

Creating a Talent Acquisition Strategy

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

- Learning objectives
- Agenda – module titles
- Icebreaker activity

Module 2: Talent Acquisition – The Strategic View

- The talent acquisition framework
- Talent acquisition defined
- Key competencies in talent acquisitions

*Visit <https://www.shrm.org/credentials/certification/recertification> for the most up-to-date recertification credit details.

- The consultative approach to talent analytics
- The big picture
- Organizational goals that impact HR goals
- Four key advancing strategies in talent acquisition
- Influx of technology
- Shifting TA technology
- Best practices tech stack and emerging tech stack
- Choosing the right technology
- Diversity, equity, and inclusion (DE&I) | the talent acquisition space
- The virtual talent acquisition lifecycle
- Global hiring strategy and practices

Module 3: People Metrics and Talent Analytics

- Defining metrics and analytics
- Metrics use and effectiveness
- Key metrics for talent acquisition
- Grouped talent analytics metrics
- The metrics journey
- Goals of talent acquisition metrics
- Align metric with business strategy – ask critical questions
- Use metrics to tell a story
- Turnover rate
- Cost per hire
- Data to analytics path
- Descriptive analytics
- Diagnostic analytics
- Predictive analytics
- Prescriptive analytics
- Applying analytics scenario
- Creating a culture of analytics

Module 4: Employment Branding

- What is an employment brand? Why have one?
- Employee value proposition and employment branding
- Why focus on employment branding
- Candidate must-haves for employers of choice
- Steps to improve employment branding
- Monitoring the employment brand
- Marketing your employment branding: the four Ps
- The PESO model
- Seven ways to market your employment branding
- Employment branding sample metrics

Module 5: Workforce Planning

- Workforce planning – the talent gap – current and future
- Questions answered by workforce planning
- Six steps to creating a workforce plan

*Visit <https://www.shrm.org/credentials/certification/recertification>
for the most up-to-date recertification credit details.

SHRM © All Rights Reserved

- Workforce planning tools
- Survey options
- What is a staffing plan?
- Staffing plan tactical objectives
- Creating a staffing plan
- Workforce planning metrics

Module 6: Recruiting Strategy

- The recruiting strategy goal
- Buy, Build, and Borrow
- Recruiting strategy Meeting (manager intake)
- Sample process and timeline
- Recruiting strategy sample metrics

Module 7: Sourcing Strategy

- Types of job seekers
- Talent acquisition sources
- Targeting data
- Sourcing strategy
- Recruiting through social media
- Talent pools
- Recruiting people with disabilities
- The USBLN
- Non-traditional candidate pools
- Attracting diverse talent
- Together forward @work
- Sourcing internal talent
- Sourcing large scale and hourly employees
- Creating a sourcing strategy
- Candidate personas
- When and where to outsource
- RPOs versus staffing agencies
- Sourcing strategy metrics

Module 8: Candidate Experience

- Candidate experience defined
- Candidate experience audit
- Common problems during the candidate experience
- Tips for improving the candidate experience
- Candidate experience metrics

Module 9: Interviewing

- Situational and behavioral interviewing
- Why behavioral interviewing makes sense
- Setting up behavioral interviews with the hiring manager
- Writing behavioral interview questions: STAR
- Sample behavioral interviewing questions
- Interview rating sheets – eliminating bias and scoring candidates objectively

*Visit <https://www.shrm.org/credentials/certification/recertification>
for the most up-to-date recertification credit details.

- Bias and the human brain
- Nine types of bias
- Removing bias from job descriptions and postings
- Interviewing types
- Interviewing metrics

Module 10: Evaluation and Selection

- Why evaluation and selection matters
- Formulating a selection philosophy
- HR's role in pre-employment testing
- Types of pre-employment tests
- Evaluation criteria and worksheet
- Job offer negotiations
- Establish credibility
- What is available for negotiation?
- How to achieve your negotiation strategy goal
- Negotiation styles
 - Competitive
 - Collaborative
 - Compromising
 - Avoiding
 - Accommodating
- Background investigation and reference checks
- Employment offer/offer letter
- What is an employment contract?
- Terms and conditions
- Documentation
- Evaluation and selection metrics

Module 11: Onboarding – Four Phases

- Pre-boarding
- Orientation
- Onboarding
- Offboarding
- Orientation versus onboarding
- The five c's of onboarding
- Onboarding checklists
- Onboarding roles and responsibilities
- Onboarding strategy levels
- Roles and process phases and key activities
- Five key onboarding activities
- Passive and ideal onboarding
- 10 quick tips for orientation and onboarding
- Compliance
- Maximizing onboarding success
- Onboarding metrics

*Visit <https://www.shrm.org/credentials/certification/recertification>
for the most up-to-date recertification credit details.



Module 12: Conclusion

- TASC review
- Program follow-up