

# RECRUITMENT DEVELOPMENT INSTITUTE MODULES



MAKE TODAY THE BEGINNING OF A  
*better future*

“ I liked the conversation and dialogue that happened between participants and facilitator. I do think the real examples were very beneficial to me. I also appreciated the probing of responses from participants on the call. Learning about the Realistic Job Preview was beneficial and something I can see trying to use within our company. Overall, I thought the presentation was well done and appreciated the acceptable and unacceptable interview question sheet provided to us. ”

**Recruiting Assistant - Wipfli LLP**

# RECRUITMENT DEVELOPMENT INSTITUTE

## *Tailored Client Trainings*

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### **IN CREATING TAILORED CLIENT TRAININGS**

specifically for your recruitment team, Personified surveys leadership within your company to fully understand your current hiring processes and comprehend your existing workflows, staff dynamics, performance metrics, and desired training program outcomes. We also look at trends in your industry, and study where your talent is coming from and where they are going when they do not choose your organization. We use this information to create a custom-tailored training that will help you better find, process and retain your future hires.

**IDEAL CLASSROOM SIZE: 25-30 participants.**

**Personified will conduct on-site or online facilitator led training. Choose from our list of modules to create a tailored TWO-DAY, FULL-DAY, HALF-DAY, or ONLINE TRAINING. We tailor the exercises and examples to fit the unique characteristics of your company and provide your team with tactics they can use right away.**

Our trainings are PHR®, GPHR®, SPHR® re-certification approved through the HR Certification Institute, NAPS Approved Continuing Education Provider, and for Canadian CHRP Holders – may be eligible for CHRP recertification credits.

Number of credits depends on the course chosen.

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RECRUITMENT DEVELOPMENT INSTITUTE  
*Tailored Client Trainings*

“ This workshop was definitely worth our time. This workshop is differentiated from any other recruitment workshops that I've attended in two main aspects: first, the module was extremely well-developed with great bullet points and breakout exercises, and all the topics were up-to-date which we could bring back to our workplace and start applying to our jobs immediately. Second, the overall workshop was well structured with great time management, and the facilitation was very strong. Steffan could lead us through valuable discussions throughout the workshop, as well as share his own insightful experiences with us related to the topics. I took away lots of new information that I could repeatedly use in my position. ”

HR Recruiter / Officer  
TCF Bank

Looking for good books  
around this topic?  
*Hire with your Head*  
by John Wiley and Sons



“fantastic!!!”

It was a great confirmation of current processes that we have in place and a great wealth of new information for us to consider as well. Great energy and flow as well!!! Kudos!! Thanks so much!!”

Senior Recruiter,  
Human Resources Officer  
TCF Bank

“I thought it was  
AWESOME.”

I walked away with new tools and a different mentality after investing my time with Jennifer and the other great participants.

Many thanks.”

Pharmaceutical Manufacture  
and Sale Company

# Recruitment Development Institute Modules

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# Foundational Learning

In today's competitive marketplace, taking time to examine the hiring process from multiple perspectives puts you at a distinct advantage over your competition. The Fundamental Module of the Recruitment Development Institute's Program is the basis for the modules that follow. It is designed to help you tailor your approach to recruiting by examining the process from four distinct vantage points: Candidate, Hiring Manager, Recruiter, and Team. Understanding how these components work, both independently and in tandem with each other, increases your effectiveness, and value as a recruitment function.

## HOW WILL YOU BENEFIT

- Learn the three key concepts to maximize your recruitment process and how to apply them on the job.
- Learn and share best practices for high efficiency recruiting.
- Walk away with a defined process to manage your recruitment process.
- Clarify roles and responsibilities for your recruitment process and the parties involved.

## WHAT YOU WILL COVER

- Analyze the recruiting process from multiple points of view.
- Learn key recruitment process steps to become more efficient.
- Learn how to influence others in the recruitment process.
- Leverage accountability with your internal clients.
- Foster positive relationships by creating a culture of accountability.

## WHO SHOULD ATTEND

- Recruiters of all levels of experience and disciplines will benefit from this thorough examination of the fundamentals of recruiting.



# Interviewing Skills, Tips and Techniques

Even when you've found that "perfect" candidate, that person still has to make it through the interview – the one part of the process that's entirely out of your hands. (Or is it?) In this module, learn how to develop good interviewing skills with your internal clients. From exploring different interview formats to providing valuable strategies and tips, you'll learn numerous ways to prepare your candidates and hiring managers to have their best interviews possible. This isn't just about how to prepare for interviews; you'll also learn how to identify interview traps and methods to counter those traps for a more effective search process and high-impact candidate care.

## HOW WILL YOU BENEFIT

- Increase the quality of interviewing for your organization by identifying the right interview approach according to the hiring manager
- Develop a stronger candidate experience by providing a standard interview process that all candidates receive
- Understand the pitfalls many interviewers fall into
- Learn how to effectively use telephone screening and other methods to filter unqualified applicants

## WHAT WILL YOU LEARN

- How to utilize interviews to clarify meaning and verify information to minimize poor hiring decisions
- The key process steps before interviewing that allow your recruiting to be more efficient
- How to utilize your internal client's time effectively by narrowing your field of candidates with fewer activities
- How to prepare your hiring managers for interviewing success
- How to ask the right questions to find the information you need and avoid interview traps
- How to identify best uses of the different types of interviews available
- How to be legal – appropriate vs. inappropriate interview questions

## WHO SHOULD ATTEND

Recruiters of all levels of experience and disciplines will benefit from this intensive look at the interviewing process.



# Time & Workload Management

Don't you sometimes wish there were more hours in a day? The Time and Workload Management module gives you tips on how to categorize your work into four groups, allowing you more time to focus on what is most important. Understanding how to correlate these four work groups into steps within the recruiting process will allow you to better plan your time. Moreover, being able to practically prioritize your work and time, will give you the ability to negotiate smarter time tradeoffs so you can focus on the task at hand without negatively impacting other projects.

## HOW WILL YOU BENEFIT

- Techniques for time management and ongoing career development.
- Prioritize your daily tasks to create a plan of action for your day.
- Learn to set expectations appropriately and seek feedback from others.
- Gain the ability to develop a working model to deliver efficiently across all activities.

## WHAT YOU WILL LEARN

- Set and accomplish goals
- Address your greatest frustrations
- Recognize and deal with time waster
- Break indecision and procrastination habits
- Create priorities and establish realistic boundaries
- Decipher and prioritize tasks for optimal use of your time

## WHO SHOULD ATTEND

- Recruiters of all levels of experience and disciplines who have multiple open requisitions and responsibilities.

*\*not SHRM/HRCI approved*



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# Individual Recruitment Plan

This module shows the value of focusing on “pre-work” in order to prepare for your next recruitment project, with numerous time-saving tips designed to allow greater efficiency at the beginning of any search. You will not only learn how to utilize several different sourcing tools to get your search off to a great start, but also discover how to interpret recent candidate trends and their impact on your recruiting plan. You will also learn how to market any position with compelling postings and descriptions.

## HOW WILL YOU BENEFIT

- Get away from doing business as usual and take every requisition as a chance to develop a plan of attack for the specific requisition, hiring manager, location and time frame
- Create a partnership with your hiring managers to understand the true needs of each position
- Create a culture of accountability with your internal clients
- Develop tailored approaches for each recruiting opportunity

## WHAT YOU WILL LEARN

- How to ask the hiring manager the right questions critical to your success
- How to create a dynamic job advertisement to entice job seekers to apply
- How to build a candidate pipeline
- Ways to prioritize your requisitions
- How to use sourcing tools that will save you time
- How to set performance expectations, Service Level Agreements (SLAs)
- How to read resumes and find clues
- Ways to differentiate your individual plan from the overall recruiting plan

## WHO SHOULD ATTEND

Recruiters of all levels of experience and disciplines can learn from this examination of the recruitment process on a requisition by requisition basis.



# Candidate Management

More often than not, your candidate assumes that 100 percent of your focus is on placing them in a new job. Learning how to manage their expectations in order to create the best possible experience for everyone involved is an essential part of the Recruiter Development Program. In this module you will take a deep dive into the candidate management stages and walk away with a better understanding of how these stages relate to the hiring process. Learn how to provide solid candidate feedback, leverage your relationship with the candidate to strengthen your control over the hiring process, and position your candidate for future opportunities. In addition, learn techniques that will help foster your post-hire relationship with the candidate, help you address any candidate complaints, and prepare you to know when to walk away from a candidate.

## HOW WILL YOU BENEFIT

- Learn how to overcome recruitment issues by creating a strong candidate care process
- Use the candidate management process to gain valuable insight from the hiring managers
- Discover how to position candidates to succeed not only within the recruiting process but also within the organization
- Foster a more productive recruiting and interviewing process through stronger candidate management skills

## WHAT YOU WILL LEARN

- How to create a relationship of trust and knowledge with candidates that allows you to close every offer
- How to create influence with candidates that will help build your candidate pipeline
- How to prime yourself in ways that will help you gain credibility and become a true partner to your hiring managers
- Techniques that will prepare your candidate to outperform others without giving them the inside track
- Steps you can take to prepare the candidate for day one on the job

## WHO SHOULD ATTEND

Recruiters of all levels of experience and disciplines will learn the keys to candidate management that provides a higher offer acceptance ratio.



# Managing the Hiring Manager

Your relationship with the hiring manager is the key to an effective hiring process. The more you understand each other, the more adept you are at understanding what they're looking for in a candidate. One of the most important components in the recruiting process is being able to manage your hiring manager. In this module, the Recruitment Development Institute outlines how you can gain as much control and leverage as possible from the onset of the requisition. Once you're able to lead the process, you'll be able to meet and exceed all the expectations for this hire. You will learn how to renegotiate your relationship with the hiring manager so there's nothing standing between you, them, and the best hire. This module will bring you a fresh perspective on: executing "kickoff meetings" that define performance expectations, prescreening the candidate pool, and preparing your hiring manager to utilize "buying" and "selling" skills during interviews.

## HOW WILL YOU BENEFIT

- Discover effective ways to communicate and create accountability with hiring managers
- Understand ways to gather the information vital to your success
- Find effective strategies to handle even the most difficult relationships with hiring managers
- Connect successfully with internal clients whose communication styles may vary from those of yours and of others within the recruitment process.

## WHAT YOU WILL LEARN

- How to create a true partnership with your internal clients through the hiring process
- How to define the hiring manager's roles within the recruitment process
- Ways to leverage accountability to create an efficient recruitment and onboarding process
- How to overcome resistant hiring managers without creating delays
- Ways to leverage information and your process to decrease time to fill
- How to develop strong requisition stage practices to ensure optimal candidates are interviewed each time

## WHO SHOULD ATTEND

All recruiting and staffing professionals who interact with hiring managers or internal staffing clients.

# Recruiting an Inclusive Workforce

There is an ongoing war for high-quality talent in every industry. Any organization that intends to win has to understand two things. First, that it is a global war for talent. And second, if you intentionally or unintentionally restrict your search for talent in any way – by race, gender, national origin, sexual orientation or any other factor – you’re providing your competition the edge they need to win. In this module, you will learn the essentials of recruiting for an inclusive workforce and how to message your unique employer value proposition to all candidates across various groups and communities.

## HOW YOU WILL BENEFIT

- Discover powerful communication techniques that turn recruitment interactions into positive and educational activities
- Foster positive candidate interactions with all members of the recruitment activity by appropriately positioning your organization’s diversity and inclusion programs
- Provide candidates a diversity/inclusive value proposition of your organization’s culture
- Develop postings that will educate candidates and entice them to learn more about your organization

## WHAT YOU WILL LEARN

- How to define diversity and inclusion and how it relates to your organization
- How to identify the business case for diversity within your organization
- How to develop an inclusive employer value proposition to use in your recruiting initiatives
- How to create recruitment strategies that will focus on diverse candidates
- Best practices for diversity recruitment

## WHO SHOULD ATTEND

All recruiting and staffing professionals who interact with candidates, hiring managers and/or internal staffing clients.

# Closing the Deal Module

Closing a candidate is a practice, not an event. Closing is about making sure everyone involved has had expectations properly set. We often relate the “closing” phase to the “offer” phase in the recruitment process. By waiting until that point to utilize closing techniques, we risk poor results and, all too often, find ourselves surprised. In this module, participants will examine techniques and examples of how to be closing throughout the entire hiring process. Participants will also learn the essentials of creating influence with and articulating value to potential employees.

## HOW WILL YOU BENEFIT

- Leverage your data gathering techniques and candidate management skills to drive higher acceptance rates
- Recognize the different candidate closing issues early in the process to achieve higher closing ratios
- Overcome candidate resistance by creating a win-win solution
- Gain trust from hiring managers by effectively trailing offers with candidates

## WHAT WILL YOU LEARN

- How to identify the steps for closing a candidate
- Techniques utilized to pre-close candidates that will uncover hidden issues
- How to pre-close the hiring manager to ensure hiring decisions
- How to understand the negotiation principles utilized in hiring decisions
- How to create contingency plans for recruitment process challenges

## WHO SHOULD ATTEND

All recruiting and staffing professionals who interact with hiring managers and candidates to either extend offers or prepare the hiring manager to extend offers of employment.



# Turing Cold Calls into Warm Calls

Human Genome project found that humans are only 0.0003 percent different from one another – but that little variance makes a big difference. The same goes for communication; little things can make a big difference in the perceptions that people have about us and our organizations when we are presenting new opportunities to them. It is important as recruiters to have the best possible skills to communicate with candidates and stand out from the crowd. Strong candidate relationships often make the difference in a candidate's decision process regarding which opportunity to take. In this module, we will learn how to engage in relationships by looking at the cold calling process and techniques from three perspectives: Candidate, Recruiter, and Hiring Partner.

## HOW WILL YOU BENEFIT

- Learn planning and preparation techniques that remove emotion from the process
- Find ways to get past gatekeepers ethically and effortlessly
- Learn conversation starters that build rapport and help you qualify as you talk
- Build messages your prospects will actually respond to
- Discover irresistible hooks and scripts that convince executives and passive candidates to take your call

## WHAT YOU WILL LEARN

- How to use cold calling to build engaging relationships with candidates
- How to determine the best ways to organize your pipeline of candidates
- How to create dialing scripts that provide results
- Powerful ways to overcome objections from candidates
- Ways to blueprint organizations to develop candidate pipelines
- How to understand candidate wants and preferences in the recruitment process

## WHO SHOULD ATTEND

All recruiting and staffing professionals responsible for creating quality sourcing pools or talent pipelines.



# Generational Recruitment and Retention

Cutting-edge organizations recognize the importance of tailoring recruitment efforts to attract and retain top talent at all career levels. Understanding what speaks to the various generations that comprise the workforce is one of the greatest challenges recruiting organizations face today. In this module, you will learn best practices for successful recruitment as it relates to Generations X and Y and the entering Generation Z. In addition, the session will cover the retention of baby boomers as they look to alter their work/life balance in the twilight of their careers.

## HOW YOU WILL BENEFIT

- Refine your cultural and recruiting message to attract and hire the most talented people across all generations
- Recognize different styles of communication that speak to each generational group
- Discover techniques for finding candidates across all experience levels
- Improve recruiting skills with hiring managers by giving them a generational frame of reference

## WHAT YOU WILL LEARN

- How to understand the different generational characteristics
- How to create recruitment plans tailored to each generation in the workforce
- Communication and work approaches for each generation
- How to identify the most impactful sourcing tools to use for each generation and the job factors that they can relate to
- How to develop communication strategies that provide optimal outreach for your organization.

## WHO SHOULD ATTEND

All recruiting, staffing, and hiring manager professionals who are responsible for creating quality candidate pools or interviewing candidates.

# Social Networking Sourcing Strategy

## Level 1

Sourcing candidates is an evolutionary process. What worked a year ago, six months ago or even last month may not provide you optimal results today. This trend has been intensified by the wide adoption of the ever-changing social and professional networking sites. In this module, we will develop foundational knowledge of social media and its business, identify applications in your business, and discuss approaches for social media within your business. We will learn to execute best practices to develop your organization's employer value proposition on social networking sites. We will also learn how to search for and network with candidates using these sites so you can utilize this low-cost solution for a high return on candidates.

### HOW YOU WILL BENEFIT:

- Understand and demonstrate the key players in social recruiting and how they benefit your team
- Understand the value of building strong networks
- Understand how social media can help you win more clients
- Create an online buzz about your professional experience and your organization
- Build relationships, networks and online communities
- Drive more quality traffic to your Web site and outrank your competitors
- Leverage sites like your social networks to build an employment brand that creates a viral funnel of talent
- Create a presence in the virtual world that will attract both active and passive candidates
- Provide guidance to your recruitment team by creating social media strategies

### WHAT YOU WILL LEARN

- The powerful recruitment tools available in social media
- The benefits and best practices of recruiting via social media platforms
- How to educate potential job seekers and clients about your organization
- How to connect with candidates via multiple communication styles on one platform
- Real world examples of companies who are already doing this, the successes that they have had, and the challenges encountered

### WHO SHOULD ATTEND

All recruiting, staffing, marketing, and HR professionals who are responsible for creating employment brand messaging and sourcing candidates.



# Social Networking Sourcing Strategy

## Level 2

In Level 1 we cover the importance of entering the world of social media and its benefits to you, and we examine the various social media sites available to you. In this module, we will discuss and develop social media recruitment strategies so you can successfully begin to build your social network.

### HOW YOU WILL BENEFIT

- Further understand and demonstrate the key players in social recruiting and how they benefit your team
- Walk away with social media tactics that can help you win more clients
- Create an online buzz about your professional experience and your organization
- Learn from other companies how to build relationships, networks and online communities that will benefit your organization
- Learn from other companies how to build relationships, networks and online communities that will benefit your organization
- Leverage sites to build an employment brand that creates a viral funnel of talent
- Create a presence in the virtual world that will attract both active and passive candidates
- Provide guidance to your recruitment team by creating social media strategies

### WHAT WILL YOU LEARN

- Overview of the core pillars essential to successful social media recruitment strategy
- Best tactics to use to expand your candidate audience, enhance your current recruitment process and lower your cost per candidate
- Recognizing the urgency, we will focus on the channels with the largest reach: Facebook, LinkedIn, and Twitter
- We will provide specific recommendations for each of these channels mentioned

### WHO SHOULD ATTEND

All recruiting, staffing, marketing, and HR professionals who are responsible for creating employment brand messaging and sourcing candidates.



# Social Networking Sourcing Strategy

## Level 3

Level 3 of the Social Networking Sourcing Strategy series is also better known as the “Advanced Social Media Practices” module. This module is designed to provide participants with an in-depth knowledge of the social media landscape that exists today. The course will review advanced tactics for the most popular social media sites and will also highlight niche and quickly growing channels. Discussions will allow for a deep dive into advanced tactics designed to grow your presence, enhance your brand and drive business results. To ensure you have the necessary foundation to protect the social media results you generate, we will also discuss legal considerations, policy creation and measuring ROI.

### HOW YOU WILL BENEFIT

- Walk away with an actionable plan increase your efficiency in driving social media results
- Determine what type of social media to use and what to say
- Learn how to quickly customize content and syndicate
- Learn to recognize advanced social media tactics and how to put them to action
- Increase your return from social media efforts

### WHAT WILL YOU LEARN

- Examine social media within the context of your business
- Review social media definitions and the correlating business impacts
- Identify the essential elements of a social media policy
- Determine how to calculate social media R
- Best practices to consider when creating or enhancing your organization’s social media policy

### WHO SHOULD ATTEND

All recruiting, staffing, marketing, and HR professionals who are responsible for creating employment brand messaging and sourcing candidates.



# Non-Recruiter Series Recruitment Fundamentals

In today's competitive marketplace, hiring the right people has a whole new sense of urgency. Taking time to examine the hiring process from multiple perspectives put you at a distinct advantage over your competition. The Fundamental Module is the basis for the rest of the modules that follow. It is designed to help you tailor your approach by examining the hiring process from four distinct perspectives: the Candidate, Hiring Manager, Recruiter, and the Team. Understanding how these components work, both independently and in tandem with each other, increases your ability to attract, hire, and even retain the best talent – in the most cost effective way.

## **HOW WILL YOU BENEFIT**

- Develop a proactive recruiting process that provides a constant stream of A players

## **WHAT YOU WILL COVER**

- Learn key recruitment steps followed by top recruiters
- Learn how to influence candidates
- Identify internal resources to assist with recruiting staff
- Foster positive on-boarding by introducing candidates to the organization in the early recruitment stages
- Create a network of recruiting support

## **WHO SHOULD ATTEND**

All hiring managers and professionals who have recruitment responsibilities

*\*not SHRM/HRCI approved*

# Non-Recruiter Series

## Managing the Hiring Process

Traditionally, candidates overlook the manager's perspective when it comes to interviewing for a position. Candidates tend to view the hiring process based on what they want in a position, while managers tend to focus on their own needs. Learning how to manage candidate expectations is an essential step in the hiring process and if these skills are applied well, they give you the advantage to hire the candidate you really want. In this session, we will cover the stages of candidate management and how they directly impact the hiring process. You'll learn how to provide solid candidate feedback, leverage your relationship with the candidate, and position your candidate for future opportunities. We will also examine techniques used to extend your relationship with the candidate through the onboarding process, learn how to address any candidate complaints, and discuss how to and when to walk away from a candidate.

### HOW YOU WILL BENEFIT

- Develop a candidate management process that allows you to win every time
- Create communication plans that allow you to improve external perception of your organization
- Avoid recruitment traps that cause highly qualified candidates to drop out of the recruitment process
- Express your needs effectively to internal resources and maximize your return on investment

### WHAT YOU WILL LEARN

- How to create a recruitment process that increases success while maximizing efficiency
- How to develop an effective workforce planning relationship with internal resources
- Define recruitment success through the requisition creation process
- Different types of interviews and techniques
- How to create channels for solid candidate feedback
- How to offer negotiation tactics and prepare your candidates to accept the offer
- Ways to utilize recruitment metrics to evaluate turnover to understand candidate patterns

### WHO SHOULD ATTEND

All hiring managers and professionals who participate in the interviewing process or interact with candidates.

*\*not SHRM/HRCI approved*



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# Non-Recruiter Series Interview Strategies

It's easy to tell when you've found that "perfect" candidate. Or is it? This module shows you how to develop good interviewing skills to be sure that you are able to discern which candidate should actually be hired. From exploring different interview formats to providing valuable strategies and tips, you'll learn numerous ways to prepare for the most effective interviews. But this isn't just about how to prepare; you'll also learn to identify interview traps and discover methods to counter those traps for a more effective search process and high-impact candidate care. (HRIC credits not applicable for this session.)

## HOW YOU WILL BENEFIT

- Identify the right interviewing approach for filling positions within your department
- Develop a stronger candidate experience by providing a standard interview process that all candidates receive
- Learn how to effectively use telephone screening and other methods to filter out the wrong applicants
- Understand the cultural pitfalls in recruitment activities that many interviewers fall into

## WHAT YOU WILL LEARN

- How to utilize interviews to clarify meaning and verify information to minimize poor hiring decisions
- The key process steps before interviewing that allow your recruiting to be more efficient
- How to utilize your time effectively by narrowing your field of candidates with fewer activities
- How to ask the right questions to find the information you need and avoid interview traps
- How to identify different types of interviews available and the best uses for each
- Be legal - appropriate vs. inappropriate interview questions

## WHO SHOULD ATTEND

Non-recruiters who play an active role in hiring for their department or organization.

*\*not SHRM/HRCI approved*

# Non-Recruiter Series

## Recruiting Independently

### **(Stand alone module for hiring managers with no Human Resource/Recruiter Support)**

Recruiting on your own can be very overwhelming. Learn to prioritize your hiring tasks to create an efficient process and get the best results. This module outlines the differences between recruiters, some of their benefits and limitations, and how to gain as much leverage as possible from the onset of the project. Our course will bring you a fresh perspective on defining performance expectations, study the importance of prescreening the candidate pool, and will demonstrate how to utilize “buying” and “selling” skills during the interview process to ensure you’re making the best hire.

#### **HOW WILL YOU BENEFIT**

- Gain greater confidence with a working knowledge of business recruiting
- Cultivate proactive working relationships with recruiting professionals and enhance your value to your organization
- Develop skills to recognize, select, and hire the best candidates
- Expand your professional expertise-and your career opportunities

#### **WHAT YOU WILL COVER**

- Critical success factors for winning on your own
- Learn, understand, and practice the 7 phases of effective recruiting
- Uncover turnover rate, hiring challenges, workforce needs
- Defining the value of a position

#### **WHO SHOULD ATTEND**

All hiring managers and professionals who participate in the interviewing process or interact with candidates with no recruitment support.

*\*not SHRM/HRCI approved*

# RECRUITMENT DEVELOPMENT INSTITUTE

