

# 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>	<ul style="list-style-type: none"><li>• In-Person SHRM: 15 PDCs HRCI: 15</li><li>• Virtual SHRM: 15 PDCs HRCI: 15</li></ul>

## Program Overview

Ready to win the war for talent? Obtain the necessary skills and understanding to implement a talent acquisition strategy at your organization. Discover the benefits of workforce planning. Learn the steps to improve your candidate experience and employment branding. Explore recruiting and sourcing strategies for developing a diverse and inclusive talent pipeline. Reflect on case studies and newly-acquired expertise to apply what you learn to your organization.

## 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
- 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