

## CULTURE FIT BREEDS MUTUAL SUCCESS

It is essential for jobseekers to determine their own set of values before requesting an interview at a prospective company. This is the view of the Professional Assignments Group, PAG, leaders in the recruitment fields of accounting, management and finance, and engineering

“Doing research on a company’s culture and values will help you determine if you will be able to align your personal values with those of the organisation,” says PAG managing director Lawrence Wordon. “Embracing a company’s values, culture and style is a mutually beneficial exercise for both the employer and the employee. If an employee is able to identify with a company’s core values, the likelihood of being able to adapt and succeed is far higher.”

Jobseekers need to bear in mind that their CVs are used to advertise their qualifications, skills and experience, while the interview process is an effective way of evaluating a potential candidate’s culture fit. This is why culture fit has become such an important screening method for employers. Conversely, it is just as necessary for potential employees to gauge and understand the underlying values and culture of a prospective employer, says Wordon.

Recent surveys among work seekers confirm that compensation is lower down the list of importance than other factors like growth and development, working environment and a healthy work-life balance. In addition, leading recruitment providers as well as others who study workplace trends are unanimous in their conviction that an active and effective corporate culture is essential to the motivation and wellbeing of a company’s workforce.