



CASE STUDY
RECRUITMENT AUDIT



MyPlus and Motability Operations: creating a more disability inclusive workforce

“
MyPlus has helped increase the level of confidence we have as an organisation that we’re attracting candidates with disabilities and that this is a good place to work. They’ve played a big part in helping us towards our goal of being an employer of choice.
Belinda Carley, HR Business Partner, Motability Operations

When Motability Operations set out to make themselves an employer of choice for disabled people, they turned to MyPlus for help. Following our in-depth recruitment audit, the company has actioned a number of changes that have contributed to a significant rise in the number of disabled employees.

The client

Motability Operations Ltd is the UK’s largest leasing company, delivering the Motability Scheme to over 670,000 disabled people. The organisation provides worry-free mobility solutions to recipients of the government’s higher rate mobility allowance and customers choose to exchange their allowance to lease a car, Wheelchair Accessible Vehicle, scooter or powered wheelchair.





The challenge

Given its customer base, it's not surprising that disability is high on the agenda at Motability Operations. But the desire to attract more disabled employees came into sharper focus with the creation of the company's first Equity, Diversity and Inclusion Strategy in 2021. The strategy set out a bold diversity ambition: that the make-up of the workforce should reflect the make-up of the UK population within five years.

There's lots of evidence to show that organisations with a diverse workforce perform better across a range of indicators including financial performance¹ and innovation². They also do better in terms of attracting talent. Another driver was Motability Operations' ambition to achieve B Corp certification, which focuses on social as well as environmental sustainability.

The solution

We used a detailed and robust methodology to get under the skin of Motability Operations' recruitment process, with in-depth interviews with managers, HR colleagues and in-house recruiters.

Our recruitment audit included looking at the company's attraction strategy: where adverts were placed, and what the organisation was saying about itself. A full review of processes and communication included analysing interview questions, standard templates and correspondence as well as the corporate website.

In brief: goals

- Boost performance through greater diversity
- Attract the best talent
- Achieve B Corp certification
- Have a diverse workforce that reflects the wider population



Particularly in the early careers space, people want to join companies that are taking a progressive approach to diversity. It's a really powerful draw.

Rob West, Talent Engagement Lead, Motability Operations

We identified some very targeted and specific areas for improvement, including mainstreaming references to disability in online materials and making sure candidates could always email or call a named individual rather than a generic inbox or helpline. We also recommended that Motability Operations clarified and standardised the information they offer on the Guaranteed Interview scheme.

Other recommendations were broader in scope. These included identifying where in the recruitment process disabled candidates were dropping out, and improving transparency around the reasons for requesting information on disability.

¹www.mckinsey.com/featured-insights/diversity-and-inclusion/diversity-wins-how-inclusion-matters

²hbr.org/2013/12/how-diversity-can-drive-innovation



This is an organisation where our whole purpose is to create solutions for disabled people. It makes absolute sense that we bring real expertise in the area into our business model so we can better represent the communities we serve.

Jo Rose, Head of People Experience, Motability Operations

In brief: recruitment audit

- In-depth research with key stakeholders
- Full review of attraction strategy, processes and communication
- Detailed recommendations including both 'quick wins' and broader cultural shifts

Key actions and results

Based on our findings, and drawing on their ongoing work as a Government Disability Confident Leader, Motability Operations implemented a number of changes.

Better data gathering and analysis has helped identify where the potential obstacles for disabled candidates are in the recruitment process and create a clearer picture of how many employees have a disability and where they sit in the organisation. An internal campaign focused on making sure employees understand the benefits of providing information on diversity, and how that data will be used.

Changes to the website have ensured broader representation, and the company has taken steps to raise the profile of diversity

networks. All disabled colleagues also now have access to a tailored personal development programme. The proportion of new hires and existing employees sharing information about disability is up from 59% to 81%, and the proportion of employees with disabilities from 9% to 15%.



MyPlus are a great working partner and they've resulted in us driving through a lot of positive change. They're also a great source of advice on what's going on in the world, trends and changes that we should know about. It's great to know we can always reach out to them.

Belinda Carley, HR Business Partner, Motability Operations

In brief: actions

- Use data to identify barriers to recruitment
- Mainstream disability in corporate communications
- Sell the benefits of transparency around diversity
- Provide tailored support for employees with disabilities

Find out more

MyPlus provides a range of services to help disabled individuals realise their career ambitions and employers benefit from the unique talents and strengths that disabled individuals bring to an organisation.

Find out more at www.myplusconsulting.com or email info@myplusconsulting.com