

# Certified Courses



# Strategic Recruitment, Interviewing and Selection

## Why Attend

- Pressure on recruitment and selection units in organizations seems to be constant, if not increasing with time. More is required with less. New and more effective recruitment channels have become a necessity now that branding techniques and use of technology is no longer a choice. The diversification of commonly used selection methodologies has become essential to improve the reliability of selection decisions and improve the quality of hires. Moreover, performance measures and Key Performance Indicators (KPIs) have become standard in measuring the reliability and effectiveness of recruitment and selection within organizations. This course is designed, and constantly updated, to explore these topics. It is designed from an operational and cultural perspective and is expected to enable participants to build a holistic approach towards their activities and introduce system changes.

## Course Methodology

- The course is divided into three equal parts covering recruitment, interviewing, and selection. Each part explores the latest trends and best practices associated with the topic in such a way that participants will be able to reflect on, and benchmark, their company's practices. Moreover, almost half of the course will be dedicated to skill building exercises such as role plays, video presentations, trends reports, and scenario interviews. The course activities are carefully crafted to ensure the proper transfer of knowledge to skills.

## Course Objectives

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

- Develop budgeted workforce plans in accordance with company directives and market conditions
- Use differentiated recruitment channels to maximize recruitment efficiency and minimize cost
- Design specific selection frameworks for various job families and improve their reliability and validity
- Plan for and implement a competency-based interview
- Apply the right measures and KPIs to evaluate the effectiveness of recruitment and selection efforts
- Design exit interview guides and analyze results

## Target Audience

- This course targets experienced and senior professionals in the recruitment and selection function as well as senior employees in human resources. The course is also very useful for those working in workforce planning and nationalization.

## Target Competencies

- Workforce planning
- Recruitment
- Assessment and selection
- Analytical skills
- Performance management
- Planning and organizing
- Decision making

### Fundamentals of workforce planning

- Defining workforce planning
- Forecasting employee needs
- Keys to successful workforce planning
- The strategic staffing process
- Demand analysis
- Trend analysis
- Ratio analysis
- Scatter plot
- Zero manning methodology
- Capturing and tabulating information

### Recruitment planning

- Defining needs
- Planning the various stages
- Roles of line managers and recruitment personnel
- Internal recruitment sources
- External recruitment sources
- Middle East recruitment trends

### Candidate assessment

- Validity and reliability of assessment methods
- Job fit and organizational fit assessment
- Assessment centers
- Psychometric and ability assessments

## Budgeting: processes and approaches

- Importance and types of budgets
- The budgeting process
- Approaches to developing budgets
- Incremental
- Zero based
- Activity based
- Developing department budget

## Advanced interviewing techniques

- Importance of information and data capture
- Types of interviews
- Competency based interviews
- Analyzing jobs
- identification and leveling of critical competencies
- developing interview guides
- quantitative and qualitative interview reports

## Exit interviews

- When, how and by whom
- Format and content
- Analysis of results

## Measuring recruitment efforts

- Internal versus external recruitment effectiveness
  - Effectiveness and efficiency measures
  - 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
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