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The job advert plays a massive part in the recruitment and selection process and the reputation of a business. It is key for the organisation to use the same criteria to remain or become an ethical employer. This affects the business as more people are likely to want to work for the business, leading to a larger pool of applicants to choose from.

Linking to the job advert is the job description and person specification, which again must use the same criteria. This again helps the business in being ethical. The reason being ethical and increasing the business's reputation is key to the success of a business, is because it attracts more people to the business. This means when the business goes to employ, higher skilled and better candidates are willing to work for the business as they know they'll be treated fairly. The customer service of a business is key to the success as it often helps attract repeat customers. Therefore, the shortlisting of documents and the way the candidates are assessed is so necessary to choose correctly.

Assessing candidates based on screening tests before the interview stage or choosing to look at their CV to give them the job, is a good way to find the best candidate. The interview board needs to have a gender and ethnic balance for it to be the fairest process and this then leads to the best people to be employed for the job; consequently, leading to the employee helping the business and its customer service. The culture of a business is the values and expectations an organisation has, and every employee is to know this.

It's the 'how we do things' in the organisation. During the interview process, this is key for the interview board or panel to make the applicant aware of as well as taking note of if the potential employee would fit in with the culture.

This is so key as it creates a sense of purpose and belonging, which in turn creates a happy, productive workforce, thus the business is successful.

Linking to that, making sure the job description and person specification state what is preferred to fit in with the culture of the business is a great way for an applicant to know the culture before the actual interview. Similarly, during the induction and training period, the employee can learn about the culture and slowly understand the core values the organisation has.

This again helps the success of a business, as the employee firstly knows the culture, and secondly can enhance their skills for the best of the business.

Workforce planning is what all organisations should do to remain successful.

This is because workforce planning assesses how many employees the firm has now and how many it thinks it needs for the future.

It is crucial that the organisation matches the qualifications that it already has and that of the future needs of the business. This helps with the success of the company, as