

STRATEGIC TALENT ACQUISITION CERTIFICATION PROGRAM



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TRAINING CENTER



Introduction

Top talent chooses employers carefully, so recruiters need a clear and modern hiring strategy. The Strategic Talent Acquisition Training Course from Gentex Training Center shows HR professionals how to build that strategy. Participants learn to forecast talent needs, position their employer brand, and build strong candidate pipelines. Furthermore, they explore sourcing methods, recruitment technology, and stakeholder partnerships. The course also introduces recruitment analytics, so teams can improve every stage of the hiring funnel. As a result, participants move from reactive hiring to proactive talent planning. Each day combines proven frameworks with practical workshops. In addition, participants build their own talent acquisition plan during the program.

Strategic Talent Acquisition Course Objectives

- Forecast talent demand with workforce planning, labor market analysis, and hiring capacity models across business units.
- Run effective intake meetings and agree hiring service levels with managers using recruitment business partnering methods.
- Design an employee value proposition and employer brand strategy that stands out in competitive talent markets.
- Build talent pipelines using Boolean and X-ray search, LinkedIn Recruiter, talent pools, and passive candidate outreach.
- Apply recruitment marketing, candidate personas, and career site best practices to attract qualified applicants.
- Select and configure applicant tracking systems (ATS), recruitment CRM tools, and AI-assisted screening responsibly.
- Use competency frameworks and structured scorecards to make consistent, evidence-based selection decisions.
- Plan diversity sourcing and localization hiring programs that meet organizational and national workforce targets.

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- Improve candidate experience with process mapping, feedback surveys, and structured onboarding plans.
- Track the recruitment funnel with time-to-fill, cost-per-hire, source-of-hire, and quality-of-hire dashboards, and report results to senior leaders.

Course Methodology

- Expert-led sessions explain modern talent acquisition strategy and models.
- Case studies from leading employers show how strategic hiring solves real business problems.
- Hands-on workshops let participants build sourcing strings, personas, and hiring plans.
- Live demonstrations of ATS, recruitment CRM, and AI screening tools build technical confidence.
- Group exercises use funnel data to practice analysis and decision-making.
- Practical templates and toolkits support immediate use at work.
- Personal action planning turns learning into a clear implementation roadmap.

Who Should Take This Course

- Talent acquisition managers and recruitment team leaders who own hiring results
- Recruiters and sourcing specialists who want a more strategic approach
- HR managers and HR business partners responsible for workforce planning
- Employer branding and recruitment marketing professionals
- Recruitment agency consultants and executive search professionals
- Hiring managers and department heads who partner with recruiters
- HR professionals moving into talent acquisition roles





Strategic Talent Acquisition Course Outlines

Day 1: Talent Acquisition Strategy and Workforce Planning

- Talent acquisition strategy versus transactional recruitment models
- Business goals and workforce planning models
- Labor market analysis and talent supply mapping by role
- Hiring demand forecasting and capacity planning for peak periods
- Recruitment business partnering and intake meetings
- Service level agreements with hiring managers
- Workshop: drafting a talent acquisition strategy

Day 2: Employer Branding and Recruitment Marketing

- Employee value proposition research and design
- Employer brand audit and market positioning
- Candidate personas and candidate journey mapping
- Career site and job advert optimization for search
- Social media and content recruitment campaigns
- Employee advocacy and referral programs
- Measuring employer brand strength with survey data

Day 3: Sourcing and Talent Pipelines

- Boolean and X-ray search techniques
- LinkedIn Recruiter and talent database search

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- Passive candidate outreach and messaging that gets replies
- Talent pools and pipeline nurturing with CRM tools
- Diversity sourcing and inclusive job design
- Campus, bulk, and executive hiring approaches
- Localization and nationalization hiring programs

Day 4: Recruitment Technology, Selection, and Offers

- Applicant tracking system (ATS) setup and workflows
- Recruitment CRM tools and HRIS integration
- AI-assisted screening: benefits, risks, and ethical use
- Competency frameworks and selection scorecards
- Structured shortlisting and decision meetings
- Offer design, negotiation, and acceptance strategies
- Onboarding plans and candidate experience surveys

Day 5: Recruitment Analytics and Continuous Improvement

- Recruitment funnel metrics and stage conversion rates
- Time-to-fill, cost-per-hire, and source-of-hire analysis by channel
- Quality-of-hire and hiring manager satisfaction
- Dashboards in Excel and Power BI for hiring managers
- Recruitment budget planning and vendor management
- Continuous improvement with Lean and PDCA
- Action plan presentations and expert feedback





Conclusion

By successfully completing the Strategic Talent Acquisition Training Course, participants will gain a clear understanding of how to plan talent needs and build strong pipelines. They will also acquire practical knowledge of employer branding, sourcing, recruitment technology, and selection. Furthermore, they will know how to track hiring results with key metrics and improve them over time. As a result, participants can lead a proactive, data-driven talent acquisition function. Gentex Training Center delivers this knowledge through practical, expert-led learning.

FAQs

Q1 What is the "Strategic Talent Acquisition" course about?

The course teaches how to build a proactive, strategic hiring function. Participants study workforce planning, employer branding, sourcing, recruitment technology, and analytics. Furthermore, they learn to partner with hiring managers and design talent pipelines that meet future business needs.

Q2 What are the key benefits of the "Strategic Talent Acquisition" course?

The course helps organizations attract better candidates and fill roles faster. It also builds data-driven habits across the hiring funnel. As a result, participants can lower cost-per-hire, strengthen their employer brand, and improve the quality of new hires with clear evidence.



Q3 What skills will I gain from the "Strategic Talent Acquisition" course?

Participants gain four core skills: strategic workforce planning, employer branding and talent sourcing, recruitment technology and selection, and recruitment analytics. In addition, they practice each skill through workshops and case studies, so they can apply it directly in their own hiring teams.

Q4 What tools, methods, or standards are covered in the "Strategic Talent Acquisition" course?

The course covers workforce planning models, employee value proposition design, Boolean and X-ray search, and LinkedIn Recruiter. It also includes applicant tracking systems, recruitment CRM tools, AI screening, selection scorecards, and metrics such as time-to-fill, cost-per-hire, source-of-hire, and quality-of-hire.

Q5 How is the "Strategic Talent Acquisition" course applied in real-world practice?

Talent acquisition teams use workforce plans to prepare for future hiring, employer branding to attract passive candidates, and ATS data to find bottlenecks. Furthermore, they use funnel dashboards to report results, so leaders can adjust budgets and channels with confidence.