Training Course on Strategic Recruitment and Selection

Professional Development Training Course Outline

Category	General Training	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today’s competitive and talent-driven market, Strategic Recruitment and Selection is no longer just an HR task—it is a business imperative. Training Course on Strategic Recruitment and Selection equips HR professionals, talent acquisition teams, and hiring managers with the tools, techniques, and strategies necessary to attract, assess, and hire top-tier talent. Through a blend of theory and hands-on practice, participants will explore the best practices in strategic sourcing, employer branding, competency-based interviewing, and diversity hiring to make impactful hiring decisions that align with organizational goals.

With a focus on data-driven decision-making, modern recruitment technologies, and legally compliant hiring processes, this course enables organizations to build robust talent pipelines and reduce turnover. Designed by industry experts, the course bridges the gap between traditional hiring practices and contemporary workforce demands, ensuring that participants are well-versed in cutting-edge recruitment trends and techniques.

Programme Curriculum

Training Course on Strategic Recruitment and Selection

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Course Objectives

1. Develop and implement a strong employer branding strategy.
2. Identify and target the best candidate sourcing channels.
3. Create a data-driven recruitment and selection framework.
4. Apply competency-based interview techniques.
5. Use AI-powered recruitment tools to streamline hiring.
6. Align recruitment strategies with diversity and inclusion goals.
7. Design legally compliant and bias-free hiring processes.
8. Master job analysis and role profiling.
9. Improve candidate experience through digital recruitment.
10. Utilize predictive analytics to improve selection accuracy.
11. Implement employee referral programs effectively.
12. Evaluate recruitment metrics and optimize hiring KPIs.

13. Understand the fundamentals of strategic talent acquisition.

Target Audience

1. HR Managers
2. Talent Acquisition Specialists
3. Recruitment Consultants
4. Hiring Managers
5. HR Business Partners
6. Organizational Development Professionals
7. Career Coaches and Advisors
8. Entrepreneurs and Small Business Owners

Course Duration:

- 5 days

Course Modules

Module 1: Introduction to Strategic Recruitment

- Understanding strategic vs. operational recruitment
- Key trends in modern hiring
- Aligning recruitment with organizational goals
- The role of HR in talent strategy
- Case studies on recruitment success

Module 2: Employer Branding & EVP

- Crafting a strong Employer Value Proposition (EVP)
- Leveraging social media in employer branding
- Employer reputation management
- Internal branding alignment
- Building employee advocacy

Module 3: Talent Sourcing & Outreach

- Effective sourcing channels and platforms
- Boolean search and sourcing techniques
- Passive candidate engagement
- Job posting optimization
- Campus and community outreach

Module 4: Selection Strategy and Frameworks

- Role of job analysis in selection
- Structured vs. unstructured interviews
- Situational and behavioral assessments
- Creating selection matrices
- Role of psychometric testing

Module 5: Legal & Ethical Hiring Practices

- Equal Employment Opportunity (EEO) laws
- Avoiding discriminatory practices
- GDPR and candidate data privacy
- Ethical dilemmas in recruitment
- Interview do’s and don’ts

Module 6: Diversity, Equity & Inclusion (DEI)

- Importance of DEI in hiring
- Inclusive job descriptions
- Unconscious bias training
- Diverse sourcing strategies
- Measuring DEI outcomes

Module 7: Technology in Recruitment

- AI and machine learning in hiring
- Applicant Tracking Systems (ATS)
- Video interviewing tools
- Automation in recruitment processes
- Tech-driven candidate experience

Module 8: Recruitment Analytics & Optimization

- Key recruitment metrics and KPIs
- Time-to-fill vs. quality-of-hire
- Cost-per-hire calculation
- Funnel analysis and bottleneck resolution
- Continuous improvement strategies

Training Methodology:

- Interactive instructor-led sessions
- Group workshops and case study analysis
- Hands-on activities and real-life scenarios
- Self-assessment quizzes and reflection journals
- Simulated interviews and feedback sessions

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
16 Nov 2026	20 Nov 2026	Online	$1,000
16 Nov 2026	20 Nov 2026	Physical	$1,500
16 Nov 2026	20 Nov 2026	Physical	$3,000
16 Nov 2026	20 Nov 2026	Physical	$3,000
16 Nov 2026	20 Nov 2026	Physical	$6,000
16 Nov 2026	20 Nov 2026	Physical	$4,500
16 Nov 2026	20 Nov 2026	Physical	$6,000
16 Nov 2026	20 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com