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Task- 1

CIPD stand for chartered institute of personnel development which maintains a set of standards to show the right direction and guide to the people who are working for human resource to ensure their development and improvement. The CIPD profession map is a kind of consultancy strategy of organisations to improve and sustain HR activities and performance through increase the HR capability, build HR credibility and so on. This professional map helps to make a better decision regarding HR activities for and individual or a group or a whole organisation to handle current and future HR activities as well.



Figure 1 CIPD profession map

(Source: Emmott, 2016)

CIPD professional map consists of some value which helps to build trust among the human capital through which human resource take the right decision to make a positive change within the organisation (Emmott, 2016). These values are principle-led, evidence-based and outcome-driven.

The values principle-led belief that all types of professional decision are influenced by some specific principle and in case of Human capital, any kind of good decision is highly influenced by the work matter, people matter and professional matter. According to work matter, every work should have a good force for both organisations as well as employees and the community

where it is doing its business. Apart from this, employees should get the opportunity of showing their talent and skill and treated in a fairly by the organisation. Work should always be safe for the employees and economic sustainability and social accountability need to exist in good work (Hodge, 2016). In the case of people matter, they should have access to their HR professionals so that they can communicate easily regarding any issue. In an organisation, the employee should have the right to raise their voice and put their point of view and thought towards any decision which makes them feel important as well as the organisation could get a better idea from them. In the case of professional matter, HR should ensure continuous development and improvement and use their expertise to create balance in changing decision regarding risk and opportunities.

Evidence-based value tells how evidence-based decision making choose the right decision and impact positively on the business environment (Hodge, 2016). Its beliefs that when any decision is taken based on the reference of any evidence, the taken decision become stronger and more realistic. Regarding evidence-based decision making, HR needs to consider behavioural science and academic research paper to get better knowledge on how people exactly make the decision. Besides that, organisational data should be collected to identify any skill gap which helps an organisation to make a strategic investment.

The overall activities must have a clear outcome and precise understanding of all so that the impact of the decision making could easily be evaluated (Ross, 2020). The decision should have a positive impact on the work as its main aim is collective flourishing and high-productivity. Equal treatment of employees and their working flexibility and improvement of their skill must be ensuring in any changes in decision-making condition. Again, any decision regarding human resource create a direct impact on the performance on employees and that's why a decision needs to be made in a way so that employees performance influence positively by building up the strength, professionalism, credibility and integrity.

This map also consists of some core knowledge to drive change, create a positive impact as well as value in the working environment for HR professionals. This knowledge contain people practice, culture and behaviour, business ingress, analytics and creating value and digital working. An HR professional also practices some core behaviour to make an effective decision or operate human capital effectively and these are ethical operation, valuing people, professional courage and impact, working inclusively, commercial drive, ardor for learning and so on.

The CIPD professional map doesn't provide any specific way that what exactly an HR professional should do to make strategic decision, it only guides what an HR professional could do to make an effective decision by keeping interested of employees, employers and organisation as well (Ross, 2020).

Task 2- Report

Introduction

A business organisation consists of many departments and the HR department is one of them. The HR department is mainly responsible for managing human capital through planning, recruiting, selecting, training, providing feedback, rewarding and so on. The purpose of this report is to identify the main objective of these human resourcing activities and HR function regarding these delivering these activities. The overall report will be discussed based on Lidl company which is a German retail company.

Organisations overview: Lidl is a private retail company of the Schwarz group and its headquarter is situated in Germany. This organisation is founded in 1973 by Josef Schwarz. This company is now doing business internationally in 28 European countries, Hong Kong and the USA as well. This organisation has about 11,200 stores and the number of employees of this organisation approximately 315,000 (Hiddinga, 2013).

Explanation of the Lidl's objectives within the resourcing activities that hr function is responsible for delivering

HR functions of Lidl are responsible for every single activity related to human capital within the organisation. From the recruiting to the terminating of employees, the HR department controls everything very actively so that the human capital could fulfil the ultimate objective of the organisation. This part of the report will discuss the organisational objective and HR function regarding workforce planning, recruitment and selection which is depicted below.

Organisational objectives regarding resource planning: Lidl HR department plan its human capital to fulfil the ultimate objective of the organisation. Its main objective is to ensure the best utilise of its employees through strategic planning as well as determine the future requirement of human capital (Wortmann, 2015). It identifies the surplus and shortage of human capital and based on this information HR professionals manage and control the human capital

of Lidl. An effective human resource planning has also an intension to create a link between human resource planning and organisations planning so that both can work collaboratively. Resource planning of this organisation also determine the recruiting and training process to attract the best employee for the organisation and manages their talent as well. Workforce planning also identifies the need of employees to identify what types of training of facilities is needed by the employees.

HR functions of Lidl regarding resource planning: To fulfil the human resource objectives, HR professionals of Lidl plan its human resource in a way so that it could best fit with the organisation (Monteiro, 2019). That's why HR professionals attract these employees who have skill and talent regarding organisations objectives. It also analyses the human capital supply and forecasts future demand to create a balance of demand and supply regarding human capital. Apart from these, HR professional also arranges an adequate training programme for its employees to enhance employee's knowledge and manage their talent as well (Shabbir, 2020).

Organisational objectives regarding recruitment and selection: The objectives regarding recruitment and selection of Lidl are to select the best employees for the organisation and for this reason at first this organisation identify the recruitment need and preferences regarding selection employees (Monteiro, 2019). Through the recruitment process, the organisation want to create a large talent pool to gain competitive advantages over its employees. Apart from this, the organisation has also intension to minimise the cost of the recruitment process through effective recruitment (Mattmüller, 2017). The organisation has also objective to reduce the employee's turnover by offering job security and career opportunity which also reduce cost. Again, the organisation also wants the development of its recruited employees through facilitating different training programmes. Its last objectives are to eliminate nepotism, favouritism and malpractice in the recruitment and selection process.

HR functions of Lidl regarding recruitment and selection: HR professionals have too many functions to do in the recruitment process. To attract the best and capable employee, HR professionals have to design job fix standard which represents what types of employees they need and what types of skills and experiences they are seeking from their potential employees (Hiddinga, 2013). After that advertisement is placed to attract candidate and HR professional collects the job application from the applicant and prepare a sort list and connect with the applicant who is primarily selected though the sorting process (Said, 2019).

Then the management body of the organisation as well as HR professionals of Lidl start the assessment process through the examination and interview and choose the best candidate from the selected applicant. Finally, the organisation keeps record data and create a new file for the new employees and fix his salary and other incentives (Ibrahim, 2013). These all are the functions of HR professionals of Lidl regarding its recruitment and selection process.

Considering how objectives and HR functions of these resourcing activities are evolving in the Lidl

The business industry is changing day by day with the advancement of technology. Competition becomes higher and every organisation try to achieve more market share and competitive advantages over its competitors. That's why continuous evolution is happening in the resource planning process and recruitment and selection process in Lidl.

The company believes that employees have limited knowledge and skills when they are recruited in the organisation. It is the responsibility of the organisation to make them more competent and manage their talent to gain high performance (Santos, 2011). For this reason, Lidl regarding planning and recruiting and selection process is a continuous process where the organisation always engages in managing and developing employee's ability and skill.

Lidl now plans its human resource based on the current market strategy and future market demand. As nowadays, business organisations are giving much focus on technological development, Lidl also recruits employees who have much knowledge of technology. For example, to recruit employees in the marketing department, now this company seek digital marketer as the world is getting digitised day by day and consumer search for any product through the webpage of the organisation. Again, as the company is doing business worldwide, employees need to communicate with international clients and customers. This aspect insists Lidl recruit employees who have good communication knowledge and have proficiency in an international language.

Previously in Lidl, employees are bound to do what their authority said them to do. But now the company seek ideas from their employees and empowered employees to give creative ideas regarding business strategies (Santos, 2011). Again, to manages employee's creativity, organisations also pursue their talent and creative ideas. Again, to manage and retain talent, Lidl also provides career development opportunity which makes them demotivated to switch other organisations.

As the business industry become complex day by day, Lidl now focuses more on strategic based business rather general business activities and that's why it recruits employees who have strategic knowledge and ideas regarding the retail market industry. Employees here manages and trained in a way so that they could able to meet any changing demand in future. Now the organisation regard human resource as an asset rather than simply human capital and the company belief that human capital is the one whose creative ideas, knowledge and collaborative working could ensure organisations competitive advantages (Rotich, 2015).

Conclusion

The overall report has discussed based on Lidl company which is a German retain company doing business across the world. The report has focused on the human resource organization and conscription and sorting trial of the human resource of Lidl where it has discussed what is the main objectives regarding human resource planning and recruiting and selection of human resource of Lidl. The report also discusses the human resource function of these HR activities of Lidl. Finally, the report has discussed how these HR activities have evolved within the organising in terms of their HR objectives and functions.

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