



*Training Course:
Certified Recruitment Analyst*

*2 - 6 November 2026
Casablanca (Morocco)*

Training Course: Certified Recruitment Analyst

Training Course code: HR3006 From: 2 - 6 November 2026 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

Introduction

In today's business world, Interviewing has been identified as a critical management skill. Proven results have concluded that the "Old Style" interview is a failure. Published results show it's less than 1.5% likely to be successful. The new approach to interviewing is to use the behavioral approach - as recommended by psychologists. The approach once mastered will transform your ability to interview effectively. Also featured in this advanced program will be explanations and demonstrations of psychometric tests and personality questionnaires. This technique - once mastered can be used for appraisal and disciplinary interviews. Interviewing techniques have advanced so much in the last few years no one who has not been trained since 2008 is probably not currently competent to interview.

Highlights of this program:

- You will experience the new complete interview process
- The course focuses specifically on the new advances in psychology and behavioral techniques
- The program is very practical; you will gain the confidence and techniques to be effective as soon as you return to work
- The program is conducted so you have the opportunity to build on your experiences under the expertise of the course presenter

Course Objectives of Certified Recruitment Analyst

By the end of this program you will be able to:

- Recognize the complexities of recruitment and selection in today's modern environment
- Understand and be able to implement the new recruitment and selection process
- Be able to identify and write recruitment criteria for use in advertising, shortlisting, and constructing effective interview questions.
- Be able to demonstrate to others how the new process will save time and increase dramatically interviewing effectiveness.
- Consider the concept of and know when to use testing and personality questionnaires and when assessment centers are appropriate.
- Be able to design and use the two-step questioning technique which has numeric scoring.

Training Methodology

Very practical, interactive, seminar with a high level of delegate participation. There will be illustrative DVD examples and throughout the program group work. All of the training will be carried out in a relaxed supportive atmosphere.

Organizational Impact of Certified Recruitment Analyst

Recruitment is a critical management tool and nowadays requires a very high level of skill and ability, organizations sending delegates on this program can expect:

- Maximize time, effort, and costs and effectiveness of the recruitment procedure
- Utilize existing information to construct high-quality interview questions that are scoreable
- Use a new process that will reduce the possibility of litigation
- Be able to use the new behavioral system as an effective tool to aid recruitment
- Have up-to-date knowledge of the latest testing approaches and tools
- Be able to know which personality profilers work and more importantly - those that don't.

Personal Impact of Certified Recruitment Analyst

- You will assess your own understanding and experience in recruitment and selection
- You will know the nine stages of a successful recruitment
- You will get to practice the skills required during the interview process - many of which apply to development and succession planning
- You will develop personal action plans for improvement - particularly the balanced score method and the new behavioral questioning system
- You will have carried out an interview using the technique gathered
- You will be able to use techniques to discover when documents are falsified or when the candidate is not telling the truth.

Course Outlines of Certified Recruitment Analyst

DAY 1

Where Are We Now - Current Skills and Knowledge Vs New

- Why interviews are often so ineffective
- Examining your current skill levels - Knowledge - exercise

- Examining your current - skills - exercise
- Interviewing first practice
- Interviewing - observing others
- Interviewing - What it's like being interviewed
- The Myths about interviewing - pre-2008 opinions
- Completing your personality profiler

DAY 2

The New Process of Interviewing - New Approach, New Results

- The new recruitment/interview model explained
- Why we need a change
- Review and discussion
- STEP 1: Job descriptions and terms of reference and their role in the process
- Putting the criteria behavioral map together - what are the criteria?
- STEP 2: Practice exercise gathering criteria information for future use - creating the job advert
- Practice exercise -putting steps 1 & 2 into action
- STEP 3: New approach to shortlisting - how to save lots of time

DAY 3

Testing, Personality Profiling, and Assessment Centres

- STEP 4: Testing - the three groups of testing - why do we need testing?
- Psychometric Test Vs Occupational tests - latest advancements
- Design and use of local ability test - practical example - group exercise
- Another test you may want to consider - examples
- STEP 5: Personality profiling - advances in profiling - from "Type" profile to occupational profiles
- Personality profiling - what we use it for - what results you can expect
- Profile example and exercise - your own profiles

DAY 4

Questioning Techniques and Observing Body Language

- STEP 6: The new approach to interview questions
- Signposting - advantages for the interviewer and interviewee
- The construction and use of knowledge-based questions - demonstration and practice
- The purpose and use of probing questions
- Starting the interview correctly - practice in groups
- How many people are on the interview panel to make questioning meaningful?
- STEP 7: design and layout of the interview room
- STEP 8 How to use body language - practical examples and demonstrations

DAY 5

Putting Interviewing Skills into Practice

- Review of learning to date
- Practicing introductions - group/team exercise
- The real cost of bad interviewing
- Practical interview - Interview 1
- Practical Interview - Interview 2
- Practical interview - Interview 3
- Making the final selections and necessary professional actions
- Program review - updating skill and knowledge sheets

Registration form on the Training Course: Certified Recruitment Analyst

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

Delegate Information

Full Name (Mr / Ms / Dr / Eng):
 Position:
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Payment Method

- Please find enclosed a cheque made payable to Global Horizon
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