Strategic Talent Acquisition Certification Program

19 – 23 April 2027
Casablanca (Morocco)



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Ref: 3255443_341799 **Date:** 19 – 23 April 2027 **Location:** Casablanca (Morocco) **Fees:** 4200 GBP

Introduction

Organizations across the Middle East and North Africa are undergoing rapid transformations, driven by digitalization, workforce mobility, increased competition, and a growing demand for specialized skills. As these forces reshape the labor market, institutions—both governmental and private—are becoming increasingly dependent on sophisticated talent acquisition strategies to secure the capabilities needed for growth and long-term sustainability.

The Strategic Talent Acquisition Certification Program provides a structured, comprehensive, and practice-oriented learning experience for executives, team leaders, HR professionals, project managers, and specialists from diverse sectors such as oil and gas, financial services, telecommunications, government agencies, marketing, sales, and organizational development. The program is tailored for professionals at mid-level and advanced stages of their careers who seek to strengthen their strategic approach to talent management, enhance organizational performance, and design recruitment systems aligned with institutional goals.

This certification equips participants with the frameworks and tools needed to move from reactive hiring to a proactive, analytical, and strategically driven talent acquisition function. Through in-depth training and practical case scenarios, participants learn how to analyze organizational needs, define required skills, develop talent pipelines, evaluate candidates using structured methodologies, forecast workforce demands, and align recruitment strategies with long-term organizational objectives.

The program also focuses on improving the candidate experience, reducing turnover, enhancing hiring accuracy, and supporting organizations in building strong talent ecosystems capable of responding to dynamic market conditions.

Course Objectives

- Understand the principles and foundations of strategic talent acquisition.
- Analyze organizational talent needs and translate them into actionable workforce plans.
- Develop long-term recruitment strategies aligned with institutional goals.
- Identify behavioral and technical competencies required for critical roles.
- Apply structured assessment tools to evaluate candidate capabilities.
- Improve the overall candidate experience through clear and efficient processes.
- Build and maintain a sustainable talent pipeline.
- Use data and performance indicators to evaluate hiring quality.
- Address recruitment challenges in competitive labor markets.
- Design strategic roadmaps that enhance workforce planning and organizational productivity.



Course Outlines

Day One: Introduction to Strategic Talent Acquisition

- Concept and evolution of strategic talent acquisition.
- Differences between traditional hiring and strategic workforce planning.
- Understanding the talent acquisition lifecycle.
- Linking recruitment to organizational goals and long-term plans.
- The role of leadership in supporting strategic hiring functions.
- Key factors influencing talent acquisition success.

Day Two: Competency Analysis and Workforce Requirements

- How to conduct accurate job analysis.
- Identifying behavioral and technical competencies for each role.
- Using structured models to define capability gaps.
- Workforce planning based on organizational needs and future demand.
- Developing competency-based selection criteria.
- Building job profiles that support strategic hiring decisions.

Day Three: Talent Sourcing Strategies and Building Talent Pipelines

- Modern strategies for sourcing skilled candidates.
- Designing targeted attraction campaigns for critical roles.
- Building and maintaining a professional talent database.
- Enhancing the candidate experience from application to selection.
- Approaches for identifying high-potential candidates.
- Evaluating sourcing channels through measurable performance indicators.

Day Four: Evaluating Candidates and Making Strategic Hiring Decisions

- Structured assessment methods for evaluating skills and behavior.
- Designing professional, competency-based interview frameworks.
- Applying objective evaluation tools to support fair decisions.
- Reducing bias and improving decision quality.
- Analyzing assessment outcomes to support selection accuracy.
- Aligning hiring decisions with organizational culture and long-term needs.



Day Five: Designing a Strategic Talent Acquisition Roadmap

- Using workforce data to support strategic planning.
- Developing long-term recruitment plans responsive to labor-market trends.
- Creating a strategic roadmap with performance indicators and milestones.
- Strengthening interdepartmental collaboration to support hiring goals.
- Reviewing the final outcomes of the program and evaluating participant learning.
- Building recommendations for continuous improvement in talent acquisition systems.

Why Attend This Course? Wins & Losses!

- Strengthen your ability to attract highly skilled professionals.
- Improve the accuracy and efficiency of hiring decisions.
- Gain advanced skills in analyzing organizational capability needs.
- Build long-term talent strategies aligned with business goals.
- Enhance the candidate experience and employer reputation.
- Acquire practical tools you can apply immediately in real work environments.
- Support digital transformation in recruitment processes.
- Reduce turnover through more accurate talent selection.

Conclusion

The Strategic Talent Acquisition Certification Program provides a robust and comprehensive foundation for transforming recruitment from a reactive, task-based function into a strategic contributor to organizational growth. By equipping participants with advanced methodologies, structured tools, and practical insights, the program enables leaders and HR professionals to make informed, forward-looking hiring decisions that support long-term institutional goals.

Participants gain the ability to design competency-based frameworks, evaluate candidates accurately, manage strategic talent pipelines, and build recruitment systems that respond to market demands. Through its combination of theoretical foundations and applied learning, the program offers a complete approach to improving organizational performance by strengthening the quality and strategic alignment of talent acquisition.

This certification ultimately empowers organizations to build strong, capable workforces equipped to succeed in an increasingly competitive and rapidly changing environment.

