

MANGING PEOPLE

(LCBB5004)

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Assignment 1

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Task 1

What is a HR professional according to the CIPD Profession Map?

Being a HR professional is a mission that can be affected by many factors worldwide. To help maintaining a higher level of professionalism in all HR aspects, people have introduced a CIPD (*Chartered Institute of Personnel Development*) Profession Map for achieving extraordinary level of global standard. According to the CIPD Profession Map, to build successful HR profession involves a lot of skills such as: diagnosing areas of improvement, ability of achievement recognition, research, and collaboration with organizations, etc. (Houghton, 2020)

Since its launching, the Chartered Institute of Personnel Development (CIDP) has been adopted by a wide range of organizations as well as individuals, using its benefits for developing the HR capability internally. The main benefit of using the CIPD standard globally is the ability to work across the HR spectrum which has been designated to be relevant for all professionals. Being HR professional nowadays plays significant role in developing and improving the skills and knowledge gained throughout years. The current live situation brings a lot of opportunities that could easily be amended in the future humanity relations. Another factor that can influence the HR professional's development is the new generation and its growth. For managing such generation, HR individuals must consider many factors that could potentially influence the generation development. (Litt, 2018)

The main purpose for the HR professional is associated with a sophistication and ability to control your own behaviors of professional competence. (Gardner et al, 2003) Therefore, in order to achieve such a standard every HR professional has to stick with all 4 bands of transition as per the Chartered Institute of Personal Development. All 4 transition bands have combined certain key areas where the professionals could possibly improve during the stage of transition. (Houghton, 2020) In order to complete the transition between the bands every HR professional has to be talented and also committed for achieving the greatest success. For example, according to The Profession Map, every professional must own decisive thinking, to be driven to deliver, collaborative, to have courage to challenge, to be credible and skilled influencer.

The HR profession involves many aspects that every individual must have to fulfill the HR role. The figure bellow describes what is the purpose of HR professional referring to the CIPD map. Every HR professional has a purpose which is related to their core knowledge, core behavior and specialist knowledge.



The profession map describes eight core behaviors (ethical practice, professional influence, people valuation, working inclusively, commercial drive, passionate, decision making, insights focused) that are involved in HR profession in order to create value for the society. The main function of the core knowledge and behaviors requires every HR professional to add value to their organizational approach to Human Resources Management system. (Buller, 2012) For instance, one of the strategic plans of every HR department within the business is to add value to the organization as giving employees thriving environment that can allow them increasing their productivity.

In conclusion I could say that Human Recourses management reduces the conflicts created at the workplace as well as engaging employees' and brings satisfaction. According to the CIPD profession map, every HR professional's role conducts a number of different responsibilities within the firm. In order to fulfil the position every individual must have the knowledge and skills of the core functions of HR department. This will allow the professional to create a frame of the most common activities of the business and summarize its benefits.

Task 2

Google's organizational objectives - planning, recruitment & selection

Every company has an organizational objective that are related to a specific distinguishable goal towards which all organizational activities are focused. The organizational objectives are the final result of the corporation's operations. The objectives are the main targets that allow a measurement of the actual performance. (Mimms, 2015). All objectives of organizations are based in the process of core planning where the company can set up their goals and start following them step by step. The organization's objectives can be challenging and attainable, however the company must consider that all objectives are withing its resourcing activities.

The organization I chose for this report is GOOGLE and I will give you an insight of the organizations planning, recruitments and selection objectives that normally take part of the HR department within the busines.

Being a top leader on technological industry, Google has made several decisions in order to accomplish the level of success that is visible today. The huge success that Google has achieved in so many years is based on its exceptional human resources department. The organization's highlights are its employees. (Ordanini and Silvestri, 2008) The company's human resource management follow selected strategies, techniques, and method for successful operation within the business. In this report I will emphasize on three main organizational objectives that GOOGLE supports in a way to add better value to the company.

GOOGLE 'S PLANNING PROCESS

Google is one of the most dominant technology organizations that leads the industry. (Geier, 2015) To truly understand Google's strategy, we are focusing on the business's planning approach.

Google's planning process is driven by their consumers and their value to push the company's market growth. Simply, that means the management team must determine and accomplish all new opportunities in order to attain advantage for the company. The organization's current mission is to keep world's information organized and enable its utilization accessible and universal. (Holland, 2007) To evaluate its mission, Google allows users to easily find different information in many languages, easy access to maps, quotes, articles, phonebooks, billions of images, etc. The company has also started supporting millions of advertisers as using Google's AdWords program to list their products and services. (Google, Inc. 2015)

The company's mission is to evaluate and expand its international market as increasing the level of workforce as well as the new product development. (Holland, 2007) This is one of the long-term objectives that takes part of Google's strategic plan for attaining a success and business growth on the technology market. The corporation's structure allows quick expansion in terms of the geographical location of the company. With increasing the workforce, the company can start opening offices across the globe rapidly. Google's focus is based on developing the user's activities and provide more alternatives that can compensate the consumer. (Kotter, 2013)

In fact, Google's HR department uses analysis for forecasting in a quantitatively techniques that allows the company to predict the current changes in the business.

(Google, Inc. 2015) To support the Human resources management department, the company uses a combination of different methods that effectively organize all required information. The HR management approaches for prediction and the ability to identify the areas with surplus and shortage of employees is very sustainable.

GOOGLE 'S RECRUITMENT PROCESS

The role of human resources management department of Google includes numerous methods and techniques that must be followed carefully for retaining high qualified workers. Company's recruitment practices are to ensure that the level of workforce is adequate and acceptable for fulfilling the positions. This is what mainly attract employees to apply for job in Google. The company is listed as one of the best places to work for (Lombardo, 2017) The indication for success of the company is its popularity and the good image as well as the recruitment process and employee's retention.

Google's recruitment performs a mixture of external and internal source that enables the company to tolerate its employees as using promotion or transfers. To achieve the best selection of workforce, HR developed and internal trainee department that helps people to improve their skills and knowledge for attaining better personal and professional results. Although, the external recruitment process includes educational foundations to respond to the job advertainments. (Mimms, 2015) In order to apply externally, all candidate can find the information on the Google's web page under section Careers. The combination external and internal sources of HR department are providing constant influx of skilled workers because of their capability to fulfill the HR needs of the corporation.

In view of the mixture of sources that Google's Human Recourses department uses, there are also two dissimilar methods of recruitment that company supports – direct and indirect. The indirect method of recruitment plays more important role to the firm. These methods include the advertisements on the Google's web page. The job searcher is able to access all information about the company's open jobs, terms and guidelines and details for applying. (Klazema, 2017) The IT giant provides a full list of job responsibilities, required qualification and description of the job roles.

Every applicant is able to fill out a virtual application form including a spot for uploading a resume and cover letter. As leader in the technology industry, Google received over a million applications yearly, therefore every candidate must find a way to stand out across the competition so the company can notice their application amongst the others. (Google, Inc, 2015)

On the other hand, the direct methods of recruitment are the relationship with potential interns though internal development programs such as academies. Those two methods are aligned with the combination of internal and external recruitment sources in order to attain company's HR requirements. (Klazema, 2017)

Google's recruitment process plays one of the most significant roles within the company. The ability to recruit the right people in order to fulfill the right position is not an easy task that HR team has to accomplish. (Mimms, 2015) Huge organization such as Google must follow a variety of requirements, standards, and rules for keeping the company on the top list of giants within this industry.

GOOGLE 'S SELECTION PROCESS

As one of the leading tech companies, Google has the most sustainable principals in its Human resources management for the selection of candidates. The main criteria for selecting applicants are originality, smartness and alignment with the company. The work experience is not a major standard for selection process. Google's goal is to maximize the innovation in order to support its differentiation strategy. (Alexander, 2015)

Similar to the recruitment, the selection process contains different methods to enable the HR professionals to select the right candidate. For instance, the interviewers have to consider the applicant's background check, preliminary screening and interviews. (Google, Inc. 2015) The company's HR department follows several steps and procedures for most of the positions within the firm.

The background check for Google is essential before conducting the conditional offer of employment. Therefore, an employment can be offered after a successful competition of background check. (Klazema, 2017). This screening includes four typed of checks: criminal history, reference check, education proof and employment history. To complete the background check, Google is capable to research and verify all information of the candidates. When the background check does not satisfy the company needs, the applicant gets contacted in accordance with the Fair Credit Reporting Act. (Klazema, 2017)

Once a candidate gets selected Google moves forward to the onboarding process. The technology master supports an alert system called "just in time" as involving only management for approving the final recruitment step. The success of Google's selection process is the balance between the planning and recruitment

procedure. This procedure brings the company towards the leading position on the market.

Google's hiring method important part of the company's culture because of the higher value the organization adds to their employees. The company strives to build an illustrative workplace and therefore the HR department is very important. The success Google achieved keeps the company as dominant corporation in the industry. In addition, the mindset of the Human Resource department seems to be a talent magnet that aids the company in order to achieve better competitive advantage. Google itself attracts individuals that are able to hire best talents that can let Google stay on the leading position within the market.

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