BLACKBIRD FOR TRAINING

Advanced Selection, Interviewing & Recruitment Skills

15 – 19 March 2027
Casablanca (Morocco)



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Introduction

In today's competitive landscape, organizational success hinges on attracting the right talent and effectively meeting the dynamic demands of the business world. Recruiting the right people is more challenging than ever, and recruitment mistakes are increasingly costly. This course is designed to equip you with the knowledge and skills to create a well-defined recruitment strategy, enabling you to attract and hire top talent in a cost-effective and efficient manner.

You will gain insights into the critical qualities and techniques for screening, interviewing, and evaluating applicants and employees. This course provides principles, frameworks, dos and don'ts, and best practices from large organizations. Additionally, you will have the opportunity to build a comprehensive screening, interviewing, and evaluating portfolio through hands-on workshops.

Course Objectives

Upon completing this course, you will be able to:

- Identify the Importance of a Talent Acquisition Strategy: Understand where talent acquisition fits within the broader HR and business strategies.
- Recognize the Need for Workforce Planning: Appreciate the importance of strategic workforce planning to meet organizational goals.
- Understand Organizational Culture: Learn how organizational culture impacts talent acquisition and recruitment.
- Develop and Implement a Talent Acquisition Strategy: Create a tailored talent acquisition plan that aligns with business goals.
- Identify Key Success Factors in Candidates: Recognize the qualities and characteristics that make candidates most likely to succeed within your organization.
- Become an Employer of Choice: Develop strategies that make you the employer of choice and help win the war for talent.
- Verify Candidate Competencies: Ensure candidates have the right competencies for the job.
- Increase Job Satisfaction and Reduce Turnover: Hire the right people to ensure higher job satisfaction and lower turnover rates.
- Achieve Best Value for Money: Learn how to implement effective selection measures and placement procedures to get the best value for your recruitment efforts.
- Implement Industry Best Practices: Explore and apply the latest best practices in recruitment, selection, and hiring.



Course Outlines

Day 1: Recruitment Planning

- Adopting a “Talent Culture”: Understanding the significance of building a talent-focused organizational culture.
- Aligning People Requirements to Business Strategy: Ensure your recruitment efforts align with overall business goals.
- Creating a Recruitment Plan: Learn how to structure and implement a solid recruitment plan.
- Becoming an Employer of Choice: Strategies for branding your organization as an employer of choice.
- Utilizing Employee Branding: Leverage your brand to attract top candidates.
- The Role of HR and Managers in Recruitment: Understand the critical roles HR and managers play in the recruitment process.
- Job Descriptions, Job Analysis, and Package Structuring: Learn how to create accurate job descriptions and competitive compensation packages.
- Workforce Planning: Ensure you plan ahead to meet future talent needs.

Day 2: Sourcing & Attracting Candidates

- The Rules of Attraction: Learn the principles behind attracting the right candidates.
- Effective Advertising: Techniques for advertising job openings to attract top talent.
- Developing an Online Recruitment Strategy: Leverage online platforms for sourcing candidates.
- Using Social Media in Recruitment and Branding: Utilize platforms like LinkedIn and company websites to enhance recruitment efforts.
- Headhunting and Search Agencies: Learn how to effectively work with external recruiters.
- Sourcing from Alternatives: Explore other sourcing avenues to find the right talent.

Day 3: Selection Process

- Understanding the Selection Process: A deep dive into the stages of candidate selection.
- Selection Tools: Explore various tools to assist in evaluating candidates.
- Competency-Based Interviewing and Psychometric Testing: Learn effective interview techniques and how to utilize psychometric tests.
- Interview Structure and Techniques: Understand how to structure interviews for maximum effectiveness.
- Meeting Applicants and Conducting Interviews: Learn how to conduct interviews professionally and efficiently.
- Asking Difficult Questions: Gain skills in handling challenging questions during interviews.
- Conducting Background Checks: Learn how to verify candidate information effectively.
- Finalizing the Recruitment Process: From references to employment contracts, ensure the process is thorough.



Day 4: Hiring & Onboarding

- Managing the Offer Process: Best practices for offering positions to successful candidates.
- Avoiding Hiring Mistakes: Learn the common hiring mistakes and how to avoid them.
- Induction vs. Onboarding: Learn how to transition from the induction phase to a more engaging onboarding experience.
- Impacting New Employees: Strategies to ensure new hires feel welcomed and valued.
- Managing the Probation Period: Effective management techniques during the probation phase.
- Key Metrics for Hiring Success: Learn the key performance indicators KPIs for measuring the effectiveness of your hiring process.

Day 5: Measuring Recruitment Efforts

- Recruitment KPIs: Understand key metrics such as time to fill, applicant response ratios, and qualified application ratios.
- Yield Rates: Measure the efficiency of your recruitment strategies.
- Time to Join and Offer Acceptance Ratio: Learn how to track and optimize the time it takes for candidates to accept job offers.

Why Attend This Course: Wins & Losses!

This course is essential for HR professionals involved in recruitment and selection who want to refine their skills and strategies. Here's why attending is a game-changer:

- Master Effective Interviewing Techniques: Learn how to conduct interviews that reveal a candidate's true potential.
- Improve Your Recruitment Process: Gain practical insights on how to improve your recruitment and selection strategies, making them more efficient and cost-effective.
- Stay Competitive in Talent Acquisition: Learn the latest trends and best practices in talent acquisition to stay ahead in the competitive market.
- Develop Hiring Strategies that Work: Explore proven strategies to help you attract, select, and hire the best candidates.
- Become an Employer of Choice: Learn how to position your organization as the go-to employer for top talent.

Conclusion

The Advanced Strategies in Recruitment & Selection course is a must for HR professionals aiming to elevate their recruitment processes and develop a competitive edge. By attending, you will gain valuable skills to enhance your talent acquisition strategies and ensure that you hire the best employees. The knowledge gained will not only improve your selection process but will also help you become a leading employer of choice, reduce turnover, and ultimately contribute to your organization's success. Don't miss out on this opportunity to refine your recruitment skills and adopt industry-leading practices!

