Recruiter Academy
Private Education & Development Solution

Why our Private Education & Development Solution Works!
Our Philosophy on Performance Improvement

Based on our experience, changing behaviors, creating new and good habits and breaking bad habits are very difficult for the average person. It takes commitment, dedication and hard work to become an 'Elite' Recruiter or Mentor.

While a robust curriculum is important, we have found the most critical success factors of any educational or performance improvement program are:

- **100% support from executive management.**
- **Participant "buy in" (i.e. the willingness and desire to learn and improve.)**
- **Connection with instructor.**
- **Accountability and focus: pre-session and post-session action items, written goals, action plans, and retention quizzes.**
- **Written plans of action.**
- **Support, mentoring and coaching.**
- **Measurement/KPIs: review and critique of implementation and ROI analysis on a regular basis.**
- **Continuous Improvement Objectives beyond the training delivery.**
- **Celebration of success!**

With these factors in mind, we have developed a very unique delivery methodology that is core to the success of our Recruiter Academy Private Education & Development Solution.

We have embedded best practices of behavior modification, personal achievement, structured performance improvement and instructional design methodologies within our renowned Recruiter Academy curriculum to ensure knowledge transfer, behavior modification and measurable ROI for students participating in our programs.

We will provide the PRIVATIZED curriculum with related implementation and behavior modification tools required to deploy a successful education program. If committed to implementation, your staff members will develop positive behaviors and you will see measurable improvement in overall performance.

▶ **THREE CORE COMPONENTS OF OUR RECRUITER ACADEMY PRIVATE EDUCATION & DEVELOPMENT SOLUTION INCLUDE:**

1 Recruiter Academy Certified Recruiter Program

2 RACRx Membership for All Participants

3 Three Quarterly Retention Review Sessions

For more information, please contact us at info@leanhumancapital.com

Recruiter Academy
Private Education
& Development Solution

Design & Delivery Methodology and Process

1. Discovery call with recruitment leaders to assist with customization of curriculum.

2. Kickoff webinar to discuss the overall educational program and all of its components.

3. Participation by all recruiters in our 'Elite' Recruiter Competency & Skills Self-Assessment Study.

4. Privatization of the curriculum.

5. Identification and baseline of KPIs to quantify performance improvement and ROI of the program.

6. Development of the Recruiter Academy Certified Recruiter curriculum schedule (utilizing our structured delivery methodology):

   - Eleven modules, with each 90-minute live session delivered every 7-14 days. This is our best practice suggestion, but we can always accommodate a faster or slower timeframe as defined by need.
   - Potential delivery of first few sessions onsite pending customizations.
   - Before each session, pre-assignments (usually reading).
   - After each session, post session action items include: retention quiz, behavior modification contests, and other working assignments.
   - After all sessions are completed, each recruiter develops a Quarterly Performance Improvement Plan.
   - Each recruiter becomes a Recruiter Academy Certified Recruiter. **RACR**
   - Certification Process requires:
     - ✔ Attendance at all sessions.
     - ✔ Completion of all mandatory assignments and retention quizzes.
     - ✔ Development of a Quarterly Performance Improvement Plan.
     - ✔ Passing the Certification Exam.

7. Delivery of 3 Retention Review Sessions at quarterly intervals after RACR training has been completed.

8. RACRx membership for entire year from beginning of engagement for all students. Membership includes Quarterly Advanced Education and Retention webinars on the industry's hottest topics, unlimited access to latest recorded RACR modules, and exclusive access to latest RACR methodologies, tools, forms and techniques.

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PRIVATE
Recruiter Academy Certified Recruiter Program

CERTIFIED R4 RECRUITER

▶ **LEARNING OBJECTIVES:**

- Understand and embrace the competencies and skills of 'Elite' recruiters. Each recruiter will participate in our 'Elite' Recruiter Competency and Skills Self-Assessment to create the proper framework required for a productive learning event.

- Improve recruiters' consulting skills with hiring managers, candidates and key business stakeholders to ensure they are respected as recruitment business partners.

- Understand what motivates quality candidates and how to develop effective, compelling marketing messages to recruit them.

- How to develop high-volume sourcing strategies leveraging key centers of influence.

- Develop effective sourcing strategies designed to identify and recruit talent for high-volume, non-exempt positions.

- Develop sourcing strategies to identify and recruit qualified, passive (not-looking) candidates for critical and difficult-to-fill positions.

- Provide tools and techniques to reduce unqualified applicant flow and identify qualified active job seekers efficiently.

- Develop talent pipelines to reduce time-to-fill and cost of vacancy.

- Develop and improve Candidate Relationship Management skills and provide a best practice roadmap for delivering an exceptional candidate experience from first contact to hire.

- Develop effective closing and negotiation techniques including tactics to defuse counteroffers.

- Improve recruiter time management, planning and project management skills.

THIS PROGRAM IS ALSO ELIGIBLE FOR:

16.5 PDCs for the SHRM-CP^{sm} or SHRM-SCP^{sm}
15 SHRM - HRCI RECERTIFICATION CREDITS
16.5 NAHCR – CHCR RECERTIFICATION CREDITS

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Recruiter Academy Certified Recruiter Program

CERTIFIED RECRUITER

11 Live Education 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!**

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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