BLACKBIRD FOR TRAINING

Recruitment and Talent Acquisition

15 – 19 February 2027
Accra (Ghana)

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Ref: 3254836_322970 **Date:** 15 – 19 February 2027 **Location:** Accra (Ghana) **Fees:** 4200 GBP

Introduction

In today's rapidly evolving business environment, effective recruitment and talent acquisition are critical for the success and growth of any organization. This comprehensive course is designed to equip participants with the knowledge and practical skills needed to execute efficient recruitment processes, focusing on modern talent acquisition strategies and building high-performance teams that drive organizational success. By mastering the recruitment life cycle, participants will be able to define recruitment processes, attract top talent, and enhance their organization's competitive edge.

Course Objectives

By the end of this Recruitment and Talent Acquisition course, participants will be able to:

- Understand the definition of recruitment and its strategic importance in business growth.
- Accurately identify job requirements and craft effective job descriptions.
- Apply modern recruitment strategies for attracting and assessing top talent.
- Utilize digital recruitment tools and talent acquisition systems to optimize sourcing.
- Enhance the candidate experience and strengthen the employer brand in competitive markets.

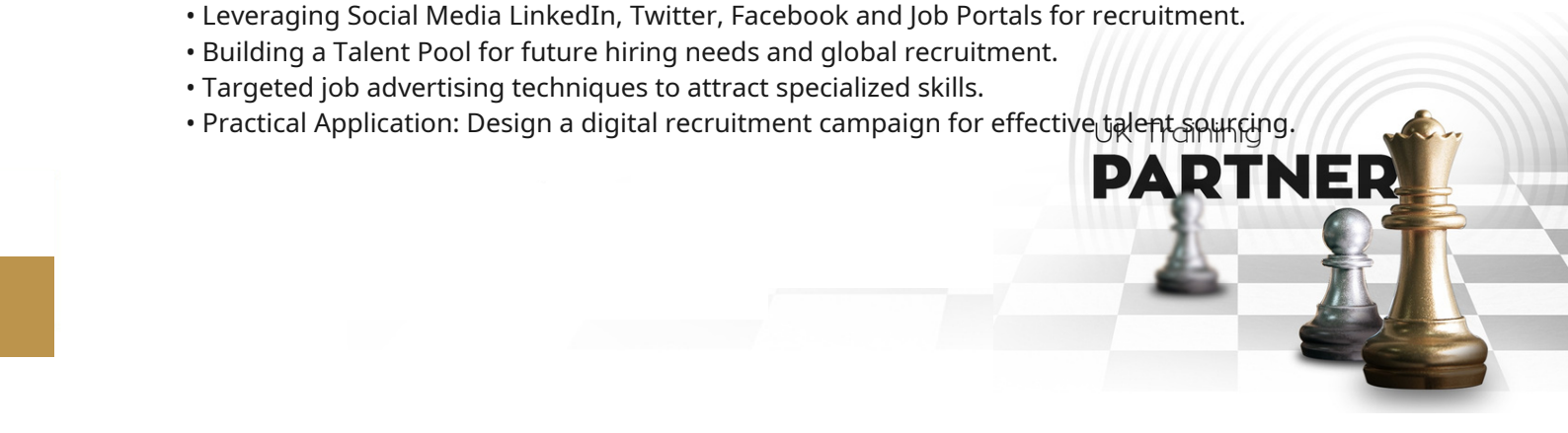
Course Outlines

Day 1: Fundamentals of Recruitment and Talent Acquisition

- Introduction to Recruitment and Talent Acquisition concepts.
- Understanding the recruitment process and its key components.
- Recruitment Life Cycle: From identifying needs to onboarding new hires.
- Crafting clear and effective job descriptions that attract top talent.
- Case Study: Analyzing a successful recruitment strategy for executive roles.
- Workshop: Create a complete job description using best practices.

Day 2: Talent Sourcing Strategies

- How to identify and source top talent through various channels.
- Leveraging Social Media LinkedIn, Twitter, Facebook and Job Portals for recruitment.
- Building a Talent Pool for future hiring needs and global recruitment.
- Targeted job advertising techniques to attract specialized skills.
- Practical Application: Design a digital recruitment campaign for effective talent sourcing.



Day 3: Evaluation and Selection

- Mastering effective interviewing techniques and candidate assessments.
- Conducting skills-based, behavioral, and competency-based evaluations.
- Analyzing interview outcomes and making strategic hiring decisions.
- Avoiding common recruitment process mistakes that impact talent acquisition.
- Simulation Exercise: Conduct a professional interview session with role-play scenarios.

Day 4: Enhancing Candidate Experience and Employer Branding

- How to improve the candidate journey from application to onboarding.
- Strengthening the employer brand in the talent market to attract quality candidates.
- Effective communication with candidates at every stage of the recruitment process steps.
- Building long-term relationships with potential candidates for future hiring.
- Workshop: Develop a plan to enhance the candidate experience and employer branding.

Day 5: Evaluation and Continuous Improvement

- Monitoring and evaluating new hire performance and onboarding success.
- Refining recruitment strategies based on feedback and analytics.
- Using digital analytics and recruitment metrics to optimize hiring processes.
- Understanding the role of a Talent Acquisition Specialist in streamlining recruitment.
- Final Project: Present a comprehensive Recruitment and Talent Acquisition strategy that aligns with organizational goals.

Why Attend this Course: Wins & Losses!

- Master practical strategies for attracting the best talent in the market.
- Enhance your ability to evaluate candidates effectively and efficiently.
- Improve the candidate experience, strengthening your organization's brand reputation.
- Develop recruitment plans that align with organizational goals and growth needs.
- Gain insights into global recruitment strategies and talent acquisition solutions.

Conclusion

This Recruitment and Talent Acquisition course is an exceptional opportunity for HR professionals, recruitment specialists, and business leaders aiming to elevate their skills in modern recruitment strategies. By focusing on best practices and practical applications, participants will learn how to attract the right talent, build strong teams, and contribute to organizational growth.

Join us to take your recruitment skills to a professional level and become a leader in strategic talent acquisition!