



# The Recruiter Academy

Recruiter Academy Certified Recruiter (RACR) Education Program

The Recruiter Academy<sup>SM</sup> was founded in 1997 to provide Talent Acquisition professionals with a comprehensive Education Program on the 'Art & Science' of Recruitment. Since then, we have been able to educate, train and learn from thousands of recruiters worldwide. This unique experience has given us tremendous knowledge about recruitment, continuous improvement, personal achievement, and wellness. We have also become well versed in the behavior modification process and how to install new 'Good Habits'!

All of our education programs are built on the foundation of the RogueHire value of leading a Kaizen Way of Life:

- Strive to be 1% better each day.
- Change is good (unless it is change for the sake of change).
- Lifelong learning & continuous improvement.
- Installing new Good Habits is the key to professional and personal success and wellness

Here's what to expect when you are a part of one of our programs:

- Live, interactive Learning Sessions.
- The opportunity to participate in active learning exercises at a pace that ensures knowledge transfer, behavior modification, and most importantly – improved performance.
- Methodologies, Tools, and techniques you can implement the very next day.
- Checklists, Forms, Guides, and Procedures to make implementation simple.
- Deployment Action Planning Methodology to install new 'Good Habits'.
- A positive mindset to 'Be the Best you can Be' each day.

What the RACR Education Program can do for you:

Over the years, we have assembled the industry's largest collection of Tried & Proven methodologies, tools, and techniques to:

- Develop a time management routine to manage priorities with high requisition loads.
- Provide a 'Standard Operating Procedure (SOP)' to implement a lean, efficient hiring process.
- Manage unrealistic hiring manager expectations.
- Find, engage, and source top talent for difficult-to-fill positions.
- Get candidates to respond to your outreach and how to build instant rapport.
- Master the Art & Science of the candidate 'conversation' and monetary/non-monetary negotiation tactics.
- Turn every hiring leader, candidate, and new hire into a raving fan of your services.
- Ignite passion and wellness into your day-to-day routine.
- Additional benefits of Attending RACR program.
- The Recruiter Academy Alumni Center – You will have unlimited access to the latest live module recordings, class guides, forms, checklists, etc.
- RACR Alumni Boot Camp – We will facilitate two lifelong learning Education Programs annually exclusively for RACR Alumni to continue to get "1% better daily".
- Maintain your professional Certifications – Attending this Program will qualify you for:
  - 16.5 PDS towards the SHRM-CP or SHRM-SCP
  - 16.5 NAHCR credits towards CHCR credential



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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 and hiring managers. Learn the three keys to maximizing your experience at The Recruiter Academy, along with the four guiding principles of the Fish! Philosophy.

## 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%

## 3. Strategic Consulting I 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 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 facts. Additionally, we will equip recruiters with ideas and tools to build relationships and gain credibility with their hiring managers.

## 4. Tactical Consulting I 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 positions (requisition management), define service level agreements, and engage HiringManagers in developing a sourcing and search strategy.

## 5. Engaging Top Talent: Effective Outbound Strategies

OVERVIEW: We will share best practices and provide a detailed roadmap on engaging and recruiting top candidates who don't organically find you. Recruiters will learn how to craft a compelling value proposition and recruitment messages to increase email, voicemail, and text 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.

## 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 knowledge base 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.



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## 7. 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 and the right keywords will help uncover candidates you may be missing.

## 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 newpools of talent. Not a programmer? That's OK; we'll show you easy ways to find online resumes 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.

## 9. Engaging Top Talent: Effective Inbound Strategies

OVERVIEW: In this session, we will provide best practices for recruitment marketing 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.

## 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.

## 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 to 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 creating a Deployment Plan of Action, and include a detailed road map on how to develop a customized plan of action.