Talent Acquisition: Creating Your Organization's Strategy

Intended Audience
- Mid-level

Delivery Options
- 2-Day In-Person (Onsite or Seminar)
- 4-Week Virtual

HR Competencies
- HR Expertise (HR Knowledge)
- Leadership & Navigation
- Relationship Management

Recertification*
- SHRM: 15 PDCs

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

*Visit shrm.org/seminars for the most up-to-date recertification credit details.
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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