



Talent Acquisition Training

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Introduction

With ever-evolving approaches to talent acquisition, more and more is being asked of recruiters to ensure that their organisation is able to access the best talent efficiently and effectively.

The Firm Academy comprises of a series of live, virtual training modules designed to develop and inspire both new and more experienced Recruiters to ensure that:

- Recruiters feel inspired and passionate about the role they play in the talent eco-system
- There is an understanding around the impact that their role has within the business and on the ability to deliver against the organisational strategy
- Positive hiring manager and recruiter partnerships can be forged to achieve better recruitment outcomes
- Candidate experience is improved and enhanced
- Overall confidence, credibility and capability is increased.

Who This Training Is For

There are various levels of modular training content ensuring that no matter what level your TA team is currently operating at there will be options suitable for all.

Course Content

The training consists of individual modules split across 2 key levels:



FIRM Foundations

entry level content for new recruiters



FIRM Advanced

content aimed at the more experienced recruiters who require refresher training or want to dial up their capability in particular areas

Organisations can decide which modules to purchase depending on the needs of the individuals within the team.*

It is highly recommended that all new recruiters go through all 4 FirmFoundations modules.

Firm Foundations Modules

Module 1 The Talent Acquisition Lifecycle and Your Role In It

(90 min session)



- The talent eco-system
- The benefits of getting Talent Acquisition right
- Why hiring can sometimes go wrong & the true costs of a bad hire
- Your role in Talent Acquisition and why it is so important
- Effective recruitment planning
- The importance of candidate experience
- Partnering with your hiring managers and HR
- Taking a brief

Module 2 Attraction & Sourcing (90 min session)



- What an EVP and employer brand is
- The importance of reputation management, brand advocacy and candidate experience
- Your role as a brand ambassador and experience maker
- How to leverage different sourcing channels
- Using your profile and network to attract active and passive candidates
- Using copywriting techniques to craft powerful job adverts to attract the best diverse talent
- The power of referrals

Module 3 Assessment & Selection (90-120 min session)



- Defining screening criteria and approaches
- Using job analysis techniques for the purposes of behavioural assessment
- Understanding assessment approaches and selecting the right assessment approach
- Using the PERFECT interview model to select diverse talent by:
 - Designing interview questions that help select the best candidate against your requirements
 - Using the STAR process to ask questions
 - Using the ORCE process to record evidence
 - Mapping evidence back to objectively rate evidence
 - Using factual and objective evidence to give verbal feedback
 - Ensuring candidates have equal opportunity to succeed through a consistent and fair process as well as individual considerations

Module 4 Offers & Onboarding (90 min session)



- Your role in the offer and onboarding process
- Effective offer management
- Effective onboarding
- Pre-boarding
- 30/60/90 day plans

It is highly recommended for learners to attend The Firm foundation modules in order.

Firm Advanced Modules

Module 1 Stakeholder Management & Influencing

(2 x 90 min sessions)



- Key components to effective stakeholder management and influencing
- Stakeholder identification and analysis
- The power of perception
- The path to partnership
- Influencing styles
- Contracting

Please note that this session has the option of including an online influencing styles assessment with, or without 1-1 feedback thereafter. Organisations opting for this have influencing styles built into their session content, along with specific discussion relating to individual outcomes.

Module 2 Business Partnering

(90 min session)



- Understanding the internal context
- Connecting resourcing to the broader agenda and strategy
- Acting as a custodian of your organisation's culture and values
- Understanding the external environment
- Sharing insights that demonstrate knowledge and influence for the right business outcomes

Module 3 Inclusive Hiring

(90 min session)



- The positive impact diversity and inclusion can have on business performance
- The different types of discrimination that exist
- What unconscious bias is - where it comes from, how it manifests and how it can impact our treatment of others and potential decisions
- Mitigating against unconscious bias and discrimination in the various stages of the talent acquisition lifecycle

Module 4 Developing Strategy & Business Cases

(60-90 min session)



- Creating strategic focus through the breakthrough model
- Using the OGSM Model to develop your strategy
- Creating a roadmap
- Crafting a business case that works

Advanced Modules do not need to be completed in a particular order.

Firm Advanced Modules

Module 5

Advanced Sourcing

(please note, this is usually run over 4 x 90 min virtual sessions or 1 day face to face)



Setting yourself up for success on LinkedIn (90 minutes)



- Suitable for any level of LinkedIn access
- LinkedIn profile audit
- Growing a relevant network
- Posting on LinkedIn to engage your network

Better messaging for higher response rates (90 minutes)



- InMail insights from LinkedIn
- Finding contact details like emails and phone numbers
- Getting your email through spam filters
- Writing subject lines that get your message opened
- The anatomy of an effective first message

Boolean Search 101 (90 minutes)



- AND OR & NOT, the building blocks of Boolean
- Using punctuation & (brackets)
- Boolean search on different platforms, like Google, LinkedIn & Job boards
- What is it possible to find using Boolean?

Search Skills Workshop (90 minutes)



Taking real vacancies and showing you what we can find with Google.

This usually covers techniques like X-Ray search, setting up alerts, using Google's field search commands and filters.

We can also cover other relevant sites and tools to the client's niche.

Modules do not need to be completed in a particular order but learners must complete Boolean Search 101 before Search Skills Workshop can be started.

Firm Advanced Modules

Module 6 Recruiting without Discrimination - The Equality Act



- Who is protected?
- What are the 'protected characteristics'?
- What are the different types of discrimination?
- The obligation to make reasonable adjustments
- Who is Liable?
- What amounts to a recruitment "arrangement"?
- What questions can be asked pre/post-offer?
- Genuine Occupational Requirements - what are they and when can they be relied upon?
- The impact of AI on the recruitment process
- Useful hints and tips - when a paper trail is helpful (and when it's not)

Module 7 Recruiting Talent Indirectly - The Agency Worker Regulations and IR35



Agency Workers

- Who is covered by the AWR 2010?
- "Day one" Rights
- "Week 12" Rights
- Calculating the 12-week qualifying period
- The cost of getting it wrong - remedies and liability

IR35/Off-payroll working

- What is it?
- Determining employment status
- What are the consequences of IR35 applying?
- Practical consideration for reducing IR35 risk

Module 8 Regulatory issues - Right To Work & GDPR



GDPR

- UK GDPR
- An overview of DSAR's
- Managing a Request
- Searches and exemptions
- The response
- Legal Action
- Tactics and Tips

Right to work checks

- The obligations
- The consequences
- Recent changes
- Issues in practice

How much does it cost?

Per 90 min module for every 25 people with FIRM Facilitators at each session

£750 plus VAT

Online influencing skills assessment and admin (dependant on number of people)

£50 per person plus VAT

1-1 feedback from influencing skills assessment

£150 per person plus VAT

Other options are available including Train The Trainer. Talk to us about availability and pricing.

About The Firm and Why Us

The Forum for In-house Recruitment Managers (The Firm) is the leading global membership organisation providing practical, tactical and strategic insight and support to a thriving community of some 8,800 Talent Acquisition professionals.

Everything we do at the Firm does is centred around our 4 pillars; Support, Connect, Develop and Inspire.

With combined recruitment experience of over 60 years, The Firm are passionate about delivering a range of services and solutions to members and clients across the recruitment industry to help make it that little bit easier.

The Firm has extensive experience of designing and delivering recruitment training to both recruiters and hiring managers over the past 10 years.

The Firm

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