

HERE'S EVERYTHING YOU NEED TO GET STARTED THE COURSE ROADMAP & A DETAILED CURRICULUM

*Curriculum group: 0413
Management and
administration curriculum
group*



MODERN RECRUITMENT COURSE PROGRAM

Module 1. Recruitment competencies & fundamentals

You will learn:

- Myths and reality of the recruiter profession.
- What competencies should a successful and productive recruiter have?
- What roles are there in recruitment? Recruiter's career path.
- Recruitment Life Cycle. What are the phases of systemic recruitment?
- How to build effective cooperation between in-house and agency.
- How to save a candidate's personal information according to GDPR law.
- How to choose a suitable candidate management platform for a smooth recruitment process.

Module outcomes:

- You will eliminate all doubts and questions about the profession.
- Pencil down what competencies and skills you already possess and need to master.
- Understand what role in the recruitment department suits you the best. Make a career growth roadmap.
- You will know the principles of systematic recruitment and be able to apply them.
- You'll understand the nuances of storing personal data according to GDPR and choosing a candidate management platform for conducting the recruitment process.

Takeaways:

- Related additional materials, articles and videos.
- Step-by-step Guide From Zero to Hero. A Successful Recruitment Career Path.

Bonus:

- How To Lesson: How to polish your LinkedIn.

Module 2. Preparing for the search. Intake meeting & talent mapping

You will learn:

- How to prepare for the search.
- How to conduct an effective intake meeting with a hiring manager?
- Talent mapping: how to get 80% of the results with 20% of the effort.
- How to prepare for sourcing.
- How to build a strategy, select channels and make a step-by-step search plan.
- How to edit Google settings for productive sourcing.
- Which plugins and useful tools to install in Chrome.
- LinkedIn subscriptions. What is the difference between LinkedIn Premium, Recruiter Lite, Sales Navigator.

Module outcomes:

- You'll be able to have a dialogue with the hiring manager and take a detailed job description for the role that will ensure the success of the search.
- You will be able to analyse the candidate market and make competent talent mapping.
- You'll know how to make a step-by-step plan for a targeted search for a specialist.
- You will prepare for sourcing, adjust Google and browser settings
- You will learn how to be more productive with the help of free Chrome extensions.

Takeaways:

- Related additional materials and articles.
- IT Talent Intake meeting questions. Intake meeting Checklists.
- Step-by-step Search Plan from IT Talent.
- Candidate Sourcing Funnel and Output Calculator by Glen Cathey.

Bonus:

- PRO Lesson. How to establish productive cooperation with a recruitment agency.

Module 3. Boolean Search. Sourcing on LinkedIn

You will learn:

- How to search effectively on LinkedIn. Boolean operators on LinkedIn.
- What additional features does LinkedIn have for a more accurate search?
- How to search even more effectively on LinkedIn.
- How to bypass LinkedIn restrictions and find even more suitable candidates.
- How to easily and effortlessly build more complex combinations of Boolean operators on LinkedIn.
- How to turn your email list into contacts on LinkedIn.
- What plugins and useful tools in Chrome will help you work with LinkedIn?
- How to quickly find additional information about a candidate and their contact details.
- What are the possibilities of searching and automating the search for candidates on job boards?

Module outcomes:

- You'll use the basic Boolean search operators.
- You can search for candidates for any profile on LinkedIn.
- You will be able to find the most suitable candidates using the Boolean search operator.
- You'll take the maximum from the search in the databases of candidates.
- You'll know how to use additional LinkedIn search options and filters to filter out inappropriate profiles and spend less time searching.
- You will be able to use Boolean search operators more productively and bypass LinkedIn restrictions to find much more suitable candidates.
- You will operate with useful tools - Chrome plugins that will allow you to work more efficiently and significantly save time and effort at the search stage.

- You'll know how to grow your network of contacts on LinkedIn faster.
- You'll hone your speed and "smart" search skills to automatism.

Takeaways:

- Related additional materials, articles and videos.
- LinkedIn advanced search strings generator "Boolean Limit Workaround Search Builder" from Irina Shamaeva.

Bonus:

- How To Lesson: How to avoid and escape LinkedIn Jail.

Module 4. Sourcing in Google. Google X-Ray

You will learn:

- How to search candidates in Google using Google X-ray operators.
- How to find even more candidate profiles on LinkedIn using Google X-ray operators.
- What alternative channels for finding candidates outside of LinkedIn are used for sourcing?
- How Google X-ray operators help you find resumes and portfolios on the Internet.
- How to automate the composing of search queries for sourcing using automated query generators.
- What are the free platforms and plugins for fast and efficient sourcing?
- How to find contacts of candidates on the internet.

Module outcomes:

- You'll be able to find even more candidate profiles on LinkedIn using the Google X-Ray search operators.
- You'll discover even more candidates outside of LinkedIn with Google's X-Ray search.
- You'll master various creative approaches in the search and find resources available to a limited number of recruiters.
- You'll be able to automate the composing of search queries for sourcing using generators.

- You'll know how to find the contact details of candidates and contact them directly.

Takeaways:

- Related additional materials, articles and videos.
- Search query generator for searching LinkedIn, Github, Dribbble, Xing, Twitter.

Bonus:

- Sourcing Templates Library.

Module 5. Job posting on social media. Engaging candidates into the recruitment process

You will learn:

- When and in what channels is it better to post vacancies?
- What channels are the best for reaching out to candidates?
- How to create a personalized pitch and letters that are sure to be answered.
- How to plan the follow-up process.
- How to create email templates to save time while emailing candidates.
- How to track the effectiveness of mailings and measure and analyze open and reply rates.
- How to build email campaigns using automation.

Module outcomes:

- You will write letters that candidates always respond to.
- You will be able to save time using templates and modern mailing tools.
- You will be able to use modern online tools for effective communication with candidates.
- You will learn how to automate work and monitor its effectiveness.
- You will spend less time emailing and be more productive.

Takeaways:

- Related additional materials, articles and videos.
- Video tutorials to help you understand how to use automation and create automated email sequences.
- Step-by-step Search Plan from IT Talent.
- The job description questions checklist.

Bonus:

- PRO Lesson. How to work with your email like a PRO.

Module 6. Conducting interviews and selecting candidates

You will learn:

- How to conduct pre-screening interviews to interest the suitable candidates and filter out the unsuitable ones.
- What types of interviews exist and how to choose the right type.
- How to evaluate hard skills & soft skills.
- What criteria are used to select candidates, and draw up a candidate scorecard (scorecard).
- Where and how to interview. The best digital solutions and technical hacks for a successful online interview.

Module outcomes:

- You will be able to use various solutions for conducting online and offline interviews.
- You'll know how to make the right choice in interview methods that are appropriate for your job.
- You'll be able to systematise the process of evaluation and selection of candidates. You will reach common grounds with the team.
- You will be able to draw up a scorecard and systematise the assessment of the suitability of candidates for the position.

Takeaways:

- Related additional materials, articles and videos.
- Scorecard template.
- Pre-screening question template.

Bonus

- PRO Lesson. How to make the recruitment process Agile.

Module 7. The final stage of the process. Selecting and hiring the candidates

You will learn:

- How to use psychological testing in selection. Popular testing methods.
- How to give high-quality feedback to candidates and reject politely.
- How to build and maintain relationships with candidates, even after rejection.
- Candidate experience: why and how to measure the candidate's impression of the process.
- How to ensure a good impression of the candidate during the selection process, regardless of the outcome of the competition.
- How to motivate a candidate, influence the decision to accept a job offer.
- How to deal with rejections and counter offers.
- How to inspire a candidate for relocation and help overcome fears.

Module outcomes:

- You will understand the importance and learn how to correctly check the recommendations of the candidate.
- You will learn how to deal with objections and bring the offer to acceptance.
- You will be able to remain on good terms with the candidate, even after the rejection.
- You will be able to create pleasant impressions and a positive attitude towards the company in the candidate, even if he did not apply for the vacancy.
- You will learn to analyse the candidate's impression of the process and identify weaknesses in the hiring process.

Takeaways:

- Related additional materials, articles and videos.

Bonus:

- PRO Lesson. How to grow your LinkedIn network on steroids.

Module 8. Onboarding. Finishing the recruitment cycle.

Reflecting on results

You will learn:

- How to complete the recruitment cycle.
- How to analyse the process and results.
- How to save search results for the future.
- Why is onboarding so important and what does it affect?
- How to successfully onboard a new employee.

Module outcomes:

- You will be able to design a productive Onboarding plan.
- You will be able to collect data and analyze recruitment metrics.
- You'll know how to properly save the results of the process in order to be able to return to the candidates with another proposal.
- You'll be able to repeat this path many more times in your work, using the saved developments.
- You will make a plan for future learning and career development.

Takeaways:

- Related additional materials, articles and videos.
- Recommendations for additional materials: blogs, videos, articles and books.

Bonus:

- How to use an AI assistant in recruitment?

WATCH OUR FREE OPEN LESSON

[Watch](#)



TAKE A FREE TEST-DRIVE WITH US:

[Modern Recruitment Course](#)

[Technical Competence Course](#)

FEEL FREE TO ASK ANY QUESTIONS

[Connect with Julia Jolkin](#) 

julia.jolkin@ittalent.ee