We prepare our EEO-1 report according to the guidelines issued by the US government. We realize it’s useful for the government to collect job information across all companies using a standard format with uniform job definitions.

But these categories differ from how we and many companies think about our workforce when it comes to organizing and recruiting people. For example, in the EEO-1 report, sociologists, actors, financial analysts, and computer software engineers are categorized as “professionals,” while technicians includes dental hygienists, surveyors, and sound engineers.

We find it useful to also divide our workforce into “technical” (e.g., software engineers, product managers) and “non-technical” workers (e.g., those in sales, marketing and finance). A third category, “leadership,” cuts across technical and non-technical areas to reflect the diversity at the more senior levels. These segments provide us with greater insights into our workforce, so that we can take action and improve.