Strategic Talent Acquisition and Interviewing Training Course



09 - 13 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #HR7460_260786

Course Introduction / Overview:

In today's competitive landscape, the ability to attract, assess, and secure top talent is no longer a simple administrative function but a core strategic imperative. This course moves beyond traditional recruitment methods to immerse participants in the world of strategic talent acquisition. We will explore how to build a proactive and data-driven hiring process that aligns with organizational goals and fosters a strong employer brand. Drawing on principles from thought leaders like Lou Adler, author of "The Essential Guide for Hiring & Getting Hired", this program emphasizes performance-based hiring and creating an exceptional candidate experience from the first point of contact. Participants will learn to design robust sourcing strategies, master advanced interviewing techniques, and leverage technology to enhance efficiency without losing the human touch. At BIG BEN Training Center, we have designed this course to equip you with the skills to not only fill open positions but to build a sustainable talent pipeline that drives long-term business success. This comprehensive training covers everything from mitigating unconscious bias in selection to negotiating offers and ensuring effective onboarding, making you an indispensable asset in the modern war for talent.

Target Audience / This training course is suitable for:

- Human Resources Managers.
- Talent Acquisition Specialists and Recruiters.
- Hiring Managers and Department Heads.
- Team Leaders and Supervisors involved in the hiring process.
- HR Business Partners.
- Organizational Development Professionals.
- Small Business Owners responsible for recruitment.

Target Sectors and Industries:

- Technology and Information Technology.
- Healthcare and Pharmaceuticals.
- Banking, Finance, and Insurance.
- Consulting and Professional Services.
- Manufacturing and Engineering.
- Retail and Consumer Goods.
- Governmental agencies and public sector organizations.
- Non-profit organizations.

Target Organizations Departments:

- Human Resources Department.
- Talent Acquisition and Recruitment Teams.
- All operational and administrative departments involved in hiring.
- Executive and Senior Leadership.
- Training and Development Departments.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a comprehensive strategic talent acquisition plan aligned with business objectives.
- Implement multi-channel sourcing strategies to attract both active and passive candidates.
- Master behavioral, situational, and competency-based interviewing techniques.
- Design structured interview processes to ensure fairness and consistency.
- Identify and mitigate unconscious bias throughout the recruitment lifecycle.
- Evaluate and select the most suitable candidates using data-driven assessment methods.
- Enhance the overall candidate experience to strengthen the employer brand.
- Utilize key recruitment metrics and analytics to measure and improve hiring effectiveness.
- Conduct effective reference checks and background screenings.
- Negotiate job offers confidently and manage the pre-onboarding process.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, ensuring that participants can immediately apply their new skills in the workplace. We believe in learning by doing. The course will feature a dynamic blend of expert-led presentations, in-depth case study analyses of real-world recruitment challenges, and interactive group discussions to foster collaborative problem-solving. A significant portion of the training will be dedicated to hands-on activities, including role-playing exercises for various interview scenarios, allowing participants to practice and receive constructive feedback in a supportive environment. We will also facilitate workshops on creating effective job descriptions and developing competency frameworks. Participants will work in teams on a simulated recruitment project, from sourcing to selection, providing a holistic view of the talent acquisition lifecycle. Our approach emphasizes practical application over theoretical knowledge, ensuring that every concept is linked to tangible outcomes and best practices that drive organizational success.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Talent Acquisition

- The evolution from traditional recruiting to strategic talent acquisition.
- Aligning recruitment strategy with overall business goals and workforce planning.
- Understanding the legal and ethical framework of recruitment.
- Defining and building a compelling employer value proposition (EVP).
- The critical role of the candidate experience in modern hiring.
- An introduction to key recruitment metrics and KPIs.
- Conducting a thorough job analysis and creating performance-based job profiles.

Unit Two: Proactive Sourcing and Candidate Attraction

- Developing a multi-channel sourcing strategy.
- Leveraging social media and professional networks for recruitment.
- Techniques for sourcing passive candidates and building talent pipelines.
- Crafting effective job postings that attract the right talent.
- Utilizing employee referral programs to their full potential.
- An overview of Applicant Tracking Systems (ATS) and recruitment technologies.
- Building and maintaining relationships with potential candidates.

Unit three: Mastering Advanced Interviewing Techniques

- The psychology of interviewing and building rapport.
- Conducting structured and semi-structured interviews.
- Mastering competency-based and behavioral interviewing (STAR method).
- Utilizing situational and case-based interview questions.
- Techniques for effective phone and video screening interviews.
- Panel interviewing best practices and roles.
- Recognizing and avoiding common interviewer biases and errors.

Unit Four: Assessment, Selection, and Decision-Making

- Designing a comprehensive candidate assessment process.
- Using psychometric and skills-based assessments effectively.
- Techniques for objective evaluation and scoring of candidates.
- Conducting thorough and legally compliant reference checks.
- The art of collaborative decision-making in hiring committees.
- Documenting the selection process for compliance and feedback.
- Managing candidate communications and providing constructive feedback.

Unit Five: Offer Management, Onboarding, and Future Trends

- Structuring and negotiating competitive job offers.
- Managing counteroffers and closing the ideal candidate.
- The seamless transition from candidate to new hire.
- Designing an effective onboarding program for long-term retention.
- Leveraging data and analytics to optimize the recruitment process.
- The impact of Artificial Intelligence (AI) and automation in recruitment.
- Future-proofing your talent acquisition strategy for the evolving workplace.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

What unique qualities does this course offer compared to other courses?

How can organizations balance the efficiency of AI-driven recruitment tools with the necessity of maintaining a human-centric and inclusive candidate experience?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by adopting a holistic and strategic perspective on talent acquisition, moving far beyond the transactional mechanics of filling vacancies. While other programs may focus narrowly on interviewing skills, this training integrates recruitment into the broader business strategy, teaching participants how to build a sustainable talent ecosystem. We place a significant emphasis on the psychological aspects of hiring, dedicating substantial time to identifying and mitigating unconscious bias, a critical skill for building diverse and innovative teams. The curriculum is uniquely future-focused, addressing the rise of AI and data analytics in recruitment not as abstract concepts, but as practical tools to be leveraged ethically and effectively. Furthermore, the course structure is built around practical application, with extensive role-playing and case studies that simulate real-world challenges. This ensures that participants leave not just with knowledge, but with the confidence and proven techniques to transform their organization's approach to attracting, selecting, and retaining top-tier talent, ultimately driving measurable business results.