



# THE RECRUITER ACADEMY: CONTRACT STAFFING PROGRAM

The Recruiter Academy™ by Lean Human Capital is like a college degree in the Art & Science of Elite Recruitment; it is a full lifecycle recruitment training and certification program. The Recruiter Academy was first introduced in the IT Staffing industry in the late 90s during the technology boom. Identical to today's labor market in healthcare, demand for open positions drastically exceeded the supply of viable candidates.

This year we are introducing a new Recruiter Academy curriculum – a dedicated recruiter training program for healthcare contract staffing recruiters – that incorporates 20 years of training staffing firms, eight years of training healthcare recruiters, and the foundational knowledge of performance analytics and healthcare industry benchmarks through Lean Human Capital!

## HOW THIS EDUCATION PROGRAM IS DIFFERENT

It takes commitment, dedication, and hard work to become an elite recruiter in the healthcare industry. The Recruiter Academy: Contract Staffing Program is not a crash course. It is delivered through eleven 90-minute, live webinar sessions that allow students to absorb, retain, and apply the concepts and principles gradually over time.

## WHAT THE RECRUITER ACADEMY CAN DO FOR YOU

- Develop a time management strategy for when you have difficult-to-fill searches and large requisition loads
- Find top, passive talent for when you have limited time, money, and/or resources for sourcing
- Engage top, passive talent; entice candidates to respond to outreach and build instant rapport
- Land top, passive talent; master the art and science of candidate assessment, negotiation, and counteroffer diffusion

## BENEFITS OF ATTENDING THE RECRUITER ACADEMY

- Participate in the Lean Human Capital Elite Recruiter Competency & Skill Self-Assessment Study; then, compare your results to thousands of other healthcare recruiters from around the world
- Become a Recruiter Academy Certified Recruiter (RACR)
- Receive 16.5 Professional Development Credits (PDCs) for the SHRM-CPSM or SHRM-SCPSM or receive 15 recertification credits for the HR Certification Institute® (HCRI)
- Access behavior-conditioning tools including elite recruitment best practices, retention contests, and 90-day action plans to ensure course content is retained and applied

## REVIEW OF DEPLOYMENT PLANNING AND IMPLEMENTATION STRATEGY

During the final session, we prepare recruiters to take the Recruiter Academy Certified Recruiter (RACR) exam and provide instruction on how to create a Deployment Plan of Action.

### Requirements for certification are:

- Attend all sessions
- Pass all session retention quizzes
- Develop an approved Deployment Plan of Action
- Pass RACR Exam

## PRICING

The cost to attend  
The Recruiter Academy  
Contract Staffing  
Program is \$1,795  
per student.

A group of three  
or more is \$1,595  
per student.



# 11 LIVE WEBINAR SESSIONS

## 01. SUCCESS ATTRIBUTES OF ELITE RECRUITERS

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**OVERVIEW:** Together, we'll share best practices and common success attributes of 'Elite' healthcare recruiters and discuss what it takes to become one. You will receive an agenda or timeline for the remaining sessions of The Recruiter Academy: Contract Staffing Program, and we'll discuss the commitment and expectations of all parties involved (recruiters, coordinators, supervisors, executive management, etc.).

### ACTION ITEMS:

- Complete a self-assessment of your strengths, weaknesses, and areas you hope to improve upon or learn more about during the program
- Implement ChartHouse Learning's FISH! Philosophy
- Develop your "Passion Statement"

## 02. TIME MANAGEMENT: THE PERFECT WEEK, A PERFECT DAY<sup>SM</sup>

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**OVERVIEW:** Hear best practices from leading experts on time management, personal achievement, motivation, planning, organization, and procrastination avoidance to equip you with the methodologies, tools, and techniques that will enable you to develop an effective action plan and structured daily routine. You'll learn how to prioritize critical tasks and improve daily efficiency by more than 50% to increase your number of hires per month.

### ACTION ITEMS:

- Create and deploy The Perfect Week, A Perfect Day routine
- Take the '21-day Challenge.' Implement your new routine for 21 days. At the end of the challenge, quantify how the changes have improved your ability to manage your time, tasks, and emails. Together, we'll review/share the successes and challenges you encountered using your new routine
- Transfer your to-do lists, sticky notes, etc. using The Perfect Week, A Perfect Day template

## 03. SOURCING TOP TALENT 101: SEARCH AND CANDIDATE PIPELINING STRATEGIES

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**OVERVIEW:** Learn how to build a proactive search strategy that injects creativity into the sourcing process. We'll discuss how to create a knowledgebase of sourcing ideas and equip you with 15+ techniques to source passive candidates for little-to-no cost, without requiring extra time. We'll also review time-proven tactics to proactively generate referrals from your Centers of Influence to subsequently develop a Candidate Relationship Management (CRM) program.

### ACTION ITEMS:

- Perform a "mindstorm" for any positions for which you are struggling to find top talent
- Put your "mindstorm" to work by incorporating your action items into The Perfect Week, A Perfect Day routine
- Start to build your sourcing knowledgebase
- Create a proactive CRM program

## 04. SOURCING TOP TALENT 201: THE BUILDING BLOCKS OF THE SEARCH

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

### ACTION ITEMS:

- Practice Boolean operators
- Begin developing your Sourcing Flow Worksheet



# 11 LIVE WEBINAR SESSIONS

## 05. SOURCING TOP TALENT 301: ADVANCED & CREATIVE WAYS TO EVOLVE YOUR SEARCH STRATEGY

**OVERVIEW:** In this powerful session, we'll review the most important elements needed to find talented professionals electronically. You'll learn effective ways to source passive candidates using the most popular search techniques that take both your limited time and budget into account. Not a programmer? That's Okay! We'll show you easy ways to find resumes via the Internet through channels other than job boards. You'll also learn methods to efficiently uncover and harvest profiles from social networks (Facebook, LinkedIn, and other websites) to expand your talent pools. Finally, we'll discuss sourcing tools currently emerging on the market that many help open the doors to new sources of candidates.

### ACTION ITEMS:

- Identify your Critical, Difficult, and Visible (CDV) positions that require a passive candidate search; determine where these candidates live, work, and "hang-out" online. Set timeline goals to join those communities
- Practice the site command in Google
- Practice advanced resume search techniques in Google

## 06. ENGAGING TOP TALENT 101: EFFECTIVE INBOUND STRATEGIES

**OVERVIEW:** Learn best practices for recruitment marketing as well as for creating compelling job postings, proactive employee referral programs, re-targeting campaigns, and more. Together, we'll discuss how convert talent prospects into interested candidates using emerging tactics like geo-fencing and texting.

### ACTION ITEMS:

- Implement a compelling job posting methodology to increase the conversion rate of applicants who scan your postings
- Deploy new inbound sourcing techniques to improve your prospect-to-candidate conversion rate

## 07. ENGAGING TOP TALENT 201: EFFECTIVE OUTBOUND STRATEGIES

**OVERVIEW:** Receive a detailed roadmap on how to engage and recruit top candidates who don't organically find you. Learn how to craft compelling value proposition and recruitment messages that will increase your email and voicemail response rates by 50%. Together, we will discuss an indirect, networking approach that will enable you to turn a would-be "no" into a referral and help you avoid the potential friction you'd receive by recruiting from your competitors. Also, we'll demystify the cold call by reviewing tactics to break the ice, overcome a call's initial awkwardness, and quickly build rapport with prospects.

### ACTION ITEMS:

- Start crafting and delivering compelling value proposition messages to engage top talent
- Develop and implement your communication cadence to get more candidates to respond FASTER

## 08. CANDIDATE INTAKE SESSION: BUILDING CANDIDATE RAPPORT WHILE CONDUCTING ASSESSMENTS

**OVERVIEW:** Receive a structured five-step assessment methodology you can use during candidate intake sessions to develop rapport, assess skills and abilities, identify career motives, gain insight into Centers of Influence (for networking), set Service Level Agreements, and start the pre-closing process. Learn how to take control of the recruitment process, develop a professional relationship with the candidate, and successfully educate the candidate on the current opportunity. You'll also learn how to quickly convert a résumé into a compelling, professional document your hiring managers (and vendor management personnel) will find extremely useful. Finally, we'll discuss how to perform a structured interview preparation session with both the candidate and hiring manager to ensure they perform well during the interview process.

### ACTION ITEMS:

- Customize your candidate intake session form for consistent use with all candidates
  - Use your candidate intake session form to identify what you can pay, what the candidate makes, and fair market value
- Develop and customize your candidate interview preparation session checklist and emails
- Investigate when you want to use the candidate summary sheet (or matrix) for candidates' presentations



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## 09. BEST PRACTICES FOR EFFECTIVE CANDIDATE CLOSING

**OVERVIEW:** Learn how to develop an “apples-to-apples” career comparison that will provide objective reasons a candidate should accept an offer. We’ll discuss best practices on pre-closing and take-away strategies. You’ll receive an interview debrief checklist template to ensure you’ll always have all the information required to “close the candidate.” Additionally, we’ll review best practices related to delivering offers, defusing counteroffers, and providing effective onboarding.

### ACTION ITEMS:

- Implement a career comparison tool
- Customize and implement interview debrief checklists
- Implement pre-close and take-away tactics throughout the hiring process
- Deploy best practices related to delivering offers, defusing counteroffers, and providing effective onboarding

## 10. BEST PRACTICES FOR OUTPERFORMING YOUR COMPETITION

**OVERVIEW:** We’ll discuss key success factors to becoming a hyper-producing recruiter within the staffing industry as well as why doing so is imperative in today’s candidate-driven market. Additional topics for this session will include the “new” numbers game (why efficiency is more important than quantity), the most important metrics you can track to become a hyper-producing recruiter, a discussion on the pros and cons of speed vs. quality, a reminder of the importance of a CRM program, and finally a discussion on being “memorable” and doing the right thing.

### ACTION ITEMS:

- Develop a Metrics Performance Management system to celebrate success, drive performance improvements, and quantify return on investment to your key stakeholders
- Review your current practices and use of your CRM program to ensure you’re using it to its fullest potential

## 11. REVIEW, DEPLOYMENT PLANNING, & IMPLEMENTATION STRATEGY OVERVIEW

**OVERVIEW:** Attendance and participation in the 10 sessions outlined above will prepare you to become a Recruiter Academy Certified Recruiter (RACR). In this session, we’ll review all the topics covered in the first 10 sessions and provide instruction on how to create a Quarterly Performance Improvement Plan. Finally, you’ll receive a roadmap on how to develop a customized Deployment Plan of Action.

### ACTION ITEMS:

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

### Requirements for certification are:

- › Attend all sessions
- › Pass all session retention quizzes
- › Develop an approved Deployment Plan of Action
- › Pass RACR Exam



### About HealthcareSource

With more than 3,000 healthcare customers, HealthcareSource® offers the only comprehensive talent management suite designed specifically to help healthcare systems grow and thrive in an ever-changing industry. The HealthcareSource Quality Talent Suite™ offers talent acquisition, performance and compensation, behavioral assessments, learning software, and advisory services to enable hiring and retaining quality talent for your organization to provide quality care. Several HealthcareSource talent management solutions have earned the exclusive endorsement of the American Hospital Association (AHA). The company is privately held and consistently earns high marks for client satisfaction and retention. HealthcareSource has been recognized in Healthcare Informatics 100, Modern Healthcare’s “Healthcare’s Hottest,” Inc. 500/5000, Deloitte Technology Fast 500, and Becker’s “150 Great Places to Work in Healthcare” list.

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