



Users can connect based on key demographic information, such as race, age and gender | Photo source Christina @ wocintechchat.com on Unsplash

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## A 'GLASSDOOR' FOR THE MINORITY WORKFORCE

 WORK & LIFESTYLE

### **Dyversifi aims to provide transparency and an authentic representation of the minority working experience, connecting prospective talent with the right career opportunities**

**Spotted:** The Dyversifi career reviews platform allows BAME and other underrepresented minority employees, including the disabled and military veterans, to share what it is like at their place of work and also read the stories of what others have experienced. As its Co-Founder Toby Egbuna puts it, it is “Glassdoor but for minorities.”

Users start by creating a “portrait” — an anonymous profile that contains key demographic information, such as race, age and gender. Dyversifi says this helps others with similar portraits identify with stories that will be relevant to them.

“As we grow and we get more and more stories submitted, someone will be able to go on and filter for people who identify similarly to them,” Egbuna said. “That person is probably answering questions that you already had about that company.”

Once a portrait is created, a user can submit three different kinds of “stories” — advice, experiences and rating. Finally, after a story has been created, the user then gets access to the stories submitted by others.

The ultimate goal of Dyversifi is to provide transparency and an authentic representation of the minority working experience, in order for prospective employees to find organisations and careers “that they love.”

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## Takeaway:

Organisations across sectors, from tech giants like [Facebook](#) to nonprofits, continue to be criticised for their handling of BAME employees. [A recent study](#) of corporate America, conducted by the University of Chicago, revealed many troubling figures, including that 58 per cent of blacks believe they experience racism on their jobs. The need for platforms like Dyversifi seems clear in order to help level the playing field for prospective minority employees. Ultimately, more transparency could also lead to much-needed institutional change in many organisations.