RECRUITING EFFECTIVENESS

RE100 - Recruiting Effectiveness Introduction   `10 min`

Become the Only Choice Recruiting Effectiveness focuses on six key skills: understanding the candidate's operating reality, differentiating and communicating value, sourcing to attract top talent, asking effective questions to make the best match, handling objections and gaining commitment, and managing the candidate relationship, and using all of these skills to bring the candidate through the decision process to increase talent acquisition effectiveness and drive retention and growth through referrals.

Recruiting Effectiveness Introduction and Guidelines

RE101 - The Four Cornerstones of Success®   `60 min`

Attitude, Personal Accountability, Perseverance and Habit are the cornerstones to every successful individual, team and organization. Learn to recognize how to use these cornerstones in daily actions and identify where adjustments need to be made that will lead to great results.

Four Cornerstones of Success - Introduction
Lesson 1: Attitude
Lesson 2: Personal Accountability
Lesson 3: Perseverance
Lesson 4: Habit
Key Learning - Four Cornerstones of Success

RE102 - Operating Reality   `45 min`

Learn the difference between being in your operating reality and being in your candidate's operating reality, a process to understand candidate decision drivers, and how to overcome common barriers that make it difficult to nurture and advance candidate relationships.

Operating Reality - Introduction
Lesson 1: Being in Your Candidate's Operating Reality
Lesson 2: Active Listening
Lesson 3: Relationship Pyramid
Lesson 4: Leveraging PLACED
Key Learning – Operating Reality

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RE103 - Candidate Decision Process `45 min`

Everyone goes through a number of stages prior to making a decision. This is called the decision process. There are five distinct stages to any decision process (as seen through the candidate's operating reality) starting with (1) identify need, then (2) investigate options, (3) resolving concerns, (4) decision, and the final stage is to (5) implement.   Understanding how a decision is made is not enough. You must know what occurs in each stage and what actions to take to move a candidate through the decision process.

Candidate Decision Process - Introduction
Lesson 1: Identifying the Need
Lesson 2: Investigating the Options
Lesson 3: Resolving Concerns
Lesson 4: Decision and Implementing
Key Learning – Candidate Decision Process

RE104 - Differentiating Messaging `30 min`

Getting candidates to call you back requires the ability to hone in on a message that will captivate, differentiate and validate your value during every interaction. This course provides a simple to understand formula for building value statements for effective candidate communications.

Differentiating Messaging - Introduction
Lesson 1: Components of a Value Proposition
Lesson 2: Signs of a Weak Value Statement
Lesson 3: The Formula for a Strong Value Statement
Key Learning – Differentiating Messaging

RE105 - Communicating Value `30 min`

Once you have a strong value statement, crafting effective communications is much easier! Whether connecting over the phone with a candidate, leaving a voicemail, or sending messages through email or social media, using these best practices will ensure you are able to build trust and communicate value in the candidate's operating reality.

Communicating Value - Introduction
Lesson 1: Email Prospecting
Lesson 2: Communicating Value Over the Phone
Lesson 3: Leaving an Effective Voicemail
Lesson 4: Prospecting using Text Messaging
Lesson 5: LinkedIn Connection Requests and Messages
Key Learning – Communicating Value

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RE106 – Attracting Top Talent   `45 min`

A strong candidate funnel begins with multiple talent acquisition channels that lead to qualified and placed candidates. Building a great talent pool requires identifying the best lead sources, using effective job postings, following best practices in handling new candidate leads, and social selling principles to expand and engage your network.

Attracting Top Talent - Introduction
Lesson 1: Marketing Channels
Lesson 2: Current Database
Lesson 3: Referrals
Lesson 4: Social Selling
Lesson 5: Internet Mining
Key Learning – Attracting Top Talent

RE107 - Effective Questioning   `45 min`

Effective questions help gain candidate commitments at every stage of the decision process. Understanding how to ask great questions helps put you in the candidate's operating reality, uncover needs and wants, advance the decision process, and help to pre-close the candidate before an offer is even made.

Effective Questioning – Introduction
Lesson 1: Asking great questions
Lesson 2: Gaining commitment
Key Learning - Effective Questioning

RE108 - Overcoming Objections   `60 min`

Candidate objections are difficult to overcome when you take the objection as a personal rejection of you or a particular job. To be effective in overcoming objections, you must understand that it is merely a request for more information. An objection is a signal that the candidate gives you that he or she has concerns that must be addressed at that point in the decision process. This module addresses the most common candidate objections and gives you a four-step process to overcome every objection.

Overcoming Objections - Introduction
Lesson 1: Managing Objections with LAER
Lesson 2: Common Objections
Key Learning - Overcoming Objections

RE109 - Managing Client Interactions   `60 min`

Gaining a client's commitment begins with being in the client's operating reality - the ability to see problems and opportunities as they appear through the client's eyes. Presenting the ideal candidate requires taking a job order effectively considering a candidate's decision drivers to make a great match.

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Managing Client Interactions - Introduction
Lesson 1: Being in Your Client's Operating Reality
Lesson 2: *Taking a Job Order to Make a Great Match*
Lesson 3: Talent Marketing & Overcoming Client Objections
Lesson 4: Gaining Commitment
Key Learning – Managing Client Interactions

RE110 - Managing the Candidate Relationship `30 min`

If you are in your candidate's operating reality, have understood his or her decision drivers through effective questioning, and confirmed the conditions of acceptance, then presenting and negotiating a job offer to close the candidate will be a piece of cake! The final stage of the decision process (implement) requires setting them up for success by leveraging onboarding best practices, consistent regular follow-up and the ability to nurture the relationship and become his or her career Agent.

Managing the Candidate Relationship – Introduction
Lesson 1: Closing: Presenting and Negotiating a Job Offer
Lesson 2: Onboarding Best Practices
Lesson 3: Quality Checks
Lesson 4: Extensions & Referrals
Lesson 5: Care and Development
Key Learning – Managing the Candidate Relationship

RE180 –Tying It All Together `45 min`

After completing each of the earlier courses covering the six key skills of Recruiting Effectiveness, this final module reviews key learnings from each section and puts it all together. A final test at the end covers all of the key concepts and skills in Become the Only Choice - Recruiting Effectiveness.

Tying it All Together – Introduction
Lesson 1: Recruiting Effectiveness Basics
Key Learning and Final Test

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