

IMPROVE YOUR JOB ADVERT INCLUSIVITY SCORES FOR DEI

Don't think language matters much in your job ads?
Think again.



Discover simple ways to replace biased phrases with inclusive alternatives to increase your application volumes by up to 28% and diversity by up to 68%. The Bias Analyser helps do this.

[Learn More](#)

(-) Biased

(+) Unbiased



Gender Biased Phrases

(-) Strong coach

Experience coaching

(+) Guiding or mentoring

(-) A Rockstar

Exceptional talent

(+) Accomplished team member

(-) Drives and builds

(+) Produces and delivers



Culturally Biased Phrases

(-) Breaking bread together

Spirit of teamwork

(+) Regularly have team lunch

(-) Native English speaker

Fluent English speaker

(+) Proficient English speaker

(-) Appear appropriate

Be professional

(+) Be respectful and reliable



Age Biased Phrases

(-) A digital native

Fluent with tech

(+) Proficient working with...

(-) Young team

High-energy team

(+) Ambitious team

(-) Fresh grad role

<2 years, junior role

(+) Trainee position



Other Biased Phrases

(-) Walk the floor and daily standups

(+) Move around and daily team gatherings

(-) We go crazy (or obsess) over

(+) We go above and beyond to

(-) Excel at confidently engaging

(+) Demonstrable experience engaging



Impersonal Tone

(-) The team

Our team

(+) As a team, we...

(-) Successful applicants

Our business

(+) If successful, you

(-) The business

(+) We

Your recruiters aren't copy-writers. That's why the Bias Analyser helps highlight and replace biased language, just like a spell-checker.

Reach out to see how our DE&I tools, available within Volcanic, can improve your candidate engagement.

