

# Talent Acquisition: Creating Your Organization's Strategy

<b>Intended Audience</b>	Mid-level	<b>Delivery Options</b>	<ul style="list-style-type: none"><li>• 2-Day In-Person (Onsite or Seminar)</li><li>• 4-Week Virtual</li></ul>
<b>HR Competencies</b>	<ul style="list-style-type: none"><li>• HR Expertise (HR Knowledge)</li><li>• Leadership &amp; Navigation</li><li>• Relationship Management</li></ul>	<b>Recertification*</b>	SHRM: 15 PDCs

## Program Overview

Are you ready to help your organization win the talent war? Get prepared for the fight by learning proven talent acquisition strategies in this engaging course designed to equip you for real-world application. You will explore innovative recruiting and sourcing strategies for developing a diverse and inclusive talent pipeline. You will also learn a step-by-step approach for improving your candidates' experience and your employment branding.

## Program Objectives

This program is designed to provide you with the knowledge and skills necessary to:

- Build your talent acquisition strategy to attract top talent
- Market an employment brand that positions your organization as an employer of choice
- Incorporate workforce planning as part of the process for developing a robust talent pipeline
- Expand strategies for recruiting and sourcing
- Create a positive candidate experience
- Evaluate and select candidates that are a right fit for your organization
- Measure the impact of your talent acquisition strategy using metrics

## Program Modules

This program includes the following modules:

Module 1: Introduction

Module 2: Talent Acquisition

- Connecting talent acquisition to the “big picture”
- The talent acquisition framework
- Talent acquisition challenges and trends



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### Module 3: People Metrics

- Goals of talent acquisition metrics
- Aligning metrics with business strategy
- Data-based decision-making
- Sample metrics

### Module 4: Employment Branding

- What is an employment brand? Why have one?
- Steps to improve employment branding
- Marketing your employment brand

### Module 5: Workforce Planning

- Steps to create a workforce plan
- Using workforce planning strategically
- Creating a staffing plan

### Module 6: Recruiting Strategy

- Buy, build, and borrow
- The manager intake
- Creating a strategic recruitment plan

### Module 7: Sourcing Strategy

- Recruiting through social media
- Candidate personas
- Sourcing unique talent pools

### Module 8: Candidate Experience

- The candidate experience audit
- Building on the candidate experience

### Module 9: Interviewing

- Writing behavioral interview questions
- Interview rating scales
- Looking at interview bias

### Module 10: Evaluation and Selection

- Candidate evaluation criteria
- Creating a manager training

### Module 11: Onboarding

- Five onboarding activities
- Sample onboarding models and tools

### Module 12: Conclusion



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