



Employee Screening – A First Step Towards Good Selection

Nowadays, recruiting for a company is a fundamental process for healthy business growth. There are countless aspects to keep in mind: for example, the company setting and the financial resources of the same. To correctly select your staff, let's find out what are the main personnel selection techniques.

Employee screening is a phase of the acquisition process, consisting of acquiring people needed by the company from the labor market.

Some fundamental phases of the search and selection of personnel:

- Analysis and definition of the role to be filled (also called job analysis)
- Recruitment of candidates
- Selection of the ideal candidate

Analysis and definition of the role to be filled

In the first place, the search for personnel presupposes having a clear understanding of the technical skills and aptitude characteristics sought in a human resource. Identifying these points simplifies the search and facilitates the future positioning of the employee in the company. A good job analysis is the first step in optimizing the selection. It consists of an accurate analysis of the tasks, responsibilities, and necessary skills that characterize the job itself.

Through this analysis, a real ideal profile is created, which presents itself as a starting point in the personal selection process. In this way, the company will have evaluation criteria from which to start to examine the curricula, but at the same time will also have a useful tool in the future to outline the duties of the chosen employees.

Another method often used is that of the competence approach. In a nutshell, to search for the evaluation criteria on which to base the selection of candidates, the characteristics of the people who perform that job well are considered. This allows you to better focus on the human profile related to a given job.

All companies try to build a reputation on the external job market to make themselves attractive and recognizable. An important aspect that should not be underestimated is employer branding, which is the set of recruiting marketing strategies aimed at building a company image consistent with the corporate identity and at the same time attractive for the employees to be recruited.

An employer brand solid should create an emotional bond between candidates and company and then between employees and company. Intuitively, this increase in the desire to take part in the company leads to a greater number of candidates.

The [employee screening](#) increases the possibility of recruiting personnel with greater skills and thus achieving the goal. Making a workplace attractive and retaining employees ensures greater company performance, so employer branding is a tactic to consider during the recruitment process.

To this end, the competence approach can help us, as mentioned above. In this way, rather than on the tasks that the chosen candidate will have to perform, we focus on the personal characteristics necessary for this task. Start by searching for the candidate who most reflects the designated profile, verifying that he responds to requests sufficiently to cover that job.

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