

This programme will give you all the skills you need to attract top talent to your business using a range of proactive and reactive sourcing strategies. Additional personal development and management content also included.

WELCOME TO THE CANDIDATE SOURCING PROGRAMME FOR RECRUITERS

The dynamic cycle of candidate sourcing
The dynamic cycle of candidate sourcing - 3.07

BUILD & ENGAGE INTEREST THROUGH SOCIAL MEDIA

Jonathan Campbells' expert social media tips

- Recruitment SEO - 5.12
- Sourcing on social - 5.38
- Using Twitter to recruit - 4.43

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

Strategic recruiting on social media

- Social recruiting - 10.41
- Know your socials - 10.45
- A compelling personal brand - 12.41
- A strategic social plan - 11.22
- Tips and tricks to find great candidates - 13.51

GET ATTENTION WITH GREAT JOB POSTINGS

Effective online copywriting

- Course introduction - 10.55
- A winning recruitment advert - 12.03
- The key to creating great copy - 7.16
- Focus on the target - 12.11
- Produce a great job advert - 11.58
- Course summary - 6.44

Online advertising - The where, what & how!

- The aims of a job advert - 4.25
- Choose the right media - 11.40
- Monitoring responses - 11.31
- Top tips - 6.12

Prepare for a great result

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



FIND TALENT THROUGH CREATIVE SOURCING

Candidate sourcing strategies

- Sourcing strategies - 6:58
- Finding hidden candidates -9:50
- Headhunting that gets results - 15:00

How to identify and attract the best candidates

- Breaking new ground - 8.26
- A special mission - 8.52

BUILD & NURTURE CANDIDATE COMMUNITIES

Building valuable candidate communities

- Candidate communities - 7.43
- Deliver a great candidate experience - 14.30
- The candidate service chain - 9.50

PERSONAL DEVELOPMENT: LEADERSHIP
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.

Commercial planning & Management

- A clear direction
- Getting the house in order
- The allocation factor

Decision making & problem solving for leaders

- Decision making : Introduction
- Personality & decision making
- Problem solving
- 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
- Leadership approaches

Leading high performance

- Motivating others
- A motivation theory
- What's the goal?
- Balancing team & task

Project delivery & management

- Project management
- A solid start
- A project powerhouse
- Peak performance
- A final word

Self-awareness for leaders

- An introduction to self-awareness
- Learning styles
- Understanding yourself
- Emotional intelligence
- Personal effectiveness
- Unconscious bias
- Avoiding bias

Self-management for leaders

- Management of self: Introduction
- Time management
- The importance of personal development
- My personal development

CREATING A POSITIVE CULTURE

Diversity and Inclusion - why it matters & how to achieve it

- Diversity and Inclusion - 11.25
- Skills, knowledge and attitude - 14.31
- People like us - 35.33
- Prediction, preference or prejudice? - 13.53
- How we do things here - 9.57
- Taking action - 7.55
- Commit to change - 0.49

Mental Health - awareness, management & self care

- A spotlight on mental health in recruitment - 3.44
- Emotional fitness - 6.43
- My values - 3.33
- Who we are - 4.55
- The big five - 12.26
- Taking control -6.34
- Emotional awareness - 3.26
- A mental health MOT - 5.49
- Practical tools to manage & master mindset - 15.07
- Communication & team wellbeing - 5.05
- Rest, recharge, replenish - 15.26
- My Ultimate Self-care Tool Kit