

CULTURE SHAPES RECRUITMENT

More and more modern workplaces are cottoning on to one simple fact – company culture is becoming increasingly important.

We're not talking about beanbags instead of chairs or a beers on a Friday, we're talking about a healthy, collaborative environment that your employees want to come in to every day.

Your culture, therefore, will affect your hiring process as you will no doubt want to employ like-minded people who will enhance your existing teams. This is as important as hiring someone who can easily accomplish all the technical aspects of a role.



The sign of a great workplace is not necessarily a bucket load of perks – although offering schemes such as flexible hours do make a business much more sought after – it's about providing colleagues who will challenge and inspire others. Essentially, it's all about the people.

Culture should be consistent across all teams and departments. It shouldn't be an 'accounts culture' or a 'shop floor culture' – it should be an everyone culture.

Potential employees should be clear about what your company culture is – you can convey this through initial meetings, social media or your own website – and what they can add to it.

If you have a boisterous and competitive office, you need to know that the person you're hiring will get right in amongst this and join in. Equally, candidates need to know how you operate to see if it suits them.

So how can you ensure that the person you might be about to make an offer to will be the right fit? Simple – by offering an interview process that is reflective of your culture.



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Considering a candidate for culture fit right from the outset of the interview process could very well be the key to not only securing staff, but retaining them.

This starts off by giving helpful feedback at every stage of the process. Don't ignore emails or phone calls. Even if a candidate sends in a speculative CV, thank them for it.

It takes seconds to do, but the impression you make can be long-lasting. You are responsible for ensuring that the candidate has a positive interview experience at the hands of your company.



Culture can also be reflected in the type of questions asked at interview. Always be thoughtful and engaging to prove that you will be a good peer to that candidate – don't just ask 'stock' questions you found online.

Behavioural questions – “tell me about a time when you ...” – can be very good indicators of personality, allowing you to judge their culture fit.

Any job offers or rejections should be made within days, not weeks, of final interviews. Again, this demonstrates that you are not only efficient but willing to let a candidate move on with their job search, if needs be.

Once final communication has been made, be it good or bad news, you should always ask the candidate for feedback on the interview process. What part of your process works and what doesn't? How were they treated by your company? Is this the type of image you would like to portray to the wider community?

Whilst it's a good idea to show off the very best version of the company, it's just as important to be realistic about workload and atmosphere. The candidate deserves to know what they're signing up for.

So be honest, be open to questions and be willing to really explore what your company culture is and who would make the best fit. You can always train someone for skills, but you can't rewire their personality.

