



USING AI IN YOUR APPLICATION

A GUIDE FOR CANDIDATES

At WSP, we support the responsible and thoughtful use of AI throughout the recruitment process. When used appropriately, AI can be a helpful tool to support your preparation, improve the clarity of your application, and help you present your experience with confidence.

This guidance outlines how AI can be used during your application journey, what we expect from candidates, and where its use may not be appropriate.

The key principle is authenticity. While AI can help you organise and refine your thoughts, your application, assessments and interviews should always reflect your own skills, experience and perspective. Any information you submit should be accurate and genuinely represent you, and you should be able to confidently discuss and explain all aspects of your application.

If you are ever uncertain about whether using AI is appropriate at a particular stage of the process, please speak with your Talent Acquisition Consultant, who will be happy to provide guidance.

Stage 1: Your application

You are welcome to use AI tools to support your application, provided the information submitted remains an authentic reflection of your own skills, experience and achievements.

Appropriate uses of AI include:

- Checking spelling, grammar and clarity.
- Improving the structure, formatting and readability of your CV.
- Drafting a cover letter, provided it is reviewed, personalised and reflects your own voice and experiences.
- Researching WSP, our teams, projects and areas of work to help you prepare your application.
- For Early Careers candidates: Exploring which disciplines or career paths may align with your education, interests and experience, and using those insights to strengthen your application.

Inappropriate Use of AI include:

- Submitting content that you do not fully understand or could not confidently discuss during an interview.
- Exaggerating or misrepresenting your experience, qualifications, certifications or project involvement.
- Presenting AI-generated portfolios, code, designs or other work as your own original output.
- Producing a CV or cover letter that appears tailored to the role but does not genuinely reflect your experience, skills or personal communication style.
- For Early Careers candidates: Using AI to complete an application in its entirety without applying your own judgement, interests and personal input.

Remember, AI should help you present your best self, not replace your own experiences, achievements and perspective. Authenticity is always more valuable than perfection.

Stage 2: Your Interview

AI can be a valuable tool to help you prepare for an interview and build confidence ahead of the process.

Appropriate uses of AI include:

- Researching WSP, the interview panel, the team and relevant project or market context.
- Generating ideas for thoughtful and relevant questions to ask during the interview.
- Helping you structure and refine examples from your own experience when preparing for competency or behavioural questions.
- Practising interview responses using AI-powered mock interview tools.

Inappropriate Use of AI include:

- Using AI during a live interview, including second screens, hidden prompts or AI assistants that generate responses in real time.
- Using voice, video or facial manipulation technology to alter your identity or appearance.
- Allowing another person, AI agent or technology to impersonate you at any stage of the process.
- Using AI to complete written exercises, presentations or assessments where the instructions explicitly state that AI use is not permitted.
- Creating fictitious or exaggerated STAR examples, achievements or experiences to support interview responses.

Interviews are designed to understand your capabilities, experiences and potential. We encourage you to use AI as a preparation tool, but the interview itself should reflect your own knowledge, judgement and communication skills. Authenticity and integrity remain fundamental throughout our recruitment process.



Written Tasks & Presentations

As part of some recruitment processes, you may be asked to complete a written exercise, case study or presentation. To ensure a fair and consistent assessment for all candidates, any expectations regarding the use of AI will be clearly communicated within the brief.

Our Approach

- The assessment brief will clearly state whether AI use is permitted and outline any relevant expectations or limitations.
- Where AI use is allowed, you may use it as a supporting tool, but you should be able to explain your approach, demonstrate your understanding, and confidently discuss the work you have submitted.
- Where AI use is not permitted, this will be made clear in advance. Candidates are expected to follow these instructions, and failure to do so may result in your application being withdrawn.

The purpose of these assessments is to understand your thinking, judgement, communication skills and technical capability. Whatever tools you use, the final output should remain an authentic reflection of your own knowledge, experience and abilities.

Closing Statement

At WSP, we recognise that AI is becoming an increasingly important part of the way people work and learn. We encourage candidates to use it responsibly as a tool to support preparation, research and communication. However, our recruitment process is designed to understand your individual skills, experience, potential and ways of thinking.

Ultimately, we are interested in you. The strongest applications and interviews are those that authentically reflect your knowledge, achievements and aspirations. By using AI appropriately and with integrity, you can benefit from the technology while ensuring your application remains a genuine representation of who you are.

If you have any questions about the use of AI at any stage of the recruitment process, please contact your Talent Acquisition Consultant for guidance.