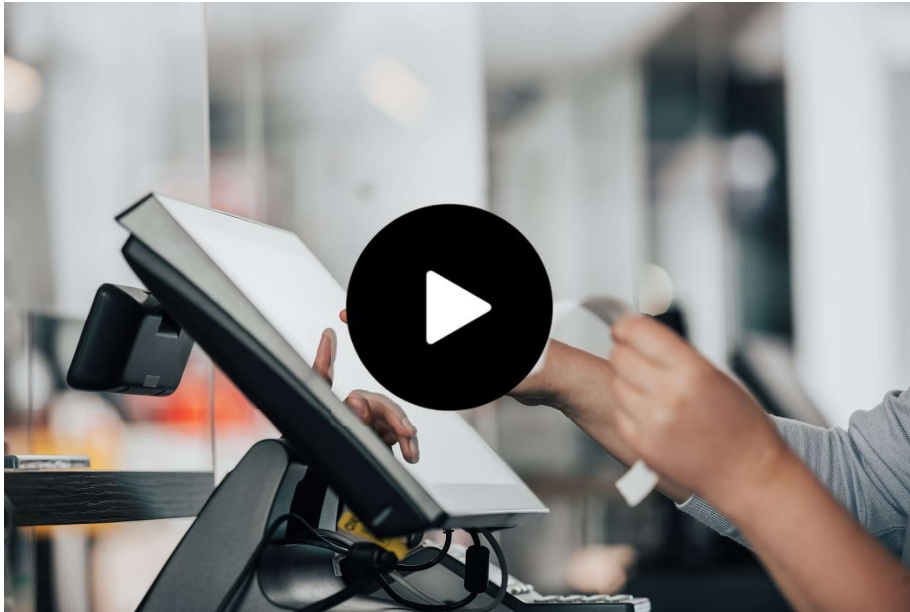
BB

C'est très bien qu'ils disent qu'ils ne font pas de discrimination, **mais il faut le prouver dans les actes après.** Parce que ça je peux facilement le vérifier, si la personne travaille vraiment là-bas et si ce témoignage est réel.

- Elliott, 25 ans, mal-voyant



VIDEOS ILLUSTRATE WHAT TO EXPECT FROM THE EMPLOYER, COLLEAGUES AND THE JOB



Can a video add value?

- A video is also an easy way to **represent the company's culture and atmosphere.**
- Content and story should be **accurate and relevant.** E.g. the job and tasks can be explained or even demonstrated.

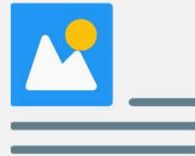
Why?

- Similar to images, videos are useful for young adults with disabilities who prefer to have a specific idea of the role and colleagues, to assess whether it suits them.

HOW CAN A JOB POSTING BE OPTIMIZED IN TERMS OF FORMATTING FOR IT TO BE INCLUSIVE?



USE OF LANGUAGE



IMAGES



FORMATTING

- A clear, structured layout and text formatting with well-defined sections, legible font, bullet points, etc. makes it easier to understand and process the information



A WELL-ORGANIZED AND EASILY NAVIGABLE LAYOUT SIMPLIFIES THE READING PROCESS

How is the text formatted?

- Use a **clear and organized layout** with sufficient white space and subheadings.
- The use of **bullet points, and bold or underlined text** can help emphasize the most important information and increase readability.

Why?

- Young adults with learning or attention disorders **lose focus faster or get discouraged quickly** when going through a (long) text.
- Also, for people with visual impairments, going through a text without clear cues can sometimes be a **challenging task**.





EASY-TO-READ FONT SIMPLIFIES THE READING PROCESS.



Wat ga je doen?

Als huidige werkgevermedewerker sta je in voor een vriendelijke en **warm contact van onze klanten**. Zo helpt de klant verder bij vragen op een aangename, verzorgende manier. Tevens sta je ook in voor de **keuze**. Je zorgt samen met je collega's dat de winkel **ordelijk** is en dat de producten op een overzichtelijke en aantrekkelijke manier gepresenteerd worden. Je zorgt ook mee voor het opruimen van de leveringen. Daarnaast behoeft het onderhoud ook tot jouw takenpakket.

Naar wie zijn wij op zoek?

- Je bent sterk klantgericht.
- Je bent steeds vriendelijk en behaafd.
- Je staat flexibel en enthousiast op.
- Je bent een echte teamspeler.
- Je bent flexibel en kan ook op zaterdag werken.
- Je hebt een verzorgd voorkomen.
- Je kan ook fysiek werk aan.



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Wie je bent

Je bent klantgericht en zorgt ervoor dat de klant een goed gevoel heeft. Je staat altijd met een warme glimlach voor de klant. Je bent een sterk teamspeler die problemen als uitdagingen beschouwt en die ervoor zorgt om zijn klanten de beste mogelijke oplossing te bieden.

Je werkt met verschillende computerprogramma's en alle nodige gegevens te kunnen behouden.

Wat jij moet aan te zien

Je past op een klantvriendelijke manier de winkel aan de klant toe en zorgt voor een goede oplossing voor alle klanten. Je kan samen met de klant de winkel opruimen en de winkel schoon houden.

Je staat in voor het ontvangen van informatiefeedback van de klant om onze werkwijze te verbeteren en zo de winkelervaring van alle klanten te verbeteren.

Je staat in voor het controleren en overhandigen van gekochte goederen aan de klant of de transporteur.

Je staat in voor de controle van de winkel voor de klant zoals de winkelomgeving en de manier van presenteren.

Je werkt samen samen met andere afdelingen zoals, marketing, ...

Over de werkdag

Als huidige werkgever medewerker sta je in voor een vriendelijke en warme contact van onze klanten. Zo helpt de klant verder bij vragen op een aangename, verzorgende manier. Tevens sta je ook in voor de keuze van de producten op een overzichtelijke en aantrekkelijke manier gepresenteerd worden. Je zorgt ook mee voor het opruimen van de leveringen. Daarnaast behoeft het onderhoud ook tot jouw takenpakket.

How is the font?

- Choose a **readable, simple font**.
- Ensure a **color** that contrasts with the background and a readable size.

Why?

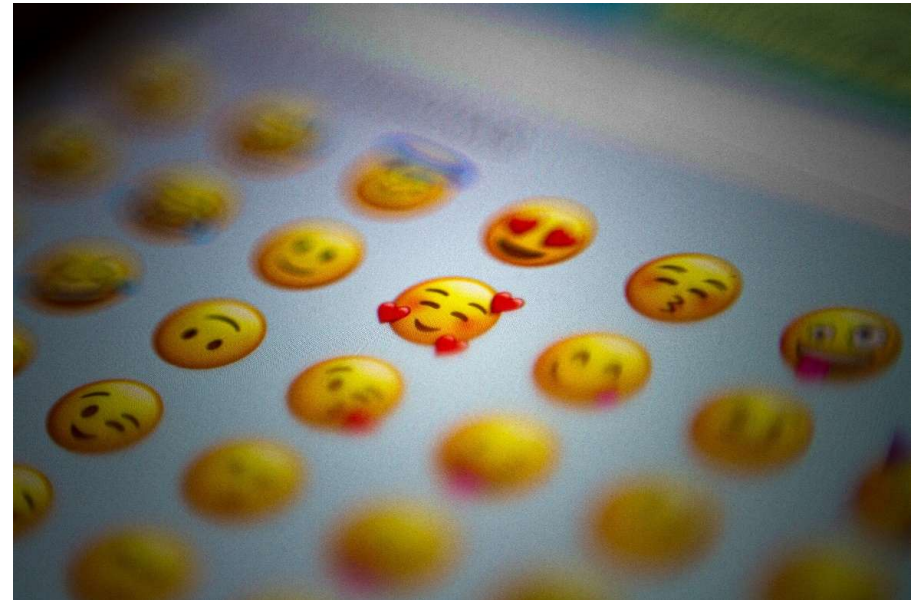
- Young adults with learning or attention disorders **lose focus faster or get discouraged quickly** when going through a text. The font should therefore be easier to read and process.



EMOJIS ARE NOT SEEN AS AN ADDED VALUE

Should we use emojis? 🤓 😊 🥳

- Emojis can **convey a certain feeling or image**, but it's important to consider the target audience and the context in which they're used.
- Emojis can **undermine the company's professionalism**.
- Excessive use of emojis can **distract** from the important details of the job advertisement.
- Young adults with disabilities **don't seem to be immediately attracted** to emojis in job advertisements.



A POORLY FORMATTED JOB POSTING MAY UNINTENTIONALLY LEAD TO MISSED OPPORTUNITIES WITH POTENTIAL CANDIDATES



When a job posting lacks good use of words, imagery and formatting...

- I. **It may feel like not a good fit with their expectations, causing them to feel discouraged**
- II. **It may fail to captivate their interest, resulting in it being entirely overlooked.**

! This can lead to a missed opportunity for young adults with a disability to find a suitable job, and at the same time for the employer to attract a valuable employee.

KEY TAKE OUTS ON HOW JOB POSTINGS CAN BE MADE MORE INCLUSIVE

KEY LEARNINGS

Making the job market more accessible for young adults with a disability



AVOID MAKING ASSUMPTIONS ABOUT THEIR CAPABILITIES

- Each individual has a unique disability, personality and professional journey.
- They **know best what is or is not possible in terms of work and employment.**



TRANSPARENCY AND EMPATHY APPEALS

- Young adults with a disability enter the job market with **certain sensitivity and/or uncertainty.**
- As an employer, try to **be as understanding as possible**, without acting stigmatizing, to gain trust and attract great applicants.



A WELL-WRITTEN JOB POSTING IS A WIN-WIN

- The composition of a job posting significantly **influences the initial perception** of potential applicants, **crafting the employer's image.**
- This, in turn, can greatly affect the appeal and **intake of minority groups.**



SIX BUILDING BLOCKS TO BE MORE INCLUSIVE

- Ensure that the job posting meets the needs and expectations around **clarity, flexibility, need for mentorship, language use, images, and formatting.**

GUIDELINES FOR A MORE INCLUSIVE JOB POSTING



CLARITY

- ❑ **Job description** – Is the job description package and the work hours/days explained in a clear and transparent way?
- ❑ **Requirements** – Are the requirements specific and are only the necessary ones mentioned?
- ❑ **Location** – Is the specific address of the workplace clearly stated?
- ❑ **Benefits** – Are the benefits and compensation described in a transparent and understandable way?
- ❑ **Employer info** – Does the job advertisement reflect the company, the atmosphere, and the culture at the workplace?
- ❑ **Application process** – Are the next steps of the application process clearly explained?

FLEXIBILITY

- ❑ **Training and development opportunities** – Is there a reference to training and/or the opportunity for development and/or advancement?
- ❑ **Flexible working hours** – Are the working hours mentioned? Does the company acknowledge the importance of work-life balance?
- ❑ **Personal needs** – Is there a reference to a supportive work environment for personal needs?

MENTORSHIP

- ❑ **One mentor** – Is there a mentor appointed who will be present on the work floor as a point of contact?
- ❑ **Collegiality** – Is there a reference to the support of colleagues?

USE OF LANGUAGE

- ❑ **Simple language** – Are all words and sentences simple and unambiguous?
- ❑ **Implicitly inclusive tone-of-voice** – Is the tone-of-voice friendly, positive, and inviting without explicitly addressing and stigmatizing certain minority groups?
- ❑ **Neutral writing style** – Is the writing style professional and appealing to diverse personalities?

IMAGES

- ❑ **Images** – Are there images integrated that reflect the workplace, colleagues, tasks, etc.?
- ❑ **Videos** – Is there a video demonstrating the tasks, featuring employees, reflecting the atmosphere, etc.?

FORMATTING

- ❑ **Lay out** – Are there different sections, subheadings, bullet points, highlighted words (bold or underlined) in the text layout?
- ❑ **Font** – Is the font type, color, and size readable?
- ❑ **Emoji's** – Do any used emojis align with what the job advertisement should radiate?

THANK YOU!

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GAME CHANGERS



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MOVE
FASTER.**

GAME CHANGERS



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