Employee Life Cycle: Process comprised of job recruitment, selection and hiring, performance management, training and development, and, ultimately, the conclusion of employment o That includes job analysis and job description development, creation of competency models, compensation benchmarking and salary planning, recruitment and selection, new employee orientation, and management of the performance appraisal process and training and development programs, along with legal compliance, employee relations, and the maintenance of HR data and reporting o The reason is simple: If a job is not clearly understood and defined in terms of its qualification requirements, level of authority, responsibilities, and tasks/duties, then its purpose and contribution toward the goals and objectives of its respective department as well as within the organization as a whole will be misaligned or lacking completely o Yes, of course in the real world, the pace of an organization is so rapid and ever shifting that it can be challenging for HR professionals to be vigilant with their job analysis evaluation and modification o This is an issue that many organizations struggle with--various jobs exist that have not been analyzed in a long time, and though the business needs have shifted, a job analysis has not been conducted to reflect what these jobs should actually look like to serve the organization effectively both presently and looking ahead to the future o At the department/functional level, operational efficiency and effectiveness are compromised because the work being performed by staff is not in alignment with the short- and long-term needs and objectives for that functional area, be it sales, finance, or research and development o I am an industrial/organizational psychologist and currently a professor for a private university where I teach courses in organizational behavior, human resource management, workforce assessment, and organizational development o I also conduct research in the area of performance management and have published and presented research study findings relevant to the accuracy of employee performance ratings. I wish someone had given me this pearl of wisdom when I was a student or when I was first starting out in HR. Nevertheless, I did figure it out and was amazed at how little attention was paid to conducting regular job analyses.o This lack of alignment and accuracy will