



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

*14 - 18 September 2026
Casablanca (Morocco)*

Training Course: Strategic Recruitment Leadership: Empowering General Managers

Training Course code: LS235097 From: 14 - 18 September 2026 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € 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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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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