Haward Technology Middle East

COURSE OVERVIEW HM0277
Certificate in Recruitment Best Practice

Course Title
Certificate in Recruitment Best Practice

Course Date/Venue
January 13-17, 2025/TBA Meeting Room, Grand Millennium Al Wahda Hotel, Abu Dhabi, UAE or, Online Virtual Training

Course Reference
HM0277

Course Duration/Credits
Five days/3.0 CEUs/30 PDHs

Course Description

This practical and highly-interactive course includes real-life case studies where participants will be engaged in a series of interactive small groups and class workshop

This course is designed to provide participants with a detailed and up-to-date overview of Certificate in Recruitment Best Practice. It covers the significance of recruitment, key principles of recruitment success and the role of a recruiter; the role requirements and business needs; setting performance expectations in job briefs; the recruitment models and strategies; the legal and ethical considerations in recruitment; the recruitment process lifecycle, technology in recruitment and sourcing great candidates; the social media for recruitment and professional recruiter networks; the importance of employer branding; creating a strong employee value proposition (EVP); and engaging employees as brand ambassadors.

Further, the course will also discuss the communication strategies, maintaining candidate interest throughout the process and addressing candidate concerns and objections; the diverse talent pools, inclusive job advertisements and measuring diversity outcomes; interviewing and assessing candidates; creating and using assessment tools; the panel interviews and group assessments; the effective decision-making, reference checks and background screening; managing rejections and feedback; the effective headhunting and search; and the recruitment marketing strategies.

During this interactive course, participants will learn the AI and technology in advanced recruitment; engaging hiring managers effectively and creating structured team-based evaluations; the scorecards for candidate assessments and managing conflicting opinions in hiring; the recruitment challenges and problem-solving, recruitment metrics and proper reporting; managing the offer process and onboarding and retention strategies; the strategic workforce planning, global recruitment and mobility; and the future trends in recruitment.

Course Objectives

Upon the successful completion of this course, each participant will be able to:-

- Apply and gain an in-depth knowledge on recruitment best practices

- Discuss the significance of recruitment, key principles of recruitment success and the role of a recruiter

- Identify the role requirements and business needs, structure clear and concise job descriptions, define candidate personas and set performance expectations in job briefs

- Carryout recruitment models and strategies and discuss legal and ethical considerations in recruitment

- Illustrate recruitment process lifecycle, apply technology in recruitment and source great candidates

- Discuss the leveraging social media for recruitment and develop professional recruiter networks

- Discuss the importance of employer branding, create a strong employee value proposition (EVP) and engage employees as brand ambassadors

- Personalize communication strategies, maintain candidate interest throughout the process and address candidate concerns and objections

- Recognize diverse talent pools, create inclusive job advertisements and measure diversity outcomes

- Interview and assess candidates, create and use assessment tools and apply panel interviews and group assessments

- Employ effective decision-making, reference checks and background screening and manage rejections and feedback

- Apply effective headhunting and search, recruitment marketing strategies and discuss leveraging AI and technology in advanced recruitment

- Engage hiring managers effectively, create structured team-based evaluations, implement scorecards for candidate assessments and manage conflicting opinions in hiring

- Identify recruitment challenges and apply problem-solving, recruitment metrics and proper reporting

- Manage the offer process and carryout onboarding and retention strategies, strategic workforce planning, global recruitment, mobility and future trends in recruitment

Exclusive Smart Training Kit - H-STK®

*Participants of this course will receive the exclusive "Haward Smart Training Kit" (**H-STK**®). The **H-STK**® consists of a comprehensive set of technical content which includes **electronic version** of the course materials conveniently saved in a **Tablet PC**.*

Who Should Attend

This course provides an overview of all significant aspects and considerations of recruitment best practices for managers, team leaders, supervisors, administrators, specialists, business partners and officers in the functions of human resources and recruitment whose job require recruiting and selecting employees. The course is also very useful for all those outside human resources who conduct frequent and important selection interviews.

Training Methodology

All our Courses are including **Hands-on Practical Sessions** using equipment, State-of-the-Art Simulators, Drawings, Case Studies, Videos and Exercises. The courses include the following training methodologies as a percentage of the total tuition hours:-

30% Lectures
20% Practical Workshops & Work Presentations
30% Hands-on Practical Exercises & Case Studies
20% Simulators (Hardware & Software) & Videos

In an unlikely event, the course instructor may modify the above training methodology before or during the course for technical reasons.

Virtual Training (If Applicable)

If this course is delivered online as a Virtual Training, the following limitations will be applicable:-

Certificates	Only soft copy certificates will be issued to participants through Haward's Portal. This includes Wallet Card Certificates if applicable
Training Materials	Only soft copy Training Materials (PDF format) will be issued to participant through the Virtual Training Platform
Training Methodology	80% of the program will be theory and 20% will be practical sessions, exercises, case studies, simulators or videos
Training Program	The training will be for 4 hours per day starting at 0930 and ending at 1330
H-STK Smart Training Kit	Not Applicable
Hands-on Practical Workshops	Not Applicable
Site Visit	Not Applicable
Simulators	Only software simulators will be used in the virtual courses. Hardware simulators are not applicable and will not be used in Virtual Training

Course Certificate(s)

(1) Internationally recognized Competency Certificates and Plastic Wallet Cards will be issued to participants who completed a minimum of 80% of the total tuition hours and successfully passed the exam at the end of the course. Certificates are valid for 5 years.

Recertification is FOC for a Lifetime.

Sample of Certificates

The following are samples of the certificates that will be awarded to course participants:-

(2) Official Transcript of Records will be provided to the successful delegates with the equivalent number of ANSI/IACET accredited Continuing Education Units (CEUs) earned during the course.

Haward Technology Middle East

Continuing Professional Development (HTME-CPD)

CEU Official Transcript of Records

TOR Issuance Date: 15-Nov-23

HTME No. 74851

Participant Name: Waleed Al Habeeb

Program Ref.	Program Title	Program Date	No. of Contact Hours	CEU's
HM0277	Certificate in Recruitment Best Practice	November 11-15, 2023	30	3.0

Total No. of CEU's Earned as of TOR Issuance Date   3.0

TRUE COPY

Jaryl Castillo
Academic Director

Haward Technology has been approved as an Accredited Provider by the International Association for Continuing Education and Training (IACET), 2201 Cooperative Way, Suite 600, Herndon, VA 20171, USA. In obtaining this approval, Haward Technology has demonstrated that it complies with the ANSI/IACET 1-2018 Standard which is widely recognized as the standard of good practice internationally. As a result of their Authorized Provider membership status, Haward Technology is authorized to offer IACET CEUs for programs that qualify under the ANSI/IACET 1-2018 Standard.

Haward Technology's courses meet the professional certification and continuing education requirements for participants seeking Continuing Education Units (CEUs) in accordance with the rules & regulations of the International Association for Continuing Education & Training (IACET). IACET is an international authority that evaluates programs according to strict, research-based criteria and guidelines. The CEU is an internationally accepted uniform unit of measurement in qualified courses of continuing education.

Haward Technology is accredited by

P.O. Box 26070, Abu Dhabi, United Arab Emirates | Tel.: +971 2 3091 714 | E-mail: info@haward.org | Website: www.haward.org

Certificate Accreditations

Certificates are accredited by the following international accreditation organizations:-

- **BAC**   British Accreditation Council (BAC)

  Haward Technology is accredited by the **British Accreditation Council** for **Independent Further and Higher Education** as an **International Centre**. BAC is the British accrediting body responsible for setting standards within independent further and higher education sector in the UK and overseas. As a BAC-accredited international centre, Haward Technology meets all of the international higher education criteria and standards set by BAC.

- **ACCREDITED IACET PROVIDER**   The International Accreditors for Continuing Education and Training (IACET - USA)

  Haward Technology is an Authorized Training Provider by the International Accreditors for Continuing Education and Training (IACET), 2201 Cooperative Way, Suite 600, Herndon, VA 20171, USA. In obtaining this authority, Haward Technology has demonstrated that it complies with the **ANSI/IACET 2018-1 Standard** which is widely recognized as the standard of good practice internationally. As a result of our Authorized Provider membership status, Haward Technology is authorized to offer IACET CEUs for its programs that qualify under the **ANSI/IACET 2018-1 Standard**.

  Haward Technology's courses meet the professional certification and continuing education requirements for participants seeking **Continuing Education Units** (CEUs) in accordance with the rules & regulations of the International Accreditors for Continuing Education & Training (IACET). IACET is an international authority that evaluates programs according to strict, research-based criteria and guidelines. The CEU is an internationally accepted uniform unit of measurement in qualified courses of continuing education.

  Haward Technology Middle East will award **3.0 CEUs** (Continuing Education Units) or **30 PDHs** (Professional Development Hours) for participants who completed the total tuition hours of this program. One CEU is equivalent to ten Professional Development Hours (PDHs) or ten contact hours of the participation in and completion of Haward Technology programs. A permanent record of a participant's involvement and awarding of CEU will be maintained by Haward Technology. Haward Technology will provide a copy of the participant's CEU and PDH Transcript of Records upon request.

Course Fee

F2F Classroom: US$ 5,500 per Delegate + **VAT**. This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Online Virtual: **US$ 2,750** per Delegate + **VAT**.

Accommodation

Accommodation is not included in the course fees. However, any accommodation required can be arranged at the time of booking.

Course Instructor(s)

This course will be conducted by the following instructor(s). However, we have the right to change the course instructor(s) prior to the course date and inform participants accordingly:

Dr. Chris Le Roux, PhD, MSc, BSc, PMI-PMP is a **Senior Human Resource & Management Consultant** with over **45 years** of teaching, training and industrial experience. His expertise lies extensively in the areas of **People Management** Essentials, Strategic **Recruitment, Interviewing & Selection**, **Human Capital Asset** Management, **Human Resource** Development, **Human Resource** Management, **Career** Development & Succession Planning Strategies, **HR Management** System, **Human Relation Skills & EQ Intelligence, Project Management**, **Project Delivery & Governance Framework**, **Project Management Systems**, **Project Management Practices**, **Project Management Disciplines**, **Project Risk Management Contract Management** & **Tendering**, **Tender Development**, **Contract Standards** & **Laws**, **Bidder Selection** & **Tender Evaluation**, **Dispute Resolution**, and **Risk Identification**. Further, he is also well-versed in **Integrated Security Systems**, **Incident Threat Characterization & Analysis**, **Physical Security Systems**, **Security Crisis**, **Security Emergency Plan**, **Command & Control System**, **Presentation Skills**, **Problem Solving & Decision Making**, **Preventive Actions**, **Situation Analysis**, **Crisis Management**, **Decision Making**, **Strategic Human Resources Management**, **Change Management**, **Organizational Development, Career Management**, **Situation & Behaviour Analysis**, Interpersonal Motivation, Leadership Orientation, **Coaching Skills**, **Negotiation Skills**, **Strategic Planning**, **Time Management**, **Risk Analysis & Risk Management**, **Stress Management**, **Inventory Management** and **Financial Administration**. He was the **Psychologist** & **Project Manager** wherein he was responsible in the project management and private psychology practices.

During his career life, Dr. Le Roux has gained his academic and field experience through his various significant positions and dedication as the **Director**, **Medico Legal Assessor Psychologist**, **Training & Development General Manager**, **Project Manager**, **Account Manager**, **Commercial Sales Manager**, **Manager**, **Sales Engineer**, **Project Specialist**, **Psychology Practitioner**, **Senior HR Consultant**, **Senior Lecturer**, **Senior Consultant/Trainer**, **Business Consultant**, **Assistant Chief Education Specialist**, **ASI Coordinator**, **Part-time Lecturer/Trainer**, **PMP & Scrum Trainer**, **Assessor & Moderator**, **Team Leader**, **Departmental Head**, **Technical Instructor/Qualifying Technician**, **Apprentice Electrician: Signals** and **Part-Time Electrician** from various companies and universities such as the South African Railway (SAR), Department of Education & Culture, **ESKOM**, Logistic Technologies (Pty. Ltd), Human Development: Consulting Psychologies (HDCP) & IFS, Mincon, Eagle Support Africa, Sprout Consulting, UKZN, Grey Campus, Classis Seminars, CBM Training, just to name a few.

Dr. Le Roux has a **PhD** in **Commerce Major** in **Leadership** in **Performance & Change**, a **Master's** degree in **Human Resource Management**, a **Bachelor's** degree (with Honours) in **Industrial Psychology**, a National Higher Diploma and a National Technical Diploma in **Electrical & Mechanical Engineering**. Further, he is a **Certified Project Management Professional** (**PMI-PMP**), a **Certified Scrum Master Trainer** by the VMEdu, a **Certified Instructor/Trainer** and a **Certified Internal Verifier/Assessor/Trainer** by the **Institute of Leadership & Management** (**ILM**). Moreover, he is a **Registered Industrial Psychologist** by the Health Professions Council of South Africa (HPCSA), a **Registered Educator** by the South African Council for Educators (SACE) and a **Registered Facilitator**, **Assessor & Moderator** with Education, Training and Development Practices (ETDP) SETA. He has further delivered numerous trainings, courses, seminars, conferences and workshops globally.

Haward Technology Middle East

Course Program

The following program is planned for this course. However, the course instructor(s) may modify this program before or during the course for technical reasons with no prior notice to participants. Nevertheless, the course objectives will always be met:

Day 1:   **Monday, 13th of January 2025**

0730 – 0800	*Registration & Coffee*
0800 – 0815	*Welcome & Introduction*
0815 – 0830	**PRE-TEST**
0830 – 0930	**Introduction to Recruitment** *Definition and Significance of Recruitment • Key Principles of Recruitment Success • The Evolving Role of a Recruiter • Overview of Recruitment Industry Trends*
0930 – 0945	*Break*
0945 – 1030	**Creating Brilliant Briefs** *Understanding the Role Requirements and Business Needs • Structuring Clear and Concise Job Descriptions • Defining Candidate Personas • Setting Performance Expectations in Job Briefs*
1030 – 1130	**Recruitment Models & Strategies** *Internal versus External Recruitment • Contingency versus Retained Search • Building Talent Pipelines • Aligning Recruitment Strategies with Company Goals*
1130 – 1215	**Legal & Ethical Considerations in Recruitment** *Equal Employment Opportunities (EEO) • Data Privacy and Compliance • Avoiding Unconscious Bias • Ethical Recruitment Practices*
1215 – 1230	*Break*
1230 – 1330	**The Recruitment Process Lifecycle** *Job Requisition Initiation • Candidate Sourcing and Attraction • Screening, Interviewing and Selection • Offer, Negotiation and Onboarding*
1330 – 1420	**Technology in Recruitment** *Applicant Tracking Systems (ATS) • Recruitment Analytics and Metrics • Artificial Intelligence in Talent Acquisition • Tools for Efficient Candidate Management*
1420 – 1430	**Recap** *Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow*
1430	*Lunch & End of Day One*

Day 2:   **Tuesday, 14th of January 2025**

0730 – 0830	**Sourcing Great Candidates** *Proactive versus Reactive Sourcing • Crafting Compelling Outreach Messages • Using Boolean Search Effectively • Tapping into Passive Candidate Markets*
0830 – 0930	**Leveraging Social Media for Recruitment** *Platforms Overview: LinkedIn, Twitter, Facebook, etc • Creating a Professional Recruiter Profile • Posting Effective Job Ads on Social Media • Engaging with Potential Candidates Online*
0930 – 0945	*Break*
0945 – 1100	**Professional Recruiter Networks** *Building and Leveraging Networks • Using Recruitment Agencies Effectively • Collaborating with Recruitment Consultants • Attending Industry Events and Job Fairs*

1100 – 1215	**Employer Branding & Candidate Attraction** *Importance of Employer Branding • Creating a Strong Employee Value Proposition (EVP) • Showcasing Company Culture and Values • Engaging Employees as Brand Ambassadors*
1215 – 1230	*Break*
1230 – 1330	**Candidate Outreach & Engagement** *Personalizing Communication Strategies • Maintaining Candidate Interest Throughout the Process • Effective Follow-ups • Addressing Candidate Concerns and Objections*
1330 – 1420	**Diversity & Inclusion in Sourcing** *Recognizing Diverse Talent Pools • Strategies to Eliminate Bias in Sourcing • Creating Inclusive Job Advertisements • Measuring Diversity Outcomes*
1420 – 1430	**Recap** *Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow*
1430	*Lunch & End of Day Two*

Day 3: **Wednesday, 15th of January 2025**

0730 – 0830	**Interviewing & Assessing Candidates** *Structuring Effective Interviews • Behavioral versus Technical Interview Techniques • Evaluating Soft Skills and Cultural Fit • Tools for Standardized Candidate Assessment*
0830 – 0930	**Creating & Using Assessment Tools** *Designing Competency-Based Assessments • Leveraging Psychometric Testing • Gamification in Recruitment • Case Studies and Work Sample Tests*
0930 – 0945	*Break*
0945 – 1100	**Panel Interviews & Group Assessments** *Benefits and Challenges of Panel Interviews • Organizing Group Assessments • Measuring Team Collaboration Skills • Providing Constructive Candidate Feedback*
1100 – 1215	**Effective Decision-Making** *Structuring Decision-Making Frameworks • Avoiding Common Biases in Selection • Balancing Qualitative and Quantitative Insights • Building Consensus Among Stakeholders*
1215 – 1230	*Break*
1230 – 1330	**Reference Checks & Background Screening** *Importance of thorough Reference Checks • Structuring Effective Reference Questions • Managing Background Verification Processes • Legal considerations in Screening*
1330 – 1420	**Managing Rejections & Feedback** *Delivering Constructive Feedback to Candidates • Maintaining Positive Candidate Experience Post-Rejection • Creating Candidate Pools for Future Opportunities • Ensuring a Strong Employer Reputation*
1420 – 1430	**Recap** *Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow*
1430	*Lunch & End of Day Three*

Day 4: **Thursday, 16ᵗʰ of January 2025**

0730 – 0830	**Effective Headhunting & Search** *Mapping the Market • Targeting Passive Candidates • Crafting Persuasive Outreach Messages • Building Trust with Candidates*
0830 – 0930	**Recruitment Marketing Strategies** *Leveraging Content Marketing for Recruitment • Creating Impactful Recruitment Campaigns • Analytics for Campaign Performance • Building Talent Communities through Marketing*
0930 – 0945	*Break*
0945 – 1100	**Leveraging AI & Technology in Advanced Recruitment** *AI-Based Candidate Screening Tools • Automation in Recruitment Workflows • Predictive Analytics for Talent Acquisition • Chatbots for Candidate Engagement*
1100 – 1215	**Collaborative Hiring** *Engaging Hiring Managers Effectively • Creating Structured Team-Based Evaluations • Implementing Scorecards for Candidate Assessments • Managing Conflicting Opinions in Hiring*
1215 – 1230	*Break*
1230 – 1330	**Recruitment Challenges & Problem-Solving** *Addressing Skill Shortages • Managing Recruitment During Economic Downturns • Navigating Remote Hiring Challenges • Handling High-Volume Recruitment Campaigns*
1330 – 1420	**Recruitment Metrics & Reporting** *Key Performance Indicators (KPIs) for Recruiters • Interpreting Time-to-Hire and Cost-Per-Hire Metrics • Measuring Candidate Quality and Experience • Continuous Improvement through Analytics*
1420 – 1430	**Recap** *Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow*
1430	*Lunch & End of Day Four*

Day 5: **Friday, 17ᵗʰ of January 2025**

0730 – 0830	**Managing the Offer Process** *Structuring Competitive Offers • Handling Negotiations Effectively • Overcoming Candidate Counteroffers • Delivering and Securing Acceptance of Offers*
0830 – 0930	**Onboarding & Retention Strategies** *Designing Effective Onboarding Programs • Aligning Onboarding with Organizational Culture • Strategies to Improve Employee Retention • Measuring Onboarding Success*
0930 – 0945	*Break*
0945 – 1100	**Strategic Workforce Planning** *Forecasting Talent Needs • Succession Planning • Bridging Skill Gaps • Aligning Recruitment with Organizational Strategy*
1100 – 1215	**Global Recruitment & Mobility** *Cross-Border Recruitment Challenges • Managing Relocation and Work Permits • Building Global Talent Pipelines • Adapting Recruitment Practices to Diverse Markets*

1215 – 1230	*Break*
1230 – 1300	***Future Trends in Recruitment*** *The Impact of Remote Work on recruitment • AI and Machine Learning Advancements • Gig Economy and Freelance Recruitment • The Rise of Employer Branding as a Strategic Asset*
1300 – 1315	***Course Conclusion*** *Using this Course Overview, the Instructor(s) will Brief Participants about the Course Topics that were Covered During the Course*
1315 – 1415	**COMPETENCY EXAM**
1415 – 1430	*Presentation of Course Certificates*
1430	*Lunch & End of Course*

Practical Sessions

This practical and highly-interactive course includes real-life case studies and exercises:-

Course Coordinator

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