

Want to promote your company? Recruit diverse employees

TheMarker

By: Nawal Fahshan Batshon, CEO of Co-Impact: The Partnership for a Breakthrough in Arab Employment

Many studies and reports support the need for diversification of the workforce, demonstrating its importance ■ The dynamics of the employment market offers an optimistic vision of integration, recognition of the other and contribution to a more solid and harmonious economy and society.

All of us, citizens of the country, are proud of the Israeli economy that continues its momentum. Unfortunately, only some of the Israelis participate in this celebration, and in this process, which includes sectors such as the soaring high-tech industry with the large exits, many people remain out of the picture.

Many studies and reports back up the need for diversity of the workforce and prove its importance. A 2014 report written by the McKinsey consultancy firm, examined the topic of diversity in workplaces and determined that employment diversity unequivocally affects the business growth of companies. The report raised other fascinating conclusions, such as the fact that companies with gender-diverse manpower are 15% more likely to achieve above-average financial returns in the industry. Ethnologically diverse companies, the report said, could reach 35%.

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The reason is simple: richer human capital brings with it more business perspectives - which increases the creativity, empathy and understanding of the diverse needs of the clientele. Further, diverse human capital allows for a more precise adaptation of the business plan to these needs. In general, a company which has diversified and inclusive employment will be better suited to address the dynamic challenges of any competitive market in which it operates.

Many tend to see diversity as an exclusive effort of the human resources department of the company, and not as a matter worthy of the CEO's attention – which is a big mistake. Creating an inclusive culture in an organization and an environment that allows for gender and cultural diversity is undeniably a task worthy of the CEO's attention. The CEO's vision in this context should be broad, comprehensive and inclusive, committed to influencing a diverse culture in the organization.



Employees at Amdocs' offices in Nazareth. Those photographed are not related to the article.
Photographer: Ofer Vaknin

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The first Arab employees to be integrated into the Jewish business sector will be agents of change and pioneers of the process. They are the ones who will open the doors for those who follow them until we reach a point where diversity in employment will be commonplace. Business diversity does not mean contributing to the community, nor corporate social responsibility. It starts with being the right thing to do, but it ends with being just good for business, right for employees, and right for Israeli society.

Co-Impact's plan to drive change in major companies in the economy, promote diversity and inclusion policies for Arab employees while promoting the business case, is beneficial for any business company that does not want to be left behind. Partnering companies already know how to identify the potential and promote it. Where politics, symbols, and national and religious sentiments often make it difficult for us to emerge from old and hostile attitudes, the dynamic nature of the employment market offers an optimistic vision that offers integration, recognition of the other, contribution to the economy and a more solid and harmonious society. The change is already here, the entry of Arabs into professional positions and senior positions is a new and important development that will ensure that they are integrated into the employment market as equal colleagues and not in a way that preserves discrimination and exclusion. In this sense, the Arab pharmacist followed the Arab technician and now the Arab manager is following the pharmacist. Integration is rising, it is becoming more equitable socially and economically - and everyone is profiting from this.

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