

## Advanced Selection, Interviewing & Recruitment Skills

*Casablanca (Morocco)*

*11 - 15 August 2025*

UK Training

**PARTNER**



## Advanced Selection, Interviewing & Recruitment Skills

Code: HR28 From: 11 - 15 August 2025 City: Casablanca (Morocco) Fees: 3300 Pound

### Introduction

Organizational success depends on attracting the right level and mix of skills to meet the ever-changing business needs. In addition, recruiting and hiring the right people is getting more difficult and recruitment mistakes are getting costlier. This course will give you the knowledge and skills to ensure the business is able to plan for and attract the best employees in an efficient and cost-effective manner.

You will learn all the desirable attributes, qualities, and styles to be successful at screening, interviewing, evaluating applicants, and employees. You will learn principles and frameworks, dos and don'ts, and explore best practice examples from large organizations. You will have the opportunity to build a screening, interviewing, and evaluating portfolio through the various practical workshops that will be undertaken during the course.

### Course Objectives of The Advanced Strategies in Recruitment & Selection

- Identify the importance of a talent acquisition strategy and where it fits into the overall HR and business strategies
- Recognize the importance and need for workforce planning
- Appreciate the importance of organizational culture and its impact on talent acquisition
- Develop and implement a talent acquisition strategy
- Identify the qualities and characteristics of individuals most likely to succeed in your organization
- Develop the key skills that will make you an Employer of Choice EoC and win the war for talent
- Identify and verify that the candidates have the right competencies
- Increase the likelihood of higher job satisfaction and reduce turnover rates by making sure you hire the right employee for the job
- Discover how to achieve the best value for money through adopting precise selection measures, and careful placement procedures
- Explore and implement current industry best practice in recruitment, selection, and hiring

### The Advanced Strategies in Recruitment & Selection Course Outlines

#### Day 1

##### Recruitment Planning

- Adopting a talent culture
- Aligning our people requirements to business strategy
- The importance of creating a recruitment plan

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) on it. The text 'UK Training PARTNER' is overlaid on the board.

UK Training  
**PARTNER**

- Recruitment and becoming an Employer of Choice
- Utilizing employee branding
- The recruitment process and the role of HR and managers
- Job descriptions, job analysis, and establishing the package
- Workforce planning

## Day 2

### Sourcing & Attracting

- The rules of attraction
- Effective advertising
- Use of online recruitment and developing an online recruitment strategy
- Utilizing your company website and social media channels in recruitment and branding
- Social media
- Using LinkedIn
- Effective headhunting and search agencies.
- Working with recruiters
- Sourcing from alternatives

## Day 3

### Selection

- Understanding the selection process
- Selection tools
- The interview process
- Other assessment techniques
- Competency-based interviewing and psychometric testing
- Interview structure
- Recruitment interview techniques and exercises
- Preparing for the interview
- Conducting the interview
- Meeting the applicant
- Guidelines on asking difficult questions
- Sharing information with the candidate
- Ending the interview professionally
- Using psychometric tests
- Conducting background checks for final candidates
- Completing the recruitment process, references, employment contracts, administration, etc.

## Day 4

### Hiring & On-boarding

- Managing the offer process
- The hiring mistakes
- Moving from induction to [onboarding]
- How to make an impact on your new employees
- Effective management of the probation period

UK Training

**PARTNER**



- Metrics

## Day 5

### Measuring recruitment efforts

- The main KPIs for measuring the recruitment function
- Applicant response ratios
- Qualified application ratios
- Yield rates
- Time to fill and time to join
- Offer acceptance ratio

## Blackbird Training Cities

### Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)  
(Netherlands)



Podgorica (Montenegro)



Batumi (Georgia)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich (Switzerland)



Manchester (UK)



Milan (Italy)



## Blackbird Training Cities

### USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

### Africa



Baku (Azerbaijan)  
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney (Australia)



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Pulau Ujong (Singapore)



Jakarta (Indonesia)



Amman (Jordan)



Beirut (Lebanon)

UK Training  
**PARTNER**

## Blackbird Training Cities

### Asia



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



## Blackbird Training Clients



UK Training  
**PARTNER**



## Blackbird Training Categories

### Management & Admin

Professional Skills  
Finance, Accounting, Budgeting  
Media & Public Relations  
Project Management  
Human Resources  
Audit & Quality Assurance  
Marketing, Sales, Customer Service  
Secretary & Admin  
Supply Chain & Logistics  
Management & Leadership  
Agile and Elevation

### Technical Courses

Hospital Management  
Public Sector  
Special Workshops  
Oil & Gas Engineering  
Telecom Engineering  
IT & IT Engineering  
Health & Safety  
Law and Contract Management  
Customs & Safety  
Aviation  
C-Suite Training



 International House 185 Tower Bridge  
Road London SE1 2UF United Kingdom

 +44 7401 1773 35  
+44 7480 775526

 [Sales@blackbird-training.com](mailto:Sales@blackbird-training.com)

 [www.blackbird-training.com](http://www.blackbird-training.com)



UK Training  
**PARTNER**

The image features a graphic of a chessboard with several chess pieces (a king, a pawn, and a knight) on it. The text 'UK Training PARTNER' is overlaid on the board, with 'PARTNER' in a larger, bold font.