



## Attract a more diverse talent pool

By changing your language in job ads you can **attract 42% more applicants** to your open positions — specifically female talent and people with diverse backgrounds.

### The problem

Shortage of skilled labor is a top concern. Companies struggle to attract diverse talent.

### The reason

Science proves: Language in job ads determines who you attract. **70% of ads deter diverse talents.**

### The solution

**Use inclusive language** in job ads to be attractive to all kinds of talent.

#### How?

**Use the Diversifier:** A user-friendly cloud-based web application that assists you real-time to use inclusive language while creating your job ad.



With instant set-up, getting started is fast and easy.

Go to [diversifier.witty.works](https://diversifier.witty.works)

Watch [DEMO](#)