

Recruiting the Workforce of the Future

Course Specifications

Course number: 088899

Course length: 1.0 day(s)

Course Description

Course Objective: You will develop the skills you need to develop the right-sized workforce for today's business needs. You will explore traditional hiring criteria and create new, more appropriate employee profiles. You will also creatively develop a compelling message to attract applicants. Additionally, you will plan a successful recruiting campaign. Your capstone activity in this course and in recruiting will be to select the right employee to complete the task at hand.

Target Student: This course is intended for human resource professionals with some level of experience with recruiting who want to position their companies for success through strategic recruiting initiatives.

Prerequisites: There are no prerequisites for this course.

Course Objectives

Upon successful completion of this course, students will be able to:

- evaluate current credential requirements and develop new ones to reflect the changing times.
- develop a compelling recruiting message.
- develop their recruiting campaigns.
- select the right employee based on skill and performance measures.

Course Content

Lesson 1: Profiling the Employee of the Future

Topic 1A: Reassess Traditional Credential Requirements

Topic 1B: Develop Skill and Performance Criteria

Lesson 2: Developing a Compelling Recruiting Message

Topic 2A: Brand Yourself as an Employer

Topic 2B: Understand the Eight Essential Factors

Topic 2C: Create Your Message



Lesson 3: Planning Your Recruiting Campaign

Topic 3A: Dissect Recruiting Campaigns

Topic 3B: Target Your Market

Topic 3C: Execute the Campaign

Topic 3D: Manage the Campaign

Lesson 4: Selecting the Right Employee

Topic 4A: Develop a Selection Process

Topic 4B: Conduct the Interview

Appendix A: Critical Skills to Look for in the Workforce of the Future

