



## ADVERTISING

### Effective Online Copywriting

Course introduction (10.55)  
A winning recruitment advert (12.03)  
What's my focus? (7.47)  
The key to creating great copy (7.16)  
Turn up the colour! (0.21)  
Focus on the target (12.11)  
Produce a great job advert (11.58)  
Write your advert (6.53)  
Course summary (6.44)

### The Legal Stuff

The legal stuff you need to know (6.33)  
Advertising & the law (5.00)

## DEVELOP EXISTING BUSINESS

### Temp Business Development

Build a client base (16.20)  
Creating temp opportunities (15.00)  
Creating temp opportunities – a three-stage strategy (Document)  
Get organised for sales (14.07)  
Develop accounts (17.02)  
Sell the temporary solution  
A great candidate 'spec' call (Document)  
Creating temp starts & handling objections (22.45)  
Daily check-list for creating temp starts (Document)  
Tracking competitor temps (14.28)

### Generate More Revenue from Existing Business

Discover your success ratios (22.50)  
Market your candidates (6.09)  
Uncover hidden opportunities (7.53)  
Generate never-ending leads (7.57)  
Squeeze the juice from your existing business (8.17)

### Key Account Development

Business development & key account management (3.24)  
Managing key accounts (3.48)  
Key contacts (2.56)  
Managing the early stages of a relationship (3.17)

### Recruitment Relationships

Building connections (7.23)  
A personal brand (4.37)

Happy Clients (9.48)

Happy Candidates (7.08)

## CANDIDATE CARE & MANAGEMENT

### An Excellent Experience for Candidates

Productive Candidate Connections (15.38)  
A Great Experience for Candidates (11.55)  
Enhancing Candidate Loyalty (Download)

### Temp Candidate Care

Work with the best temps (18.13)  
Identifying a good or great temp (20.30)  
A candidate care plan (12.23)  
Working with your candidates (5.50)

### Contractor Management

Running the desk & selling the solution (4.55)  
Managing the contractor through the contract (3.14)  
Extending the contract (3.22)  
Common concerns for contractor & client (3.18)  
Tips from the top - part 1 (10.48)

### Permanent Candidate Care

A great candidate experience (23.32)  
The craft of candidate management (18.54)  
Mastering candidate & client control (10.44)

## CANDIDATE INTERVIEWING & ASSESSMENT

### Candidate Interviewing & Qualification

Candidate qualification (12.43)  
Candidate qualification form (Document)  
Consultant interviews (15.42)  
Interviewing & the law (5.46)

### Interview & Assessment for Temps & Contractors

Work with the best temps (18.13)  
Identifying a good or great temp (20.30)  
Interviewing & the law (5.46)

### The Principles of Assessment

The science of assessment (8.05)  
The art of assessment (7.15)  
An objective view (7.44)  
Legal & moral obligations (8.15)

## CANDIDATE SOURCING

### Finding the Best Candidates

Candidate sourcing (12.06)  
Advanced candidate sourcing & management (7.49)  
Pro-active candidate sourcing - part 1 (6.24)  
Pro-active candidate sourcing - part 2 (4.56)

### Headhunting

The art of headhunting: an introduction - part 1 (5.12)  
The art of headhunting: an introduction - part 2 (6.54)  
The art of headhunting: an introduction - part 3 (5.19)  
Headhunting that gets results (9.14)

### Greg Savage Consultant Series

The old game is over (15.17)  
Where the fun & the money is (8.18)  
Twitter tactics for social recruiting (23.23)  
Quick tips for social recruiting (19.39)  
The craft of candidate recruitment (18.54)

### Find the Best Temps

Work with the best temps (18.13)  
Identifying a good or great temp (20.30)  
Advanced candidate sourcing & management (7.49)

### Prepare for a Great Result

It's all in the spec (13.49)  
Calling to action (17.14)

### The Where, What & How of Online Advertising

The purpose of a job advert (4.25)  
What media? (11.40)  
Managing & monitoring responses (11.31)  
Top tips for online candidate attraction (6.12)

### Compelling Research: A Foundation for

### Recruitment Success

The value of research (7.14)  
Compelling evidence (10.08)  
A foundation for recruitment success (11.23)  
A sturdy summary (9.08)

## EFFECTIVE WORKING

### Smart Working

Planning for business growth (9.06)



Effective time management (8.21)  
The ultimate mindset for maximum motivation (6.22)  
Advanced communication skills (9.29)

### Recruitment Strategy

Analyse your market (9.03)  
Create & implement a successful strategic plan (8.08)

### The Psychology of High Performance

Sales psychology & performance - part 1 (17.26)  
Sales psychology & performance - part 2 (15.03)  
Peak performance techniques - part 1 (3.18)  
Peak performance techniques - part 2 (7.21)

### Commercial Prospects for Recruitment

Commercial Prospects for Recruitment (17.21)  
The Market & Employment Models (19.26)  
Carve out a Winning Career (20.08)  
Critical Support (7.59)





## GROUP LEARNING MODULES

### Business Development

Business development short training brief (Document)  
 Business development short training (15.32)  
 Client visits short training brief (Document)  
 Client visits short training session (10.27)  
 Lead generation short training brief (Document)  
 Lead generation short training session (22.34)  
 Marketing a candidate (permanent) short training brief (Document)  
 Marketing a candidate (permanent) short training session (17.08)  
 Marketing a candidate (temporary) short training brief (Document)  
 Marketing a candidate (temporary) short training session (16.31)  
 Win competitor temp business short training brief (Document)  
 Win competitor temp business short training session (14.31)  
 Winning retained assignments short training brief (Document)  
 Winning retained assignments short training session (8.40)

### Candidate Sourcing & Care

Candidate care for temps short training brief (Document)  
 Candidate care for temps short training session (19.37)  
 Candidate referrals short training brief (Document)  
 Candidate referrals short training session (22.02)  
 Candidate sourcing and management short training brief (Document)  
 Candidate sourcing and management short training session (16.24)  
 Headhunting short training brief (Document)  
 Headhunting short training session (17.26)  
 Interviewing and assessing temps short training brief (Document)  
 Interviewing and assessing temps short training (21.40)

### Recruitment Process & Account Management

Managing the interview process short training brief (Document)

Managing the interview process short training session (19.26)  
 Fee negotiation short training brief (Document)  
 Fee negotiation short training session (14.01)  
 Account management short training brief (Document)  
 Account management short training (15.36)  
 Actively manage your temp business short training brief (Document)  
 Actively manage your temp business short training session (22.52)

### Personal Effectiveness

Control & closing short training brief (Document)  
 Control & closing short training session (9.30)  
 Time management short training brief (Document)  
 Time management short training session (8.22)  
 Communicating with different personalities short training brief (Document)  
 Communicating with different personalities short training session (9.32)

## LEADERSHIP

### Expert Reflections on Leadership

Challenges of a billing manager (10.13)  
 Change is good (5.41)  
 Standing out from the crowd (8.29)  
 Motivating your team (4.41)

### Greg Savage Leadership Series: Communication & Effective Working

10 Golden rules of communication - part 1 (13.21)  
 10 Golden rules of communication - part 2 (11.30)  
 Effective management communication summary (Document)  
 Building a team that enhances productivity (13.08)  
 Personal organisation (13.52)  
 Coaching on the job (13.01)  
 Meetings that add value (5.53)  
 Balancing consulting & managing (Document)  
 Effective public speaking - part 1 (8.24)  
 Effective public speaking - part 2 (6.33)  
 The art of public speaking summary (Document)

### Fiona Lander Leadership Series

Engage your team (6.48)  
 Setting standards (5.22)

Focus on performance (2.59)  
 Management communication impacts performance (3.18)  
 Managing underperformance (5.45)  
 Leadership styles (5.20)

### Greg Savage Leadership Series: Achieving High Performance

Shift your attitude & strategy (23.34)  
 Shift your attitude & strategy (Document)  
 Create a social recruitment company (12.04)  
 Create a social recruitment company (Document)  
 Reach performance potential (17.58)  
 Reach performance potential (Document)  
 Managing underperformance (13.29)  
 Managing underperformance (Document)  
 Performance & manager reward (7.48)  
 Performance & manager reward (Document)  
 Common mistakes in people management (18.21)  
 Common mistakes in people management (Document)  
 How to invest your time as a leader (17.52)  
 Manage KPIs & train people (14.53)  
 Manage KPIs & train people (Document)  
 The advantage of technology (8.35)  
 The advantage of technology (Document)

### Training & Coaching

Mentoring: when & why to use it (3.10)  
 Nurturing talent (4.05)  
 Coaching: when & why to use it (3.10)  
 Delivering excellent training (3.48)  
 Coaching on the job (13.01)

### Greg Savage Social Media Series: Hiring Talent

Recruiting in the future (16.38)  
 Hiring talent (10.46)  
 A future strategy (10.56)

### The Savage Business Growth Accelerator

Creating a sustainable business (18.36)  
 Grow your business (13.03)  
 Planning (10.02)  
 Positioning (12.35)  
 People (25.29)  
 Product (11.07)  
 Leadership is action (21.00)  
 Pleasing (19.30)  
 Promotion (22.25)

Prospecting, Performance & Persistence (21.11)

### Advice for Owner Managed Businesses

Advice for Owner Managed Businesses (14.14)  
 Advice for owner managed businesses (Download)  
 Replicate your success (Reflection)  
**The average duration for episodes in the following courses is 25 minutes, which includes video content and time required to complete other input and reflective elements.**

### Self-Awareness for Leaders

An Introduction to Self-Awareness  
 VAK Questionnaire (Download)  
 Learning Styles  
 Understanding Yourself  
 My Emotion Balance Sheet (Download)  
 Emotional Intelligence  
 Personal Effectiveness  
 Unconscious Bias  
 Avoiding Bias  
 The Bias Checklist (Download)

### Self-Management for Leaders

Management of Self: Introduction  
 Time Management  
 The Eisenhower Matrix (Download)  
 My Time (Reflection)  
 The Importance of Personal Development  
 My Personal Development

### Building Relationships & Trust for Leaders

Building Relationships & Trust  
 The 13 Behaviours of High Trust (Download)  
 My Trust Accounts (Video link)  
 Standing Out from the Crowd  
 Giving Valuable Feedback  
 A Corrective Coaching Framework  
 Common Mistakes in People Management  
 Manage KPIs & Train People  
 Active Delegation

### Decision Making & Problem Solving for Leaders

Decision Making Introduction  
 Personality Driver Questionnaire (Download)  
 Personality & Decision Making  
 Problem Solving  
 The 7-Step Approach to Problem Solving (Download)  
 Rational & Organic Approaches to Problem Solving  
 The Fishbone Diagram Tool for Problem Solving  
 Flawed Decision Making is Dangerous





Decision Making

## Effective Communication for Leaders

An Introduction to Communication

The Power of Questioning & Listening

Team Briefings

Conflict Resolution

Communication Tool Kit (Download)

Leadership Style Questionnaires (Downloads)

Leadership Approaches

## Leading Change & Driving Development

An Introduction to Leading People

Purposeful Development

Driving Development

Leading Change

Leading People: The Quiz

## Leading High Performance

Motivating Others

A Motivation Theory

What's the Goal?

Action Centred Leadership Personal Style

Questionnaire (Download)

Balancing Team & Task

## Commercial Planning & Management

A Clear Direction

Getting the House in Order

The Allocation Factor

## Project Delivery & Management

Project Management

A Solid Start

A Project Powerhouse

Peak Performance

Project Management Evaluation Form (Download)

A Final Word

## SALES

### Juicy New Business

Get ready for new business (12.35)

What clients think of us (Document)

Let's get going (15.31)

Prepare for your calls (14.59)

Plan to make an impact (11.05)

Bashing the door down (10.39)

Make great sales calls (14.37)

Stop, look, listen (13.18)

Objections & closing (23.34)

The sales pipeline (15.39)

Making it all happen (12.37)

## Client Meetings

Client Visits (9.02)

Mastering client meetings (11.18)

## Sales Juice: Full Programme

Find a mind-set that delivers great results (14.01)

With the right attitude, you can become a

'super performer' (14.18)

Get motivated from the inside out (17.48)

For great results, look closely at your beliefs (13.29)

Do your beliefs limit or empower you? (9.15)

A sales superstar tells themselves, 'I can...' (19.53)

Connect goals to your dreams (13.18)

BIG goals inspire (8.03)

Be ambitious & results-orientated (12.54)

The core mistakes sales people make - part 1 (11.39)

The core mistakes sales people make - part 2 (15.10)

The characteristics of sales superstars

- part 1 (13.41)

The characteristics of sales superstars

- part 2 (11.13)

Why don't I have enough time in the day? (18.20)

Control your day to deliver great results (12.49)

## Sales Juice: Mastering Mind-set & Motivation

Find a mind-set that delivers great results (14.01)

With the right attitude, you can become a

'super performer' (14.18)

Get motivated from the inside out (17.48)

## Sales Juice: Superior Beliefs & Behaviour

For great results, look closely at your beliefs (13.29)

Do your beliefs limit or empower you? (9.15)

A sales superstar tells themselves, 'I can...' (19.53)

## Sales Juice: The Psychology of Successful Goal Setting

Connect goals to your dreams (13.18)

BIG goals inspire (8.03)

Be ambitious & results-orientated (12.54)

## Sales Juice: The New Rules of Selling

The core mistakes sales people make - part 1 (11.39)

The core mistakes sales people make - part 2 (15.10)

The characteristics of sales superstars

- part 1 (13.41)

The characteristics of sales superstars

- part 2 (11.13)

## Sales Juice: The Secrets of Effective Sales Activity

Why don't I have enough time in the day? (18.20)

Control your day to deliver great results (12.49)

## Winning High Value Business

Identify & win retained business (8.39)

Winning PSL pitches (7.59)

Winning exclusive business (9.11)

## Advanced Negotiation & Influencing Skills

Advanced negotiation & influencing skills (13.56)

## Sales Strategies

Intelligence led recruitment (3.45)

## A Strategy for Sales Success

Finding the Right Opportunities (10.50)

A Strategy for Success (18.20)

The Betari Box Positive Behaviour Model

(Download)

The Full Sales Cycle (13.26)

A Communications Plan (Download)

Push & Pull Sales Styles (Download)

The Final Deal (4.17)

## SOCIAL MEDIA

### Greg Savage Social Media Series

Technology vs human skills (17.40)

A talent sourcing evolution (8.30)

Social media is about community & brand (10.41)

Invest in a digital & social media strategy (15.12)

A great candidate experience (23.32)

Make the recruiter the rock star (7.36)

Build a personal brand (12.01)

Competing with clients (14.24)

Cool tools for social media (22.56)

Social media for client cultivation (22.20)

### Greg Savage Consultant Series

The old game is over (15.17)

Where the fun & the money is (8.18)

Twitter tactics for social recruiting (23.23)

Quick tips for social recruiting (19.39)

## Getting Started on LinkedIn

Getting started on LinkedIn (7.34)

Navigating the LinkedIn interface (11.28)

A great LinkedIn profile (19.25)

Profile extras (16.20)

Privacy settings (18.42)

## Effective Searching on LinkedIn

Search overview (15.12)

Detailed & Boolean searching (15.06)

Connecting on LinkedIn (10.45)

Client Sourcing (11.58)

Commercial Search Limit (5.24)

## Personal Branding on Social Media

Personal branding on social media (5.36)

Positive static branding (6.52)

Tips to build your network (3.31)

Positive active branding (5.40)

## Jonathan Campbell's Expert Social Media Tips

Recruitment SEO (5.12)

Sourcing on Social (5.38)

Using Twitter to recruit (4.43)

Social business development (5.43)

## THE PERMANENT RECRUITMENT CYCLE

### Juicy Recruitment Process

The average duration for episodes in the following courses is 25 minutes, which includes video content and time required to complete other input and reflective elements.

It's called recruitment consultancy for a reason

With a plan - you can!

They're out there somewhere

Qualifying candidates

Getting to know you

'STAR' candidates

Well I never!

Selection Box

Prized possessions

Clients know best - Or So They Say!

Coming up for air

He said, she said

An offer you can't refuse

Close encounters

Eyes on the prize

## Job Brief Control & Sourcing: Steps 1-4 of the Recruitment Process

A complete job brief (16.43)

Example Job Brief (Document)







Decide (7.51)  
 Candidate sourcing (12.06)  
 Candidate qualification (12.43)  
 Candidate qualification form (Document)

### **Managing the Interview Process: Steps 5-9 of the Recruitment Process**

Consultant interviews (15.42)  
 Presenting candidates to clients (6.07)  
 Interview preparation (13.45)  
 The client interview (5.24)  
 Sample interview questions (Document)  
 Interview debriefing (13.58)

### **Offer & Resignation Management: Steps 10-12 of the Recruitment Process**

Offer management (12.08)  
 Resignation & notice management (10.48)  
 Post-placement work (8.19)

### **Greg Savage Consultant Series: Managing Job Orders**

Prioritise & qualify job orders (14.16)

## **THE TEMPORARY RECRUITMENT CYCLE**

### **The Juice Temp Programme: Full Cycle**

The personal qualities you need to succeed (12.23)  
 Work with the best temps (18.13)  
 Identifying a good or great temp (20.30)  
 A candidate care plan (12.23)  
 Build a client base (16.20)  
 Creating temp opportunities (15.00)  
 Creating temp opportunities – a three-stage strategy (Document)  
 Get organised for sales (14.07)  
 Develop accounts (17.02)  
 Sell the temporary solution (22.45)  
 A great candidate 'spec' call (Document)  
 Creating temp starts & handling objections (13.54)  
 Daily check-list for creating temp starts (Document)  
 The art of placing temps (24.20)  
 Taking a job brief & closing it to a start (17.01)  
 Tracking competitor temps (14.28)  
 Managing your existing business for maximum return (8.50)  
 When things go wrong (13.57)

Measure & plan for future success (12.44)

### **The Juice Temp Programme: Focus on Candidates**

Work with the best temps (18.13)  
 Identifying a good or great temp (20.30)  
 A candidate care plan (12.23)  
 Working with your candidates (5.50)

### **The Juice Temp Programme: Business Development**

Creating temp opportunities (15.00)  
 Creating temp opportunities – a three-stage strategy (Document)  
 Get organised for sales (14.07)  
 Develop accounts (17.02)  
 Sell the temporary solution (22.45)  
 A great candidate 'spec' call (Document)  
 Tracking competitor temps (14.28)

### **The Juice Temp Programme: Creating & Closing Temp Starts**

Creating temp starts & handling objections (13.54)  
 Daily check-list for creating temp starts (Document)  
 The art of placing temps (24.20)  
 Taking a job brief & closing it to a start (17.01)

### **The Juice Temp Programme: Managing your Existing Temp Business**

Managing your existing business for maximum return (8.50)  
 When things go wrong (13.57)  
 Measure & plan for future success (12.44)

### **Expert Tips for Temp Recruiters**

Working with your clients (4.06)  
 Working with your candidates (5.50)  
 The temp process (3.20)  
 Being commercial (3.22)  
 Tips from the top - part 2 (11.28)

