

TALENT ACQUISITION AND RECRUITMENT STRATEGIES

Nairobi - Kenya

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\$5,500



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Introduction

In today's competitive job market, attracting and securing top talent is crucial for organizational success. This intensive five-day program, offered by Gentex Training Center, equips professionals with the essential knowledge and practical skills to develop and implement effective talent acquisition and recruitment strategies. Through a comprehensive exploration of key recruitment methodologies, talent pool building techniques, and employer branding best practices, participants gain the ability to identify, attract, and onboard high-performing candidates for open positions.

Talent Acquisition and Recruitment Strategies Course Objectives:

- Master the talent acquisition lifecycle, from job analysis to candidate selection.
- Develop a strong understanding of current recruitment trends and technologies.
- Craft compelling job descriptions that attract qualified candidates.
- Utilize effective sourcing strategies to build a robust talent pool.
- Leverage online recruitment platforms and social media for talent acquisition.
- Conduct effective and engaging candidate interviews and assessments.
- Develop strong employer branding strategies to attract top talent.
- Negotiate and extend competitive compensation and benefits packages.
- Ensure a smooth and positive candidate onboarding experience.



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Course Methodology

This interactive program utilizes a participant-centric approach that blends lectures, real-world case studies, group discussions, and practical exercises. Participants actively engage in job description writing workshops, sourcing simulations, and mock interview scenarios. Through collaborative learning and expert guidance from experienced instructors, participants gain valuable hands-on experience and refine their critical thinking, problem-solving, and communication skills to excel in the competitive world of talent acquisition.

Who Should Take This Course

- Human Resources professionals seeking to enhance their recruitment skills.
- Hiring managers and team leaders involved in the recruitment process.
- Talent acquisition specialists interested in mastering new strategies.
- Business professionals seeking to build a strong employer brand.
- Anyone looking to develop a career in talent acquisition and recruitment.

Talent Acquisition & Recruitment Strategies Course Outline:

Day 1: Building the Foundation: Talent Acquisition Lifecycle & Recruitment Trends

- Understanding the Talent Acquisition Lifecycle: From Job Analysis to Onboarding
- Identifying Current Recruitment Trends and Technological Advancements
- Legal Considerations in Recruitment and Hiring Practices



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Day 2: Crafting Compelling Job Descriptions & Building a Talent Pool

- Writing Clear, Concise, and Engaging Job Descriptions
- Sourcing Strategies: Building a Diverse and Qualified Talent Pipeline
- Utilizing Social Media Platforms and Online Recruitment Tools Effectively

Day 3: The Art of Interviewing: Techniques for Candidate Selection

- Conducting Effective and Legally Compliant Interviews
- Utilizing Behavioral Interviewing Techniques to Assess Candidate Fit
- Evaluating Skills and Experience Through Assessments and Reference Checks

Day 4: Employer Branding and Compensation & Benefits Strategies

- Building a Strong Employer Brand to Attract Top Talent
- Crafting Competitive Compensation and Benefits Packages
- Negotiating Offers and Closing the Deal with Top Candidates

Day 5: Onboarding for Success: Integrating New Hires into the Team

- Creating a Positive and Engaging Onboarding Experience
- Setting Up New Hires for Success and Maximizing Retention
- Strategies for Continuous Improvement in Talent Acquisition Practices



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Conclusion

By successfully completing this comprehensive program offered by Gentex Training Center, participants will have gained the knowledge, skills, and confidence to become valuable assets in their organization's talent acquisition efforts. They will be equipped to develop and implement effective recruitment strategies, attract top talent, and contribute significantly to building a strong and successful workforce.

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