



*Training Course:  
Strategic Recruitment Leadership: Empowering  
General Managers*

*2 - 6 November 2026  
Baku (Azerbaijan)*

## Training Course: Strategic Recruitment Leadership: Empowering General Managers

Training Course code: LS235097 From: 2 - 6 November 2026 Venue: Baku (Azerbaijan) - Training Course Fees: 5775 € Euro

### Introduction

Welcome to the [Strategic Recruitment Leadership: Empowering General Managers](#) training program! In today's dynamic business environment, the success of any organization relies heavily on its ability to attract, retain, and develop top talent. As such, strategic recruitment leadership is crucial in driving organizational growth and achieving business objectives.

This comprehensive 5-day workshop is specifically designed for general managers who are responsible for leading recruitment efforts. The program focuses on equipping participants with the essential skills, strategies, and knowledge required to excel in recruitment leadership, ensuring that talent acquisition aligns with overall business goals. Through interactive sessions, case studies, and practical exercises, participants will enhance their recruitment leadership capabilities and contribute to organizational success.

### Objectives

By the end of this training program, participants will be able to:

- Understand the role and importance of strategic recruitment leadership
- Align recruitment initiatives with organizational objectives and market trends
- Build a strategic talent pipeline through proactive sourcing, networking, and employer branding
- Master interviewing techniques to make informed, unbiased hiring decisions
- Utilize data-driven insights to optimize recruitment processes and enhance the candidate experience
- Foster collaboration between HR and general managers for recruitment success
- Implement effective onboarding and retention strategies
- Plan strategically for workforce needs and future challenges
- Strengthen employer branding and employee value proposition EVP to attract top talent

### Target Audience

This program is designed for:

- General Managers
- Senior Leaders and Executives responsible for recruitment and talent management
- Department Heads overseeing recruitment efforts
- Team Leaders focused on aligning recruitment with organizational goals
- HR Professionals and Managers looking to enhance their strategic recruitment leadership skills
- Professionals aspiring to take on more significant recruitment leadership roles

## Program Outline

### Day 1: Introduction to Strategic Recruitment Leadership

#### Session 1: Understanding the Role of Strategic Recruitment Leadership

- Importance of strategic recruitment in achieving business goals
- Link between recruitment leadership and organizational success
- Key challenges and opportunities in the recruitment landscape

#### Session 2: Aligning Recruitment with Business Objectives

- Analyzing organizational goals and workforce requirements
- Identifying key competencies for each role
- Emphasizing diversity and inclusion in recruitment

### Day 2: Building a Strategic Talent Pipeline

#### Session 3: Proactive Talent Sourcing and Networking

- Strategies for talent sourcing and building talent pools
- Leveraging employer branding to attract top talent

#### Session 4: Effective Interviewing Techniques

- Types of interviews: Behavioral, situational, and competency-based
- Structuring interview questions to assess skills and cultural fit
- Mitigating bias in the interview process

### Day 3: Data-Driven Recruitment Decisions

#### Session 5: Recruitment Metrics and Analytics

- Utilizing recruitment data to optimize hiring decisions
- Identifying bottlenecks in recruitment processes
- Enhancing candidate experience through data insights

#### Session 6: HR and General Manager Collaboration

- Defining roles and responsibilities in recruitment
- Promoting communication and feedback channels between HR and managers
- Building a partnership approach to talent acquisition

### Day 4: Onboarding, Retention, and Workforce Planning

#### Session 7: Onboarding and Retention Strategies

- Designing effective onboarding programs
- Addressing potential retention challenges
- Employee engagement and retention best practices

#### Session 8: Strategic Workforce Planning

- Assessing workforce capabilities and future needs
- Developing actionable workforce plans aligned with business goals

#### Day 5: Employer Branding, EVP, and Action Planning

##### Session 9: Strengthening Employer Branding and EVP

- Building a strong employer brand to attract top talent
- Crafting an attractive Employee Value Proposition EVP
- Showcasing organizational culture and values

##### Session 10: Developing a Recruitment Action Plan

- Reflecting on key learnings from the workshop
- Setting specific recruitment goals and objectives
- Creating personalized action plans for each general manager

##### Session 11: Q&A and Closing

- Open Q&A session for participant queries
- Reviewing key takeaways and next steps

## Registration form on the Training Course: Strategic Recruitment Leadership: Empowering General Managers

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Fees: 5775 € Euro

Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
Position: .....  
Telephone / Mobile: .....  
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### Company Information

Company Name: .....  
Address: .....  
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### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
Position: .....  
Telephone / Mobile: .....  
Personal E-Mail: .....  
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### Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
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