



# The Recruiter Academy

## CERTIFIED RECRUITER PROGRAM

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

The Recruiter Academy<sup>SM</sup> by Lean Human Capital is a web-based education program that's 100% designed for corporate and in-house recruiters and concentrates on the key areas proven to have the greatest impact on recruitment performance and talent acquisition. It provides recruiters, recruitment managers, and entire recruitment organizations with a mechanism to validate elite recruiting performance.

### How This Education Program is Different

It takes commitment, dedication, and hard work to become an Elite Recruiter. Our Recruiter Academy Certified Recruiter (RACR) 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.

### What The Recruiter Academy Can Do for You

- Manage unrealistic hiring manager expectations to drive a lean, efficient hiring process
- Develop a time management strategy for when you have difficult-to-fill roles and large requisition loads
- Find, engage, and land top, passive talent, even when you have limited time, money, and resources for sourcing
- Get candidates to respond to outreach and build instant rapport
- Master the art and science of candidate assessment, counter offer diffusion, and monetary and non-monetary negotiation tactics

### Benefits of Attending The Recruiter Academy

- Participate in a recruiter competency self-assessment, and compare your results to thousands of other recruiters from around the world
- Access behavior conditioning tools, including elite recruitment best practices, retention contests, 90-day action plans, Lean Human Capital's proprietary Survival Kit, and more
- Maintain your professional certifications. Attending all classes will qualify you for:
  - 16.5 PDCs toward the SHRM-CP<sup>SM</sup> or SHRM-SCP<sup>SM</sup>
  - 16.5 HRCI credit hours toward PHR<sup>®</sup>, SPHR<sup>®</sup>, or GPHR<sup>®</sup> certification
  - 16.5 NAHCR credits toward CHCR credential
- Receive a two-year membership to RACRx, which includes:
  - Quarterly retention and advanced education webinars
  - Exclusive online access to the latest RACR methodologies, tools, forms, and techniques, as well as the latest RACR module recordings

### Requirements for Certification

- Attend all sessions
- Pass all module retention quizzes
- Complete all assignments within 30 days of the final module
- Pass the RACR Certification Exam within 30 days of the final module

## Pricing

The regular cost to attend  
**The Recruiter Academy**  
Certified Recruiter Program  
is \$1,895 per student.

**Groups of Three or More:**  
\$1,695 per student.

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## 1. Success Attributes Of Elite Recruiters

**OVERVIEW:** Share best practices and common success attributes of elite recruitment organizations and recruiters. We'll review the agenda for our Recruiter Academy Certified Recruiter Program and discuss the commitment and expectations from all parties involved, including recruiters, hiring managers, supervisors, and even executive management. Learn the three keys to maximizing your experience at The Recruiter Academy along with the four guiding principles of the Fish! philosophy.

### ACTION ITEMS:

- Conduct a self-assessment of your strengths, weaknesses, and opportunities for improvement. Review these with the Recruiter Academy Instructor and your direct supervisor
- Develop Passion Statement

## 2. Time Management: The Perfect Week, A Perfect Day<sup>SM</sup>

**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<sup>SM</sup> routine and review/share with Supervisor. 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:

- Develop/implement your Strategic Scorecard to measure your success as outlined in this session
- Review performance metrics with your supervisor every 90 days
- Start attending line of business regular status meetings and share performance metrics (and continuous improvement strategies) 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. Engaging Top Talent: Effective Outbound Strategies

**OVERVIEW:** We will share best practices and provide a detailed roadmap on how to engage and recruit top candidates who don't organically find you. Recruiters will learn how to craft compelling value proposition and recruitment messages that will increase email and voicemail response rates by 50%. 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. We will demystify the cold call and teach recruiters how to help break the ice, overcome the initial awkwardness of a call, and quickly build rapport with a prospect.

### 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

## 6. Sourcing Top Talent 101: Developing Your Search Strategy, Leveraging COIs And Candidate Pipelining (CRM)

**OVERVIEW:** Recruiters will learn how to build a proactive search strategy and inject creativity into their sourcing process. We will discuss how to create a knowledgebase of sourcing ideas and equip recruiters with 15+ tools and techniques to source passive candidates for little-to-no cost, without requiring extra time. In addition, recruiters will learn time proven tactics to proactively generate referrals from their Centers of Influence (COIs) and develop a proactive Candidate Relationship Management (CRM) program.

### ACTION ITEMS:

- Perform a "mindstorm" for any volume hiring 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
- Create a shared drive for recruiters to build a sourcing knowledgebase
- Create a proactive CRM program

## 7. Sourcing Top Talent 201: The Building Blocks of Search – The Innovative Way To Use Keywords And Common Boolean Operators

**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, 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 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 Top Talent 301: Advanced Internet Search & Creative Ways To Evolve Your Search Strategy

**OVERVIEW:** In this powerful session, we will teach you the most important elements to find talented professionals electronically. We will teach you effective ways to source passive candidates using the most popular search techniques that take both your limited time and budget into account. You will learn fast, efficient methods for harvesting profiles from social networks (Facebook, LinkedIn, and other websites) to uncover profiles not in your network, as well as ways to deep dive into the Internet for labor pools of talent. Not a programmer? That's OK, we'll show you easy ways to find resumes via the Internet that are not on job boards. We will also talk about new sourcing tools emerging on the market that may 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 for joining those communities
- Practice the site command in Google  
Practice advanced resume search techniques in Google



## 9. Engaging Top Talent: Effective Inbound Strategies

**OVERVIEW:** In this session, we will provide best practices for recruitment marketing as well as for developing compelling job postings, proactive employee referral programs, re-targeting campaigns, and more. In addition, we will provide updates on emerging tactics, like geo-fencing and texting, to convert talent prospects into interested candidates.

### 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

## 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 candidate's 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 after the interview, delivering offers, defusing counteroffers, and effective onboarding tactics. During the final review, we'll prepare you to become a Recruiter Academy Certified Recruiter. We provide instruction on how to create a Deployment Plan of Action, and include a detailed road map on how to develop a customized plan of action.

### 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 The 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



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