

RECRUITMENT PROFESSIONAL WORKSHOP

CERTIFIED RECRUITMENT PROFESSIONAL (CRP)



RM2,800



100% HRDC Claimable

MODULE OVERVIEW

- At the end of each training, participants will be required to apply the knowledge gained to create a relevant outcome based on the topic learnt,
- Ideally participants attend all **three (3) training courses** to secure themselves as **Certified Recruitment Professional (CRP)**. If they are unable to attend to all three (3) training, they can still join either one of the training and gain from it and obtain a certificate of attendance for the relevant training attended.

CERTIFICATION AWARD REQUIREMENTS

To be awarded as a **Certified Recruitment Professional (CRP)**, the participants are required to complete **three (3) training courses** under this certification program within the span of **six (6) months** as per the schedule below:

To be Completed:

	Modules	Duration
1	Recruitment Professional Workshop	2
2	Behavioural & Competency Based Interviewing Skills	2
3	AI Powered Talent Search and Sourcing Tools	1
Total Duration		5

Assessment / Presentation: No Assessment / Presentation
Duration: 2 Days



MODULE OVERVIEW

The Recruitment Professional Workshop is a program designed to equip HR professionals with the skills and knowledge needed to excel in talent acquisition.

Over two days, participants will delve into the fundamentals of recruitment and explore advanced strategies to optimise hiring strategies. The workshop also delves into the critical role of employer branding in recruitment, providing actionable insights into attracting and securing top talents efficiently. Participants will explore emerging trends in recruitment and talent attraction. The workshop provides a holistic approach to recruitment, blending theory with practical applications to empower participants in their recruitment endeavours.

Additionally, participants will master the art of competency-based interviewing, gaining insights into the advantages of panel interviews and harnessing the power of data analytics and market intelligence to make informed decisions that drive exceptional hiring outcomes.

METHOD OF TRAINING

The course will be conducted in an interactive learning mode to encourage active learning among the participants. Methods of training used include group discussions, slides presentation, assessments, individual assignment, games and opportunity for self-reflection and action planning.

LEARNING OBJECTIVES

- Develop a comprehensive understanding of the fundamentals of recruitment and advanced strategies to enhance hiring processes
- Gain proficiency in cutting-edge candidate assessment tools including mastering assessment and interviewing techniques to drive exceptional hiring outcomes
- Acquire actionable insights into creating a compelling employer brand to attract and secure top talents efficiently

TARGETED PARTICIPANTS

This course is intended for employees in Human Resources, particularly those managing the portfolio of Recruitment / Talent Acquisition / Talent Development / Talent Management

LEARNING OUTCOME

Upon completion of the program, participants will be able to:

- Reengineering the Recruitment Process
 - o Learn to implement effective recruitment strategies to improve the recruitment process' efficiency, effectiveness and overall outcomes.
- Enhancing Assessment & Interviewing Skills
 - o Gain proficiency in diverse assessment techniques and competency-based interviewing to evaluate candidates effectively and make well-informed hiring decisions.
- Developing Employer Branding Strategies
 - o Acquire the knowledge and tools to create a compelling employer brand, attract top talents and enhance the organisation's reputation as an Employer of Choice.

CONTENTS | DAY 1

Module 1: Fundamentals of Recruitment

- Understanding the role of recruitment
- Key skills for a recruitment professional
- Impact of effective recruitment on organisational success

Module 2: Recruitment Tactical & Strategies

- Ten (10) proven tactical strategies and recruitment models to recruit talents in a challenging market and business constraints.
 - o New recruitment channels
 - o Panel interview & concept of hiring for the company
 - o Recruitment strategy map (time-based strategy)
 - o Power of reference
 - o Candidate profile/resume repositioning
 - o Twenty (20) minute Job Description (JD) Re-engineering
 - o Five + Five (5+5) minute candidate probe technique
 - o New compact (Permanent/contract hiring)
 - o Internal recruitment
 - o Employee referral
- Leveraging analytics for better hiring decisions.
- Developing market intelligence to optimise your hiring strategy.

Module 3: Salary Negotiation

- Do's & don'ts in salary negotiation
- Winning the negotiation while maintaining internal equity

Module 4: Reporting Transparency & Managing Recruitment Expectations

- Time-to-fill (TTF)
- Setting up the TTT tracker
- Weekly reporting
- Recruitment intervention & plans to meet time-to-fill

CONTENTS | DAY 2

Recap and Review of Day 1

Module 5: Candidate Assessment Tools for Informed Hiring

- Knowing the candidate beyond interview
- Balancing competency and candidate traits
- Candidate profiling using Aston Competency Assessment (ABA, UK)

Module 6: Behavioral & Competency-Based Interviewing Skills

- Principles of competency-based interviewing
- The #1 reason panel interviews are better than 1-on-1
- Informed decision-making through competency & behavioural assessment

Activity: Ten (10) Minute Role Play

Module 7: Importance of Employer Branding In Recruitment

- Strategies for attracting and hiring top talents faster
- Creating people-focused content for branding
- Understanding the impact of online reviews

Module 8: Future Trends in Recruitment

- The shifting recruitment paradigm
- Rise of skills-based hiring
- Impact of AI and automation on recruitment