



Recruiter Academy Certified RECRUITER Program For Staffing & Agency


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

Our program is 100% tailored for Staffing and Agency 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 for staffing and agency recruiters is not a crash course. It's delivered over eleven 90-minute live, interactive 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. 
- Receive 16.5 PDCs for the SHRM-CPSM or SHRM-SCPSSM or 15 HRCI 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.

▶ 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 DaySM
3. Developing A Search Strategy
4. Art & Science of Recruiting Top Talent
5. Resume Review & Candidate Professional Discussion
6. Resume Editing
7. Effective Candidate Closing - Best Practices
8. Sourcing Candidates: Leveraging Your Centers Of Influence
9. Sourcing Candidates: The Building Blocks Of Search - Keywords And Common Boolean Operators
10. Sourcing Candidates: Mining Candidate Databases & The Internet For Top Talent
11. Review, Deployment Planning & Implementation Strategy



▶ 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:

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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.
- ▶ Meet with your mentor/coach to baseline current performance strengths/opportunities for improvement and to define your learning objectives for the RACR program.
- ▶ Develop Passion Statement.

2 TIME MANAGEMENT: THE PERFECT WEEK, A PERFECT DAYSM

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% to increase hires/month.

ACTION ITEMS:

- ▶ Create The Perfect Week, A Perfect DaySM routine and review/share with hiring manager. Implement for 21 days. Review/share successes and challenges with implementation.
- ▶ Transfer all of your TO-Dos, sticky notes, etc. into your Perfect Week Dashboard.
- ▶ Implement the Perfect Day routine for three weeks and outline what you have implemented and how it has made you more productive and efficient.

3 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:

- ▶ Participate in the Mindstorm Challenge!
- ▶ Prepare Mindstorms for all CDV positions outstanding and 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.
- ▶ Create a "share drive" for recruiters to share Mindstorms (a Sourcing Knowledgebase).

4 ART & SCIENCE OF RECRUITING TOP TALENT

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.



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MODULE 4 ACTION ITEMS:

- ▶ Start crafting and delivering Attention Grabbers (also known as value proposition statements).
- ▶ Create a job posting template using RACR outlines.
- ▶ Record/critique your voice mail and review with mentor.
- ▶ Develop and implement your communication 'Cadence'.
- ▶ Remember how important timing of your outbound inquiry and tonality are for successfully engaging top talent.
- ▶ 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.
- ▶ AG Challenge! Send an email AG to instructor for critique and review.

5 RESUME REVIEW & CANDIDATE PROFESSIONAL DISCUSSION

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 to ensure they perform well during the client interview.

ACTION ITEMS:

- ▶ Customize the Candidate Intake Session Form for consistent use with candidates.
- ▶ Use Candidate Intake Sessions Form to identify what you can pay, what the candidate makes, and fair market value.
- ▶ 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 and Emails.

6 RESUME EDITING

Overview: The ability to quickly edit a resume to reflect a candidates experience (related to the customer requirements) is critical to your success. We will provide tried and proven editing tactics to increase your Submit to interview efficiency by 50%. In this module, we will share best practices including the Candidate Summary Process and vendor management resume template(s). We will show you how to quickly convert a resume into a compelling, professional document your hiring managers (and vendor management personnel) will find extremely useful.

ACTION ITEMS:

- ▶ Review edited resumes with mentor or coach - include requisition, original resume and edited resume.
- ▶ Investigate using Candidate Summary Sheet (or matrix) in candidate presentation to client.

7 EFFECTIVE CANDIDATE CLOSING - BEST PRACTICES

Overview: 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 tried and proven best practices on pre-closing and 'The Take-Away'. We will provide them with a Interview Debrief Checklist to ensure they have all the information required to close the candidate., We will teach best practices related to delivering offers, defusing counteroffers and effective on-boarding tactics.

ACTION ITEMS:

- ▶ Implement Career Comparison Tool.
- ▶ Customize and implement Interview Debrief Checklist.
- ▶ Implement Pre-close and 'Take-away' tactics during entire hiring process.
- ▶ Deploy all best practices related to delivering offers, defusing counteroffers and effective on-boarding.



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8 SOURCING CANDIDATES: LEVERAGING YOUR CENTERS OF INFLUENCE

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.

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.

9 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, and identify keywords for each opening prior to your next search.

10 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 CDVs 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 and Advanced Google resume search strings.

11 REVIEW, DEPLOYMENT PLANNING AND IMPLEMENTATION STRATEGY

Overview: Attendance and participation in the ten modules outlined above will prepare recruiters to become a Recruiter Academy Certified Recruiter (RACR). To become Certified, recruiters must:

- ✓ Attend all sessions.
- ✓ Develop an approved Deployment Plan of Action.
- ✓ Pass all the Module retention quizzes.
- ✓ Pass our Certification Exam.

In this session, we will review all topics covered in the first 10 modules in preparation for the Certification Exam. We will also 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.

ACTION ITEMS:

- ▶ Develop a detailed Quarterly Performance Improvement Action Plan with 3-5 additional things you plan on implementing over the next 90 days. 
- ▶ Successfully pass Certification Exam.