

Business Organisation and Transformation Project

BT company

Title: Component 1- Individual Presentation

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Module Code and Title: [LCLM5002] – Developing and Managing Individuals and Teams

Date:05/08/2026

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Slide 3 – Introduction to BT Group

BT Group is one of the biggest telecommunications companies in the UK. Its head office is in London. The company provides broadband, mobile, TV, and IT services to millions of customers. BT is working on many digital transformation projects, so it needs skilled employees to help the business grow. For this presentation, BT is hiring a Project Manager to lead a business transformation project.

Citation: (BT Group, 2025)

Slide 4 – Recruitment Process

To hire the right person, BT follows these steps:

- Identify the job vacancy.
- Study the job requirements (job analysis).
- Write a job description.
- Prepare a person specification.
- Advertise the job.
- Receive applications.
- Shortlist suitable candidates.
- Conduct interviews.
- Check references.
- Offer the job.
- Provide induction and training.

A good recruitment process helps the company choose the right employee and reduces hiring mistakes.

Citation: (Armstrong & Taylor, 2023)



Slide 5 - Job Analysis, Job Description and Person Specification

Job Analysis

Job analysis helps the company understand what work needs to be done and what skills are required.

Job Description

Job Title: Project Manager

Main duties:

- Manage business transformation projects.
- Lead the project team.
- Plan project activities.
- Control project costs.
- Complete the project on time.

Person Specification

The ideal candidate should have:

- A degree in Business or Project Management.
- Project management qualifications.
- Good leadership skills.
- Good communication skills.
- Problem-solving skills.
- Teamwork skills.



Slide 6 – Structured Interview

A structured interview asks every candidate the same questions in the same order.

Advantages

- Fair for all candidates.
- Easy to compare answers.
- Reduces interviewer bias.

Disadvantages

- Less flexible.
- Candidates cannot explain extra information easily.

This interview is useful because it helps BT compare all applicants fairly.



Citation: (CIPD, 2024)

Slide 7 – Competency-Based Interview

This interview looks at the candidate's past work experience to understand how they solve problems.

It often uses the STAR method:

- Situation
- Task
- Action
- Result

Example question:

"Tell us about a time when you successfully managed a difficult project."

Advantages

- Shows real experience.
- Measures leadership skills.
- Helps predict future performance.

This interview is suitable for selecting a Project Manager.

Citation: (CIPD, 2024)



Slide 8 – Panel Interview

A panel interview is conducted by more than one interviewer.

The panel may include:

- HR Manager
- Project Director
- Senior Manager

Advantages

- Different opinions help make a better decision.
- Reduces personal bias.

Disadvantages

- Can make candidates nervous.
- Takes more time to organise. This interview is suitable for senior positions like Project Manager.

This interview is suitable for senior positions like Project Manager.

Citation: (Armstrong & Taylor, 2023

Slide 9 – Questioning Techniques

Different questioning techniques help interviewers understand the candidate better.

Probing Questions

These questions ask for more details.

Example:

"Can you explain how you solved that problem?"

Behavioural Questions

These ask about previous experience.

Example:

"Tell me about a time when you worked under pressure."

Situational Questions

These ask what the candidate would do in a future situation.

Example:

"What would you do if your project was delayed?"

Socratic Questions

These encourage the candidate to think carefully and explain their ideas.

Example:

"Why do you think your decision was the best one?"

Probing questions are the most suitable because they give detailed information about the candidate's skills and experience.

Citation: (Bratton & Gold, 2022)

Slide 10 - Face-to-Face vs Online Interview

Face-to-Face Interview	Online Interview
Meet the candidate in person	Meet using video calls
Easy to observe body language	Saves travel time and money
Better personal communication	Easy to arrange
More expensive	Less expensive

Recommendation

BT should use online interviews for the first stage and face-to-face interviews for the final stage. This saves time and money while allowing managers to make the best hiring decision.

Citation: (CIPD, 2024)

Slide 11 – Conclusion

To recruit the right Project Manager, BT should:

- Carry out a clear job analysis.
- Write a good job description.
- Choose the right person specification.
- Use structured, competency-based, and panel interviews.
- Ask probing and behavioural questions.
- Combine online and face-to-face interviews.

These steps help BT hire skilled employees who support the company's business transformation goal.

Slide 12 – References:

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