## Review/Analysis of the Case

One major problem with the potential candidate characteristics is the limited sensitization across the platforms used by the company like social media. Moreover, the generalization of terms such as industry experts as opposed to specific skills such as programming does not effectively describe the characteristics of the candidate. Another problem is the screening process through the programs which might not reveal practical skills and abilities. More viable characteristics and criteria such as Mathematics, programming, and statistics for hiring these individuals can be obtained from assessing the objectives of an organization and its internal environment to reveal the tasks included in a job. The outcome of the analysis should be compared to the skills, competence, and knowledge of individuals seeking the position (Ref-AB12CD). This will lead to the recruitment, selection, and hiring of productive individuals who fit the job description.

The company’s recruitment and selection process is faced with the problem of having most recruiters as white males which might limit the diversity of individuals to be hired in a position. Another problem would be the use of technology magazines and social media as recruitment areas that contain other information that may grab the attention of the individual. Additionally, the process lacks the criteria for selecting individuals from minorities within a population (Ref-DJ79X2). Multicultural and diversity planning concepts to be used in the company concerning the use of platforms include the promotion of these recruitment posts on networks and societies of these minority groups (Ref-92MN6F). For instance, the 300% rise in the demand for technology and Artificial Intelligence personnel can be addressed through reaching a section of the qualified population who have no access to this information.

To address complaints from the technology firms and EEOC, changes can be made on the website to include a criterion that supports the recruitment of women, minorities, and disabled candidates. Also, to address a more diverse client base the process can be changed on the language used in recruitment advertisements to ensure that the language used appeals to individuals across several backgrounds (Ref-EF34GH). A good strategy involves the prioritization of personal information during the process of considering the skills and abilities of the candidates.