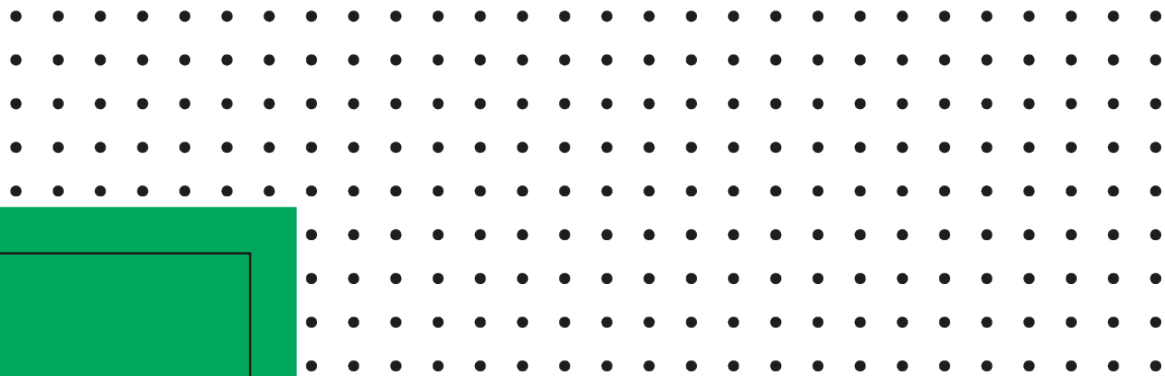


Curriculum and Prospectus for Hiring Teams



SocialTalent is the training platform for hiring teams. We give them the knowledge and skills they need to find, hire and develop great talent. Our market-leading platform provides insight and training throughout the whole hiring journey, with a comprehensive library of compelling and consumable video content delivered by some of the world's best hiring experts.

We have broken the library down into core competencies, skills and missions, which you can browse below, clicking the arrow to learn more about each mission. To learn more and discuss how our content can help solve your hiring challenges please contact us at sales@socialtalent.com

Hiring

Sourcing

Click → to learn more

- Search basics →
- Linkedin sourcing →
- Social sourcing →
- Expert sourcing →
- Effective sourcing models →
- Advanced sourcing →
- The research before sourcing →
- Building your sourcing process →
- Overcoming LinkedIn search limitations →
- How to: boost passive candidate engagement with video →
- Using advanced search techniques for talent mapping **NEW!** →
- Sourcing productivity: using automation in workflows **NEW!** →

Candidate experience

- 5/5 Candidate experience →
- Candidate experience at an interview →
- Candidate experience: an Intuit case study →
- Why the human approach wins at candidate experience →

Offer & pre-boarding

- The job offer: preparing and selling →
 - Reference checking essentials →
 - Designing great candidate & new employee experiences →
-

Hiring strategy

- Hiring for hypergrowth →
 - Contract recruiting: the benefits for employers and employees →
 - Agile methodologies in recruiting →
 - Introduction to talent advisor →
 - Talent advisor: planning →
 - Talent advisor: sourcing strategy →
 - Talent advisor: interviewing and selling strategy →
 - Influence & being a talent advisor →
 - The magic KPI for recruiting success →
 - Large project or ramp-up hiring **NEW!** →
 - The metrics for resource and recruitment capacity planning **NEW!** →
-

Executive search

- Hiring for senior & executive roles →
-

Early career hiring

- Early career hiring - what you need to know **NEW!** →
-

Candidate management

- Engaging talent →
 - Selling candidates the opportunity →
 - Giving candidates career guidance →
-

Internal mobility

- A talent acquisition approach to internal mobility →
-

Knowing my sector

- Introduction to tech recruiting →
- The evolution of corporate networks →
- Recruiting software developers →
- Recruiting database developers and DBAs →
- Key IT projects, transformation and change →
- An overview of the IT department →
- Tech recruiter: bringing it all together →
- An introduction to fund management →
- An introduction to banking →
- An introduction to healthcare →
- An introduction to pharma →
- An introduction to digital health →
- Database recruiting masterclass →
- An introduction to marketing →
- An introduction to hiring retail and B2C sales professionals →
- An introduction to hiring B2B sales professionals →
- Recruiting technology engineers →
- Recruiting civil engineers →
- Recruiting manufacturing engineers →
- An introduction to Blockchain and other cryptocurrencies →
- An introduction to devops: a project management methodology →

Job advertising

- Essential copywriting principles of job advertising →
- How to write amazing job posts (that really work) **NEW!** →

Interviewing for recruiters

Interviewing skills: predicting success for recruiters



Interviewing for hiring managers

Enterprise access only

Predicting success by recruiting toolbox



Defining your hiring criteria



Situational & behavioral interviewing techniques



Applying the techniques



Avoiding bias & illegal practices in interviewing



Creating a great interviewing process



Making great hiring decisions



Interviewing: roleplays & demonstrations



Predicting success: interview guides for core competencies



Business Strategy & Acumen

Strategic thinking

Click → to learn more

Sourcing funnel optimisation →

Managing stakeholders

Recruit like a boss →

Consulting

Building consulting skills →

Workforce strategy

Talent pipelining →

Compliance

GDPR: general data protection regulation →

Data analysis

Data analysis and business acumen →

Culture

Diversity, inclusion and belonging

Click → to learn more

- Uncovering diversity →
- Sourcing for diversity →
- Diversity + inclusion + talent →
- Covering →
- Inclusion: the will vs the skill →
- The spectrum of inclusion →
- LGBTQI + inclusion in the workplace →
- Unlocking talent from the military →
- OFCCP compliance in recruiting - affirmative action planning →
- Recruiting and working across cultures →

Managing Talent

Onboarding & induction

Click → to learn more

- Onboarding remote workers →

Workforce planning

- Strategic sourcing for workforce planning →

Communication

Networking

Click → to learn more

Networking as a recruiter



Effective conversations

Storytelling for recruiters



Negotiation

Planning and preparation for a negotiation



Developing your concession strategy



Competitive negotiation tactics & countermeasures



The personal gear: relationships in negotiation



The collaborative gear: win win negotiations



The role of persuasion in negotiation



Presenting

Presenting to hiring managers



Marketing

Employer branding

Click → to learn more

Employer branding: a comprehensive guide for recruiters and marketers →

How to create truly engaging recruiter content →

Search engine optimisation

SEO →

Personal branding

Personal branding →

Your personal brand as a sales professional →

Talent attraction for hiring managers →

Recreating your personal brand →

Social selling masterclass →

Content marketing

Digital marketing - content →

Influencer marketing using social →

Marketing communications

Digital marketing - audience →

Marketing strategy

Digital marketing - strategy →

Self Management

Productivity

Click → to learn more

Recruiting while working from home →

Time management

Time and process management →

Resilience

Recruiting during a crisis: Covid-19 and beyond →

Learning agility

Proactive learning to accelerate your career →

Emotional intelligence

Mental skills →

Health & wellness

Health and wellness in the workplace →

Leadership

Mentoring

Click → to learn more

Coaching and mentorship →

Leading others

Leadership in recruitment →

The leadership test →

Inclusive leadership: lessons for managers on building an engaged, productive team →

Leading a multi-generational workforce **NEW!** →

Technical

Social media

Click → to learn more

Social networks →

HR systems

HR and recruiting technology →

SocialTalent

Getting started →

Getting started for leaders →

Revolutionise your hiring with SocialTalent

