

# GULF INSTITUTE



WINNER OF THE AWARD FOR THE BEST  
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# Certified Recruitment Specialist

## Why Attend

- The function of 'recruitment and selection' plays a key role in the entry of new employees into the organization. As such, it has an overwhelming influence on the successful achievement of organizational objectives. This course will take you from the basics to the advanced and strategic aspects of this important HR function. It will show you the logical and correct steps you must take to structure and implement recruitment and selection practices. This course being "certified", it will include an assessment at the end of the course to ensure higher learning, higher retention of knowledge and better transfer of that knowledge to the workplace.

## Course Methodology

- The course will use a combination of theory and practical application of course concepts. Participants will engage in role plays and mathematically based exercises to help apply fairness and equality in hiring employees.

## Course Objectives

By the end of the course, participants will be able to:

- Define recruitment and selection and the important role this function plays in the success of an organization
- List the main steps that should be followed to develop an effective recruitment plan and select the best methods and sources for attracting qualified candidates
- Choose the most appropriate techniques for short listing and assessing candidates considering the reliability and validity of each
- Select and conduct the most suitable type of selection interviews for varying candidates and situations
- Prepare and conduct a probing interview for any vacancy or job level in the organization
- Implement the right measures and Key Performance Indicators (KPIs) to evaluate the effectiveness of recruitment efforts

## Target Audience

- 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 program is also very useful for all those outside human resources who conduct frequent and important selection interviews.

## Target Competencies

- Deciding and initiating action
- Working with people
- Persuading and influencing
- Presenting and communicating
- Analytical thinking
- Applying expertise and technology
- Following instructions and procedures
- Planning and organizing
- Achieving goals and objectives

### Recruitment and selection

- Recruitment versus selection
- Roles and responsibilities in each stage
- Managing relations with other HR functions

### Recruitment plans and defining requirements

- Defining workforce organizational needs
- Planning the various stages
- Roles of line managers
- Roles of recruitment personnel
- Capturing and tabulating information
- Producing recruitment reports
- Building a job profile
- The use of essentials and desirables

### Attracting candidates

- Various sources for attracting candidates:
- Employee referrals as a method of sourcing candidates
- Attracting internal candidates
- Advertising: pros and cons
- Internet and websites
- Recruitment agencies and head hunters
- Career fairs and universities

## Screening candidates and short listing

- Tangible versus intangible criteria
- The use of CVs, résumés and applications for shortlisting
- Verifying on line applications

## The art of interviewing candidates

- Screening and biographical interviews
- Hypothetical interviews
- Panel interviews: pros and cons
- Competency based interviews

## Selecting candidates

- Importance of data capture
- Objective versus subjective remarks
- Legal and fairness issues
- Producing a personal profile
- Criteria that should be used
- Use of decision matrixes in selection
- Use of competency gap analysis

## Measuring recruitment efforts

- The main KPIs for measuring the recruitment function
- Applicant response ratios
- Qualified application ratios
- Yield rates
- Time to fill and time to join
- Offer acceptance ratio

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