The Recruiter Academy[SM] by symplr

Certified Recruiter Program

Since 1997, The Recruiter Academy has educated thousands of recruiters worldwide.

The Recruiter Academy by symplr is a web-based education program that's 100% designed for healthcare 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 5 Virtual Instructor-Led Training sessions (VILTs) plus 20 on-demand online micro sessions so students can absorb, retain, and apply the concepts and principles gradually over time.

Welcome Video	Recruiting: Interview & Follow Up
Welcome Video	Review Candidates
	Conduct Candidate Intake Session
The Recruiter's Story	Generate Interview Plan
Telling Your Recruitment Story	Prep HM, Candidate and Conduct Interview
Managing Your Week	Debrief HM and Candidate
Managing Your Day	Follow Up
▷ Live/On-Demand: The Recruiter's Story	▷ Live/On-Demand: Recruiting Interview and Follow Up

Recruiting: Intake	Sourcing: Lead Identification & Engagement
Conduct Hiring Manager (HM) Intake Session	Conduct Mindstorms
Establish a Service Level Agreement	Centers of Influence and Investigational Questioning (IQ'ing)
Create a Demand-based Hiring Process	Searching for Candidates on the Internet
Create and Use a Value Proposition	Pipelining, Nurturing and Engaging Candidates
Maximize a Job Posting	▷ Live/On-Demand: Sourcing
▷ Live/On-Demand: Recruiting Intake	

Sourcing: Lead Identification & Engagement
Aligning Actions with Goals
Putting It All Together
▷ Live/On-Demand: Becoming an Elite Recruiter

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, lead identification & engagement tactics

Benefits of Attending the Recruiter Academy

- **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:**
  - o 16.5 PDCs toward the SHRM-CP or SHRM-SCP
  - o 16.5 HRCI credit hours toward PHR®, SPHR®, or GPHR® certification
  - o 16.5 NAHCR credits toward CHCR credential
- **Receive a two-year membership to the RACR Community, which includes:**
  - o Retention and advanced education webinars throughout the year
  - o Exclusive online access to the latest RACR methodologies, tools, forms, and techniques, as well as the latest RACR module recordings
  - o Dedicated *Ask the Community* discussion board to collaborate with colleagues around the globe
  - o Post questions/comments in our discussion boards to engage instructors and fellow members
- **Community & Connection**
  - o Throughout your RACR experience, you'll connect with fellow learners from the individual certification programs you complete and fellow RACR enrollees, enabling you to increase and enhance your peer network.
- **Support & Mentoring**
  - o We recognize this is an important step in your career and the RACR team will be here to support you along the way, answering important questions, assisting with course registrations, and helping you stay on track.

Requirements for Certification
  - o Attend all sessions
  - o Pass all module retention quizzes
  - o Pass the RACR Certification Exam within 60 days of the final module

Pricing
Groups of 3 or more students:
$1,695 Per person

Individual Student:
$1,895 Per person

Certified Recruiter Program

by symplr

Is designed to improve the performance of all the individuals involved in managing and working within the hiring process. It provides recruiters, recruitment managers, and entire recruitment organizations with a mechanism to validate "Elite" recruiting performance.

Welcome Video

Overview

The welcome video offers an introduction to the program from our Recruiter Academy trainers, and gives you a first look at what the Recruiter Academy is all about.

The Recruiter's Story

Telling Your Recruitment Story

Overview
In this first lesson, you will learn how to communicate your performance story to key stakeholders using a scorecard. You will be asked to analyze your actions as they relate to the scorecard and to identify, at a high level, how to reframe conversations to highlight successes, drive performance opportunities, and quantify the return on investment you enable for your customers.

Here's what you will be able to do after completing this lesson:
- Recognize the primary scorecard metrics that tell your story.
- Examine relationships between your day-to-day actions and specific performance metrics.
- Consider how using data to tell your story impacts relationships with key stakeholders.

Managing Your Week

Overview
Managing your time begins by recognizing priorities, then organizing your schedule first by week, then by day, to intentionally plan the perfect schedule.

Here's what you will be able to do after completing this lesson:
- Identify how to recognize and prioritize weekly activities.
- Categorize specific actions based on how they impact your goals.
- Use a master dashboard to plan and organize your schedule.

Managing Your Day

Overview
Improving your time management skills involves prioritizing the activities in your schedule, then organizing your calendar to achieve maximum productivity.

Here's what you will be able to do after completing this lesson:
- Create a time-based daily plan to prioritize.
- Categorize specific actions based on how they impact your goals.
- Recognize the importance of setting aside time for administrative tasks.
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Live/On-Demand: The Recruiter's Story

OVERVIEW
Successful recruiters manage every aspect of the recruitment process. Whether it's managing the story they tell or simply how to structure their day, every aspect of the process is intentional.

Here's what you will cover in this virtual instructor-led training session:
- How to manage by data and facts using a scorecard.
- Explore effective habits used to create a time-based schedule.
- Share passion statements and success attributes.

Recruiting: Intake

Conduct Hiring Manager (HM) Intake Session

Overview
Hiring manager intake sessions form the foundation for effective recruitment by enabling you to gather the information about open positions to really sell candidates on the opportunity, accurately screen candidates, and create an effective sourcing strategy.

Here's what you will be able to do after completing this lesson:
- Identify the benefits of having intake conversations with your hiring managers.
- Recognize key elements to address during intake conversations.
- Review additional questions that establish a clear understanding of customer needs.

Establish a Service Level Agreement

Overview
A Service Level Agreement (SLA) helps you establish a relationship with your hiring managers as a trusted consultant and equitable working partner. An SLA is your go-to resource for creating realistic and effective time frames for every step in the recruiting and sourcing process.

Here's what you will be able to do after completing this lesson:
- Review the benefits of using an SLA to establish the parameters of your working relationships with hiring managers.
- Recognize breakdowns in SLA-related conversation segments and recommend alternatives to establish better outcomes.
- Consider how you will use SLAs to increase your value, improve customer relationships, and become a strategic consultant.

Create a Demand-based Hiring Process

Overview
Competing for talent requires making adjustments to your process in ways that save significant time. Innovating a unique process for high volume, entry-level positions gains you a competitive advantage.

Here's what you will be able to do after completing this lesson:
- Load-balance a hiring process to account for differences between different types of positions.
- Set targets for interviews, intakes and hiring events to build your pipeline.
- Recognize factors that require changing the hiring process.

Create and Use a Value Proposition

Overview
A value proposition is a key element you use to attract qualified candidates to your job posting. A value proposition is the unique set of benefits that an employee receives in return for the skills, capabilities and experience they bring to a company.

Here's what you will be able to do after completing this lesson:
- Review information to 4.46"uncover unique advantages your customer has that can be used to establish a value proposition.
- Select elements to create the perfect value proposition.
- Recognize factors that mitigate value proposition effectiveness.
- Consider how you will use a value proposition when communicating with candidates.

Maximize a Job Posting

Overview

As a recruiter, you have an opportunity to apply your expertise to guide recruitment marketing and the development of effective job postings. As you will see, creating an effective job posting means more than just having a great value proposition and an attention-grabbing headline.

In this lesson, you will learn how to recognize flaws that diminish the effectiveness of job postings.

Here's what you will be able to do after completing this lesson:
- Assess the effectiveness of job postings.
- Recognize elements of a jo 4.46"b posting that connect with your candidates.
- Recommend modifications to maximize job posting effectiveness.

Live/On-Demand: Recruiting Intake

Overview

Recruitment intake involves a lot of moving pieces. Effective intake forms an essential foundation for the entire recruitment experience.

Here's what you will cover in the second virtual instructor-led training session:
- Explore unique negotiating techniques when developing an SLA.
- How to deal with hiring manager objections.
- Address EEOC and diversity issues.
- How to reconcile levels of experience with the state of the market.
- How to deal with organizational hierarchies.
- How to create an ideal recruitment model.
- Critique your own value propositions and job postings.
- Discuss using an ATS/texting/email to communicate with candidates.
- Review effective SEO strategies.

Recruiting: Interview & Follow Up

Review Candidates

Overview
Matching a candidate resume to a position based on skills and experience is important, but what other types of information on a resume or social media profile offer clues to determine a good fit?

Having a "deep dive" conversation with the candidate requires gleaning more about them based on what you see on paper or online. These resources can also yield important information to inform your candidate search process.

Here's what you will be able to do after completing this lesson:
- Analyze candidate profiles from an intelligence gathering and research perspective.
- Evaluate elements of candidate profiles to glean insights into candidate motivators.
- Consider how you can use these insights to refine job postings and your candidate pool.

Conduct Candidate Intake Session

Overview
Candidate intake sessions are more than just checking off the boxes. They are an opportunity to have an open and honest discussion between a recruiter and candidate, exploring what motivates the candidate and reviewing their career journey. As you get to know your candidate as a person, you will be better prepared to determine whether they are a good fit.

Here's what you will be able to do after completing this lesson:

- Recognize important elements in a candidate intake session.
- Recognize the outcomes of a successful intake session.
- Consider how you can transform your screening sessions and take them to the next level.

Generate Interview Plan

Overview
Sometimes things don't go according to what has been planned and agreed upon. Luckily, there are strategies in place to help recruiters be proactive about the process and adapt to any issues that arise.

Here's what you will be able to do after completing this lesson:
- Recognize potential concerns or issues during the routing, scheduling and interviewing process
- Determine the best practices around interview plans.

Prep Manager, Candidate and Conduct Interview

Overview
Having an excellent interview experience is a must in order to sell a candidate on an opportunity, especially if they're a passive candidate not looking to move. It's also a must in identifying whether the candidate fits in well with the team. That's why we recommend interview prep sessions. A short, 15-minute conversation with the hiring manager and candidate provides the opportunity to review the process, answer any questions and clarify expectations, setting up the interview for success.

Here's what you will be able to do after completing this lesson:
- Review the benefits of having hiring manager and candidate interview prep sessions.
- Recognize breakdowns in the interview process and recommend alternatives to establish better outcomes.
- Consider how you will use the prep session to create an elite interview process.

Debrief Manager and Candidate

Overview
Candidate and hiring manager debriefs are opportunities for the recruiter to uncover recent changes or concerns and circumvent unintended consequences. The debrief checklist questions confirm that everyone is aligned, both parties have the information they need to make a decision, and that if there is misalignment, it gets addressed.

Here's what you will be able to do after completing this lesson:
- Explore the candidate and hiring manager debrief checklist forms.
- Discover unintended outcomes and actions based on the candidate's and hiring manager's responses.
- Explore how these checklists will aide in the success of the interview process.

Follow Up

Overview

Communication is key to the recruitment process. Develop a streamlined communication rhythm that includes touchpoints on a daily, weekly and monthly basis. Set the expectations in the SLA and return to them as necessary.

Maintaining open communication with all parties brings you to an elite recruiter status.

Here's what you will be able to do after completing this lesson:
- Identify touchpoints with candidates, hiring managers and other roles in the recruitment process.
- Recognize opportunities to proactively follow up.
- Consider how you can streamline your communication rhythm.

Live/On-Demand: Recruiting Interview and Follow Up

Overview

Interviews are foundational to recruiting. Elite recruiters do more than just facilitate interviews, they prepare everyone for the best experience possible.

Here's what you will cover in the third virtual instructor-led training session:
- How to prioritize candidates.
- Establish non-monetary aspects that will motivate specific candidates.
- Discuss unique situations when conducting an intake.
- Discover solutions to problems stemming from bad intake sessions.

Sourcing: Lead Identification & Engagement

Conduct Mindstorms

Overview

A mindstorm is an opportunity to generate ideas by discovering where and how to reach candidates.

Here's what you will be able to do after completing this lesson:
- Conduct abridged mindstorms based on different topics.
- Explore what resources, tools and people are available to aid in your search.

Centers of Influence and Investigational Questioning (IQ'ing)

Overview

When searching for leads, the first instinct may be to go online and start advertising. However, don't forget about one other key element to identifying leads: leveraging your relationships.

Here's what you will be able to do after completing this lesson:
- Identify the people within your centers of influence.
- Practice investigational questioning to gather more leads.

Searching for Candidates on the Internet

Overview

Sourcers have an infinite amount of information right at their fingertips but narrowing down what is available online to make the right connections can be difficult.

Here's what you will be able to do after completing this lesson:
- Explore keywords you will use to increase the effectiveness of your online searches.
- Identify Boolean operators and search strings used to locate candidates.
- Determine how best to reach out to candidates online.

Pipelining, Nurturing and Engaging Candidates

Overview

Building relationships is all about finding ways to connect with candidates that set yourself apart from others who are reaching out. This way, you can create a pool of quality candidates who are invested in the company and are motivated to join the team once they're ready.

Here's what you will be able to do after completing this lesson:
- Explore how to approach various decline reasons offered by candidates.
- Identify effective engagement strategies you can use with candidates who are not selected or decline an offer.

Live/On-Demand: Sourcing

Overview
Implementing strategies to enable effective sourcing can significantly streamline the process of locating candidates for difficult-to-fill positions.

Here's what you will cover in the fourth virtual instructor-led training session:
- How to turn strategy into a sourcing plan.
- Explore processes to deal with high requisition loads.
- Draft emails to generate leads.
- How to engage others to help in sourcing efforts.
- Explore LinkedIn as a sourcing tool.
- Dive deeper into advanced searches.

The Big Picture
Aligning Actions with Goals

Overview
By this point in the program, you have reviewed many recruitment actions that contribute to your success. Now, it's time to use the scorecard to prioritize those actions by identifying improvement opportunities and implementation solutions.

Here's what you will be able to do after completing this lesson:
- Review the primary elements of the recruitment scorecard.
- Identify the story told by individual scorecard metrics.
- Recommend actions you can take to enhance scorecard metrics.
- Know how you will use a scorecard when communicating with hiring managers.

Putting It All Together

Overview
Accurately assessing and aligning candidates to open positions requires identifying potential barriers and transparently educating candidates about the organization.

Here's what you will be able to do after completing this lesson:
- Review hiring manager and candidate feedback.
- Recognize disconnects that have the potential to lead to declined offers.
- Recommend preventative measures to increase offer acceptance rates.

Live/On-Demand: Becoming an Elite Recruiter

Overview

You have experienced what it takes to be an elite recruiter. Now, you will have an opportunity to reflect on key aspects of the entire program and discuss how you will apply what you have learned.

Here's what you will cover in the final virtual instructor-led training session:
- How to modify scorecard information to tell a more accurate recruitment story.
- Discuss interacting with HRIS.
- How to compare performance with industry benchmarks.
- Explore using KPIs for success and executing rewards.
- Discuss regular communication methods to share trends, wins, and opportunities for improvement.
- Review good/bad examples of the entire recruitment and sourcing process.
- Review elements of effective communication.
- Explore Recruiter Academy tools to improve performance.

Register Now

Learn more about how the Recruiter Academy can help you build in-demand capabilities, advance your career, and lead the future of HR.