Recruiter Academy
Certified RECRUITER Program for Healthcare Recruiters

Since 1997, our renowned Recruiter Academy Education & Development Solution has educated thousands of recruiters worldwide.

Our program is 100% tailored for ALL HEALTHCARE recruiters!

▶ **HOW THIS EDUCATION PROGRAM IS DIFFERENT**

It takes commitment, dedication and hard work to become an Elite Recruiter. Our Recruiter Academy Certified Recruiter Program is not a crash course. It's delivered over eleven 90-minute Live webinar sessions so students can absorb, retain and apply the concepts and principles gradually over time.

▶ **BENEFITS OF ATTENDING THE RECRUITER ACADEMY CERTIFIED RECRUITER PROGRAM**

■ Participate in our LHC 'Elite' Recruiter Competency & Skill Self-Assessment Study and compare your results to thousands of other recruiters from around the world.

■ Become a Recruiter Academy Certified Recruiter. **RACR**

■ Receive 16.5 PDCs for the SHRM-CP^{SM} or SHRM-SCP^{SM}, 15 HRCI credits or 16.5 NAHCR CHCR credits.

■ Access to behavior conditioning tools including elite recruitment best practices, retention contests, 90-day action plans, etc. to ensure course content is absorbed and applied.

■ One year membership in RACRx program, which includes: **RACR⊗**

✔ Quarterly advanced education webinars. ✔ Quarterly retention webinars. ✔ Exclusive access to the latest recorded RACR module educational webinars. ✔ Exclusive online access to the latest RACR methodologies, tools, forms and techniques.

▶ **COURSE MODULES**

All live sessions will be recorded and available to any student that is unable to attend.

1. Success Attributes Of Elite Recruiters
2. Time Management: The Perfect Week, A Perfect Day^{sm}
3. Strategic Consulting | Client Management
4. Tactical Consulting | Client Management
5. Sourcing Candidates: Developing A Search Strategy
6. Sourcing Candidates: Leveraging Your Centers Of Influence – Web 0.0
7. Sourcing Candidates: The Building Blocks of Search - Keywords and Common Boolean Operators
8. Sourcing Candidates: Mining Candidate Databases & The Internet For Top Talent
9. Sourcing Candidates: Candidate Development
10. Performing A Structured Candidate Intake Session
11. Effective Candidate Closing Best Practices & Final Certification Review

▶ **PRICING IS $1,695 PER STUDENT**

▶ **SPECIAL PRICING**

■ For groups of three or more students: $1,495 per student.

For the current program schedule, please contact: info@ leanhumancapital.com

Recruiter Academy
Certified RECRUITER Program for Healthcare Recruiters

11 LIVE WEBINAR SESSIONS – 90 MINUTES EACH

1 SUCCESS ATTRIBUTES OF ELITE RECRUITERS

Overview: Share best practices and common success attributes of Elite Recruiters and discuss what it takes to become one. In addition, we will provide an agenda or timeline for our Recruiter Academy Certified Recruiter Program and discuss the commitment and expectations from all parties involved (recruiters, coordinators, supervisors, executive management, etc.).

ACTION ITEMS:

▶ All recruiters do a self-assessment of their strengths, weaknesses, and areas they want to improve on or learn more about, for review with Recruiter Academy Instructor and their direct supervisor.
▶ Develop Passion Statement.

2 TIME MANAGEMENT: THE PERFECT WEEK, A PERFECT DAY^{SM}

Overview: We will review best practices from leading experts on time management, personal achievement, motivation, planning, organization and avoiding procrastination that will equip recruiters with methodologies, tools and techniques to develop an action plan and a structured daily routine. Recruiters will learn how to prioritize critical tasks and improve daily efficiency by more than 50%.

ACTION ITEMS:

▶ Create The Perfect Week, A Perfect Day^{SM} routine and review/share with hiring manager. Implement for 21 days. Review/share successes and challenges with implementation.

3 STRATEGIC CONSULTING | CLIENT MANAGEMENT

Overview: Teach recruiters how to be effective business partners with their hiring managers. We define which recruitment performance metrics are meaningful to track based on what is important to key customers. We will teach students how to use metrics to quantify their performance relative to speed, efficiency, cost, quality of hire and productivity. Utilizing a case study from class participants, we will teach students how to build a performance scorecard to quantify ROI, justify resources, set service level agreements, and manage their business by data and fact. Additionally, we will equip recruiters with ideas and tools to build relationships and gain credibility with their hiring managers.

ACTION ITEMS:

▶ Start attending Line of Business regular status meetings and get "recruitment status" on agenda.
▶ Develop/Implement your Strategic Scorecard to measure your success as outlined in this session.
▶ Review performance metrics with supervisor every 90 days. Based on analysis, share performance metrics (and continuous improvement strategy) with Line of Business every 90 days.

4 TACTICAL CONSULTING | CLIENT MANAGEMENT

Overview: Teach recruiters how to conduct a structured intake session with a hiring manager to thoroughly define an open requisition. We will equip recruiters with the techniques and tools to completely define the position and the attributes and competencies of a successful candidate. They will learn how to work with difficult hiring managers that won't take the time to engage in this process or have unrealistic expectations. In addition, we will walk through a methodology to help prioritize the position, define service level agreements and engage the manager in developing a sourcing and search strategy, allowing the recruiter to take some ownership of the process.

ACTION ITEMS:

▶ Perform a structured intake session with hiring manager and share/review results with supervisor.
▶ Develop Rounding Schedule with your customers! Start setting up Batch Interview Days and/ or Batch Submit Meetings with your hiring managers to review qualified candidates.
▶ Implement Weekly Communication Rhythm!

5 SOURCING CANDIDATES: DEVELOPING A SEARCH STRATEGY

Overview: Recruiters will learn how to inject creativity into their sourcing process and avoid a "sourcing rut." Based on the information gathered during the intake session, they will develop an actionable plan for identifying quality candidates for the position. We will discuss how to create a knowledge base of sourcing ideas and tools for use throughout the organization. In addition, we will discuss best practices with regard to implementation.

ACTION ITEMS:

▶ Perform a Mindstorm for any volume hiring positions you are struggling to find top talent.
▶ Ensure you put your "Mindstorm to Work" and incorporate action items into your Perfect Day Routine.
▶ Create a "share drive" for recruiters to share Mindstorms (a Sourcing Knowledgebase).

6 SOURCING CANDIDATES: LEVERAGING YOUR CENTERS OF INFLUENCE – WEB 0.0

Overview: We will equip recruiters with 15+ tools and techniques to source passive candidates for little to no cost. We will demonstrate how to source passive candidates throughout the entire recruitment process without requiring extra time. In addition, recruiters will learn time proven tactics to proactively generate referrals from their centers of influence and develop a proactive Candidate Relationship Management program.

ACTION ITEMS:

▶ Pick 1-5 tools that they will implement into their sourcing routine. Utilize tools for 21 days. Meet with hiring manager to share/review successes and challenges with implementation.
▶ Conduct a Fun Contest.

7 SOURCING CANDIDATES: THE BUILDING BLOCKS OF SEARCH - KEYWORDS AND COMMON BOOLEAN OPERATORS

Overview: The right candidates, passive or active, can't be found if you don't use the building blocks to a successful search string. In this 90-minute session, we will lay the foundation for understanding the importance of and how to identify keywords. We will also explain the four most commonly used Boolean operators. A thorough understanding of these four Boolean operators combined with the right keywords will help uncover candidates you may be missing.

ACTION ITEMS:

▶ Practice Boolean operators so you can become an expert.
▶ Begin developing your Sourcing Flow Worksheet.

8 SOURCING CANDIDATES: MINING CANDIDATE DATABASES & THE INTERNET FOR TOP TALENT

Overview: In this powerful 90-minute session, we will teach you the most important elements of how to find talented professionals electronically! We will teach you effective ways to source passive candidates using the most popular search techniques accounting for your limited time and budget! You will learn fast, efficient methods for harvesting profiles from social networks (X-ray, LinkedIn and other websites to uncover profiles not in your network), as well as deep Internet diving for labor pools of talent. Not a programmer? That's OK; we'll show you easy ways to find resumes within the Internet that are not on job boards. We will also talk about new sourcing tools emerging on the market to help open the doors to new sources of candidates.

ACTION ITEMS:

▶ Identify your CIEs that require a passive candidate search, and figure out where these candidates 'live, work and hang-out' online and set goals for becoming a part of those communities.
▶ Practice Site command.
▶ Practice advanced Google resume search techniques.

9 SOURCING CANDIDATES: CANDIDATE DEVELOPMENT

Overview: We will share best practices and provide a detailed roadmap on how to engage and recruit top candidates. Recruiters will learn how to craft compelling value proposition and recruitment messages that will increase email and voice mail response rates by 50%. We will discuss the indirect/networking approach that will turn a "NO" into referrals and eliminate the friction of recruiting from your competitors. We will demystify the "cold call" and teach recruiters how to help break the ice, overcome the initial awkwardness of the call and quickly build rapport with the prospect.

ACTION ITEMS:

▶ Start crafting and delivering Attention Grabbers.
▶ Develop and implement your communication 'Cadence':
▶ Schedule 1/2 hour to identify 3-5 NEW things you plan to implement within the next 21 days. Put these action items on your Perfect Week TO DO Dashboard. Schedule them into your Perfect Day where appropriate.

10 PERFORMING A STRUCTURED CANDIDATE INTAKE SESSION

Overview: We will provide recruiters with a structured five-step pre-screening methodology (Candidate Intake Session) that will allow them to develop candidate rapport, assess their candidate's skills and abilities, identify candidate's career motives, gain insight into their Centers of Influence (for networking), set service level agreements and start the pre-closing process. Recruiters will learn how to take control of the process while developing a relationship with the candidates and educating them on the opportunity. In addition, we will discuss how to perform a structured Interview Preparation Session with a candidate.

ACTION ITEMS:

▶ Customize the Candidate Intake Session Form for consistent use with candidates.
▶ After the next 5 Candidate Intake sessions, meet with your mentor/coach and review the candidates non-monetary Motives to Move and negotiation factors.
▶ Develop and customize your Candidate Interview Preparation Checklist

11 EFFECTIVE CANDIDATE CLOSING BEST PRACTICES & FINAL CERTIFICATION REVIEW

Overview: In this session, we will provide tried and proven candidate closing Best Practices. We will teach recruiters how to develop an "Apples to Apples" career comparison that will provide objective reasons a candidate should accept the offer. Recruiters will learn techniques on pre-closing, 'The Take-Away', debriefing with candidates afrer the interview, delivering offers, defusing counteroffers, and efffecitve on-boarding tactics.

ACTION ITEMS:

▶ Utilize the 'Pre-Close' tactic throughout the closing process (start during Candidate Interview Preparation discussion.)
▶ Start using 'The Take-Away' with candidates who might have negotiation 'challenges'.
▶ Start using Career Comparison Form when working with candidates you feel will be difficult to close. Review the Career Comparison Form with hiring manager before you use with candidate.
▶ Develop and use Candidate Post Interview Debrief Checklist after hiring manager interview.

REVIEW, DEPLOYMENT PLANNING AND IMPLEMENTATION STRATEGY

During the final review, we will prepare recruiters to become a Recruiter Academy Certified Recruiter. We will provide instruction on how to create a Quarterly Performance Improvement Plan, and include a detailed road map on how to develop a customized plan of action. Requirements for certification:

✔ Attend all sessions
✔ Develop an approved Deployment Plan of Action
✔ Pass all the Module retention quizzes
✔ Pass RACR Certification Exam