BLACKBIRD FOR TRAINING

Strategic Talent Acquisition & Advanced Interviewing Techniques

23 November – 4 December 2026
Casablanca (Morocco)

UK Traininig
PARTNER



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Introduction

In today's competitive, skills-driven economy, strategic talent acquisition has become a critical pillar of organizational success. It's no longer just about filling vacancies — it's about finding the right talent, aligning with long-term business goals, and ensuring a seamless recruitment experience from first contact to onboarding.

This 2-week intensive course is tailored for HR professionals and Talent Acquisition specialists at intermediate to advanced career levels. It blends theory with case-based practice, offering cutting-edge advanced interviewing techniques, frameworks, and real-world tools to help you attract, assess, and retain top talent effectively.

Participants will explore every stage of the hiring journey — from strategic workforce planning to employer branding and structured interviewing — ensuring alignment between talent strategies and organizational priorities.

Whether you're developing a new Talent Acquisition Framework or refining your interviewing approach, this program equips you to become a true strategic partner in your organization.

Course Objectives

By completing this course, participants will be able to:

- Design and implement a Strategic Talent Acquisition Framework aligned with business strategy.
- Conduct competency-based interviews and apply behavioral interviewing principles.
- Optimize sourcing channels and engage passive candidates with modern tools.
- Build a compelling Employee Value Proposition EVP and position the organization as an Employer of Choice.
- Use recruitment metrics and KPIs e.g. time-to-hire, quality-of-hire to improve performance.
- Manage end-to-end hiring processes including selection, offer, and onboarding.
- Apply advanced interviewing techniques such as case interviews, stress interviews, and psychometric assessments.
- Develop data-driven insights to forecast talent needs and improve recruitment funnels.



Course Outlines

Day 1: Strategic Talent Acquisition Fundamentals

- Overview of the modern talent landscape.
- Role of strategic HR in recruitment.
- Building and operationalizing a Talent Acquisition Framework.
- Aligning recruitment with business and workforce planning.

Day 2: Workforce Planning & Role Design

- Strategic workforce planning models.
- Role analysis and defining competencies.
- Writing effective, targeted job descriptions.
- Forecasting future talent requirements.

Day 3: Employer Branding & EVP

- What defines an Employer of Choice.
- Building and communicating your Employee Value Proposition EVP.
- Internal branding: empowering employees as advocates.
- Integrating EVP into recruitment messaging.

Day 4: Sourcing Strategies & Channels

- Modern sourcing tools and digital recruitment trends.
- Using social media, job boards, and career sites effectively.
- Strategies for engaging passive candidates.
- Collaboration with external recruitment partners.

Day 5: Screening & Shortlisting Techniques

- Structured resume screening.
- Using Applicant Tracking Systems ATS effectively.
- Pre-screening interviews and shortlisting based on fit.
- Candidate profiling for decision-making.

Day 6: Interview Design & Competency Assessment

- Interview structures and frameworks.
- Behavioral Interviewing and Competency-Based Interviewing techniques.
- Panel interviews and scorecards.
- Reducing interviewer bias.



Day 7: Advanced Interviewing Techniques

- Situational and stress interviews.
- Role play and case interviews.
- Incorporating psychometric testing.
- Spotting red flags and candidate inconsistencies.

Day 8: Selection & Offer Management

- Reference checking and background verification.
- Making evidence-based final hiring decisions.
- Offer negotiation and candidate experience.
- Legal and compliance considerations.

Day 9: Onboarding & Retention Strategy

- Difference between onboarding and induction.
- Designing a 30/60/90-day onboarding roadmap.
- Enhancing engagement during probation.
- Preventing early turnover and disengagement.

Day 10: Recruitment Metrics & Continuous Improvement

- Defining and tracking recruitment metrics e.g. cost per hire, yield ratios.
- Evaluating the recruitment funnel and hiring outcomes.
- Developing dashboards for TA performance tracking.
- Trends in future talent acquisition strategy and continuous learning.

Why Attend this Course: Wins & Losses!

- Learn to build and scale a Strategic Talent Acquisition Framework.
- Improve selection accuracy with advanced interviewing techniques.
- Elevate employer branding to become an Employer of Choice.
- Utilize recruitment metrics to enhance transparency and ROI.
- Increase hiring speed and reduce turnover risk.
- Access case-based learning and hands-on portfolio work.
- Gain career-advancing knowledge relevant to mid and senior levels.
- Receive a certificate demonstrating mastery in strategic recruitment.

Conclusion

Strategic Talent Acquisition is no longer a support function — it's a core business driver. This 2-week course delivers the tools, methods, and insights needed to take recruitment to a truly strategic level.



Whether you're revamping your Talent Acquisition Framework, refining behavioral interviewing methods, or trying to improve your team’s recruitment metrics, this program gives you the structure, skills, and confidence to drive real change.

Professionals who complete this course will be equipped to act as strategic business partners in the hiring process, attract high-performing talent, and position their organizations as employers of choice in an evolving labor market.

