

# 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>	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](http://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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