



*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 rapidly evolving business landscape, the success of any organization hinges on its ability to attract, retain, and develop top talent. As a result, strategic recruitment leadership plays a pivotal role in driving business growth and achieving organizational objectives. This comprehensive 5-day workshop is designed to equip general managers with the essential skills, knowledge, and strategies needed to excel in their recruitment leadership roles.

Objectives

Throughout this training program, our primary objectives are to:

- **Understand Strategic Recruitment Leadership:** Introduce participants to the concept of strategic recruitment leadership and how it aligns with overall business goals. We will explore the critical role of recruitment leaders in shaping an organization's talent strategy and fostering a culture of excellence.
- **Align Recruitment Efforts with Business Objectives:** Learn how to effectively align recruitment initiatives with the organization's strategic objectives. Participants will gain insights into conducting workforce analyses, identifying key competencies, and fostering diversity and inclusion in the recruitment process.
- **Build a Strategic Talent Pipeline:** Discover strategies for proactive talent sourcing, networking, and talent pooling. General managers will understand how to leverage employer branding to attract and engage top-tier candidates, ensuring a continuous flow of high-quality talent.
- **Master Effective Interviewing Techniques:** Develop robust interviewing skills to make informed and unbiased hiring decisions. Participants will learn different interview types, how to structure questions, and techniques to assess both skills and cultural fit.
- **Make Data-Driven Recruitment Decisions:** Harness the power of recruitment metrics and analytics to drive data-informed decisions. General managers will understand how to leverage data insights to optimize recruitment processes and enhance candidate experience.
- **Foster Collaboration between HR and General Managers:** Promote seamless collaboration between HR and general managers to achieve recruitment success. Participants will learn to define roles and responsibilities, establish effective communication channels, and work as a cohesive team towards talent acquisition.
- **Implement Onboarding and Retention Strategies:** Understand the importance of effective onboarding and retention in talent management. General managers will gain insights into designing onboarding programs and implementing best practices for employee engagement and retention.
- **Strategic Workforce Planning:** Introduce the concept of strategic workforce planning and its role in preparing the organization for future challenges. Participants will learn how to assess workforce capabilities and develop actionable workforce plans.

- Enhance Employer Branding and Employee Value Proposition EVP: Discover strategies for building a strong employer brand and crafting an attractive EVP to position the organization as an employer of choice.

Target Audience

This training program is designed for general managers, senior leaders, and any professionals responsible for recruitment and talent management within their organizations. It is particularly relevant to those seeking to enhance their strategic recruitment leadership skills, align talent acquisition with business goals, and empower their teams to attract and retain top talent effectively.

Outline

Day 1

Session 1: Introduction to Strategic Recruitment Leadership

- Understanding the Role of Strategic Recruitment Leadership
- The Link Between Strategic Recruitment and Business 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 and Skills for Each Role
- Emphasizing Diversity and Inclusion in Recruitment

Day 2

Session 3: Building a Strategic Talent Pipeline

- Strategies for Proactive Talent Sourcing and Networking
- Implementing Talent Pooling and Talent Communities
- Leveraging Employer Branding to Attract Top Talent

Session 4: Effective Interviewing Techniques

- Types of Interviews: Behavioral, Situational, and Competency-Based
- Developing Structured Interview Questions
- Mitigating Bias in the Interview Process

Day 3

Session 5: Data-Driven Recruitment Decisions

- Utilizing Recruitment Metrics and Analytics
- Leveraging Data to Identify Recruitment Bottlenecks
- Enhancing Candidate Experience through Data Insights

Session 6: Collaboration between HR and General Managers

- Defining Roles and Responsibilities in the Recruitment Process
- Promoting Communication and Feedback Channels
- Developing a Partnership Approach to Talent Acquisition

Day 4

Session 7: Onboarding and Retention Strategies

- Designing Effective Onboarding Programs
- Identifying and Addressing Potential Retention Challenges
- Employee Engagement and Retention Best Practices

Session 8: Strategic Workforce Planning

- Understanding Workforce Planning and Its Importance
- Assessing Current Workforce Capabilities and Future Needs
- Creating Actionable Workforce Plans for the Organization

Day 5

Session 9: Employer Branding and Employee Value Proposition

- Building a Strong Employer Brand to Attract Talent
- Crafting an Attractive Employee Value Proposition EVP
- Showcasing the Organization's 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

- Facilitating an Open Q&A Session to Address Participant Queries
- Reviewing the Key Takeaways from the Entire Training Program

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

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