

# Certified Courses



# Certified Talent Acquisition Professional

## Why Attend

- Talent acquisition is becoming more and more like marketing nowadays. Acquisition teams need to have a strategy for everything: for creating attractive employer brands, facilitating a smooth onboarding and achieving successful integration.
- This course is designed to build on the capacity of talent acquisition teams and individuals to reach talents, skillfully assess competence, and smoothly integrate them within company culture. The course will also enable participants to derive talent acquisition strategies from organizational strategies and design means to monitor and assess progress and impact.

## Course Methodology

- The first part of this course is reflective in nature and aims at assisting participants realize the changes happening around them and the need to act to maintain the effectiveness of their units. The second part of the course focuses on the “how”. Participants will learn how to develop strategies, tools, and techniques to overcome challenges and successfully embark on the current and new ways of acquiring talents. The pace of this course is fast and the activities demand concrete outputs that participants can use at a later stage.

## Course Objectives

By the end of the course, participants will be able to:

- Explain the impact of current trends on talent acquisition strategies and practices
- Develop an employer branding strategy to boost organizational ability to attract talent
- Design an efficient and effective acquisition process
- Improve and customize talent assessment approach in accordance with position requirements
- Accelerate the integration process of new hires through a holistic and integrated onboarding approach
- Build talent acquisition strategies and measure impact in compliance with organizational strategic directives

## Target Audience

- This course is designed specifically for HR and talent acquisition professionals who want to explore new approaches to attract and employ talents.

## Target Competencies

- Employer branding
- Strategic thinking and planning
- Candidate assessment
- Onboarding
- Impact assessment

### Global trends' impact on talent acquisition

- The rise of the social enterprise
- The workforce ecosystem
- Individual value proposition versus employee value proposition
- From careers to experiences and development
- The end of static jobs as we know them

### Employer branding strategy

- Brand equity
- Brand values
- Employer brand and value proposition
- Profiling your target audience
- Know your competitors
- Know yourself
- Communication strategy
- Understanding and applying employer branding metrics

### The candidate's experience

- Candidates' expectations
- Attractive job briefs
- Simplification of online application process
- Hurdles: how much is too much?
- Hiring manager accountabilities
- Organizational culture overview

### The assessment stage

- Defining requirements
- Role analysis
- Functional must haves
- Strategic requirements
- Assessment methods
- Validity of assessment methods
- Assessment simulations
- Occupational assessment

## The onboarding phase

- The administrative process
- They four layers of onboarding for successful integration
- Compliance
- Clarification
- Culture and connection
- The psychological contract
- A linear approach
- A holistic approach
- Onboarding effectiveness

## Measuring effectiveness

- Organizational strategy versus acquisition strategy
  - KPIs that matter
  - Financial
  - Customer KPIs
  - Process KPIs
  - Building dashboards
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