The Recruiter Academy
Advanced Sourcing Program — Cohort

Since 1997, The Recruiter Academy℠ by Lean Human Capital has educated thousands of recruiters worldwide.

The Recruiter Academy Advanced Sourcing program is the latest offering by Lean Human Capital. This web-based education program is 100% designed for recruiters whose focus on sourcing is either just one component of their talent acquisition role or is their role full-time.

How is the Recruiter Academy Advanced Sourcing Program Different?

It takes commitment, dedication, and intentional work to become an Elite Sourcer. We know. We've researched and benchmarked the performance of elite-performing recruiters and sourcers for years and trained 20,000+ recruitment professionals in The Recruiter Academy over the last two decades.

The Advanced Sourcing program is advanced training for the talent sourcer or recruiter sourcer seeking to advance their sourcing expertise. But this is not a crash course. Our instructor-led model delivers interactive training over five weekly 90-minute live webinar sessions with starting dates prescheduled by the Recruiter Academy. This way, students can absorb, retain, and apply the concepts and principles gradually over time.

What Will the Advanced Sourcing Program Do for Me?

- Hone ability to think beyond restrictions
- Enhance mining ability by improving tech-savviness
- Foster healthy competition and risk-taking by enabling your curious nature
- Strengthen passion for the hunt
- Improve lead conversion leveraging a sourcer's teacher/advisor skills
- Enable greater contribution to your organization's growth and success

Prerequisites

The prerequisites for the Advanced Sourcing program are:

- Attendance at a Recruiter Academy Certified Recruiter program

  OR

- Current client of our Lean Human Capital advisory services

The Advanced Sourcing program builds on the skills and competencies developed through the Recruiter Academy Certified Recruiter (RACR) program. If you are a beginner sourcer, please take the RACR course first — it includes core modules covering the basics of sourcing including search strategies, candidate pipelining, and inbound/outbound approaches.

Pricing

The cost to attend The Recruiter Academy Advanced Sourcing program is $995 per student for the entire five-module course. Any organization that meets the prerequisites can enroll students in this program.

If you prefer a private Advanced Sourcing program just for your organization, please let us know. With a minimum of 5 students, our instructors can customize the curriculum to address the specific needs and interests of your team or organization for $1,295 per student.

Two of the five sessions will be onsite, as permitted by your state's COVID-19 measures. Otherwise, these two sessions will be web-based.

Contact us here! Or email us at solutions@healthcaresource.com

Register Now »

1. The Consumer-driven Candidate | (Duration = 90 Minutes)

OVERVIEW: In this foundational module, we challenge sourcers to identify the consumer-driven candidate for 2020, and how that definition has changed how we source candidates. Consumer-driven candidates value relationships and transparency, and our philosophy of sourcing must match those expectations. This module also focuses on building a sourcing strategy by gathering useful market analytics and competitive intelligence.

ACTION ITEMS:

- Challenge yourself to change the sourcing archetype
- Create a sourcing strategy that engages passive candidates
- Identify websites to gather competitor information

2. The CRM, Pipelining and Response Rates | (Duration = 90 Minutes)

OVERVIEW: For a sourcer, every lead is to be tracked for proper prospect management. In this module, we focus on tracking passive candidates for quick access, ways to manage our candidates and assess sourcing ROI, how to review our recruitment marketing open rates, and ways to improve candidate response rates. We learn the importance of nurturing candidates and building engagement campaigns through best practices. We conclude this session on the importance of building the strongest relationships possible with the recruiters we support.

ACTION ITEMS:

- Complete the communication cadence challenge
- Track an email campaign for response rates

3. Advanced Boolean Practices | (Duration = 90 Minutes)

OVERVIEW: With advances in machine learning and natural language processing, searching the internet is becoming easier and easier. However, being able to search for candidate lists and association directories still requires advanced understanding of Boolean searches. This module will help you use a Boolean search strategy and filetype searches to find conference attendee lists, license lists, resources for diversity searches, and candidates by years-of-service. We also explore using Google commands and image searches.

ACTION ITEMS:

- Complete the Boolean quiz
- Complete the Sourcer Assessment

4. Advanced Hunter Skills | (Duration = 90 Minutes)

OVERVIEW: This invaluable module teaches practical sourcing tools and techniques to convert a lead into an applicant. These sourcing tools include Google Chrome extensions and social media look-up techniques to find candidate contact information, as well as artificial intelligence tools for predictive candidate behavior and candidate matching. Other tools for sourcing effectiveness are covered including data miners, list grabbers and extractors, and more. Most importantly, you will learn compelling techniques to convert a prospect into a full-fledged candidate.

ACTION ITEMS:

- Complete the Chrome Extension quiz
- Build a resource library to manage your sourcing tools
- Create a value proposition for your organization
- Practice effective communication techniques to stay engaged with unsuccessful candidates

5. The Future State of Sourcing | (Duration = 90 Minutes)

OVERVIEW: This final module wraps up the Advanced Sourcing program with a review of the previous weeks' content and a glimpse into the future of sourcing. How will AI will change sourcing? What up-and-coming sourcing tools are on the horizon? How does a sourcer stay on top of their craft? What metrics should a sourcer measure to showcase their value and ROI? We will conclude with student Q&A.

ACTION ITEMS:

- Complete final Advanced Sourcing exam

Contact us at: **solutions@healthcaresource.com**