

€ TRAINING

Recruiting Skills



2 - 6 December 2024
Casablanca (Morocco)
New Hotel



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REF: H1488 DATE: 2 - 6 December 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

Introduction:

People interviewing for jobs today often fail because they are using yesterday's strategies. Recruiting technology has become more sophisticated, and the best employers are constantly changing the way interviews are done. This course gives you detailed strategies for handling tough competency-based, or behavioral, interviews so that you can communicate the knowledge, skills, and abilities that you have and that employers demand.

Course Objectives:

At the end of this course the participants will be able to:

- Identify what the hiring organization is looking for in using behavioral interviewing techniques.
- List the steps in the S.T.A.R. response strategy and apply the steps, using reasonably correct language, to respond to behavioral interview questions.
- Use your responses to behavioral and competency-based questions to communicate your personal values.
- Identify what the hiring organization is looking for in asking situational and wild-card interview questions.
- List the steps in the P.R.E.P. and 5 W's response strategies and apply the steps, using reasonably correct language, to answer at least one wild-card and two situational interview questions.
- Develop an optimal strategy for responding to the weaknesses question, based on recognizing why a hiring organization asks these questions.
- Demonstrate personal strengths and maturity through your responses to the weaknesses question.
- Correctly apply hedging language to soften a negative and boosting language to emphasize a positive aspect of your professional and/or academic background.
- Ask questions to determine how well an organization fits with your personality, career goals, and salary objectives.
- Ask questions that communicate your competencies and strengths.
- Negotiate the best job offer and compensation package for yourself.
- Perform successfully in telephone interviews.

Targeted Audience:

- Professionals looking to stealthily get promoted or job hunt
- Job seekers who want to improve their results
- People considering a career change
- Recent college graduates
- Participants and recent graduates from MBA programs
- Current undergraduate students

Course Outlines:

Unit 1: What is a CV?:

- What to include in a CV:
- Contact details.
- Profile.
- Education.

- Work experience.
- Skills and achievements.
- InterestsReferences
- How long should a CV be?
- CV format.
- How to write a good CV.
- Get help with your CV.

Unit 2: Use Recruitment Site:

- LinkedIn-facebook-Twitter- etc...
- Recruitment Education.
- Recruiting Skills Training & Continuing Education.
- Modern Human Resource Management.
- Recruitment and Selection Process.
- Recruiting Toolbox.
- Hiring Manager Training.
- Online Recruitment Training.

Unit 3: Use Evaluation Forms From the Applicant:

- Initial planning.
- Designing a monitoring and evaluation process.
- Project planning
- Collecting and analyzing information.
- Reporting.
- Effective decision making.
- Managing resistance and conflict.
- Learning from monitoring and evaluation projects.

Unit 4: How to Choose the Right Person in The Right Place For Him:

- Understand how the candidate's aspiration fits with the job.
- check them appropriately.
- Don't hyperfocus on their past.
- Consider evaluation strategies beyond the face-to-face interview.
- Make sure candidates spend plenty of time with your team.
- Pay attention to the questions they ask.
- Work with them first.
- Prioritize culture fit and clearly understand your company culture.
- Ask them what they're not good at.
- Hire someone you could work for if the roles were reversed.
- Take your time.
- Be crystal clear about expectations.
- Always trust your instincts.

Unit 5: Facing Challenges in The Market:

- Challenge: Demonstrating ROI.
- Solution: Marketing Metrics - Measuring Marketing Performance.
- Challenge: Lack of fundamental marketing knowledge.



- Solution: The Practical Guide to Marketing.
- Challenge: Understanding customer behavior.
- Solution: B2B Acquisition and Retention Marketing.
- Challenge: Keeping up-to-date with digital.
- Solution: Digital Marketing Online Training.
- Challenge: Changing the role of product management.
- Solution: Product Management - Business to Business.