



*Training Course:
Certified Recruitment Analyst*

*18 - 22 January 2027
Casablanca (Morocco)*

Training Course: Certified Recruitment Analyst

Training Course code: HR3006 From: 18 - 22 January 2027 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

Introduction

This program, designed by Global Horizon Training Center, addresses one of the most critical competencies in modern management: [effective interviewing and recruitment decision-making](#).

In today's competitive business environment, traditional interviewing methods have proven to be highly unreliable, with studies indicating extremely low success rates. Modern organizations are now shifting toward [behavioral interviewing techniques](#), supported by advances in psychology, data-driven assessment, and structured evaluation models.

This program introduces participants to the [new generation of recruitment methodologies](#), including competency-based interviewing, psychometric testing, and personality profiling. It is designed to provide a [practical, hands-on learning experience](#), enabling participants to confidently apply advanced interviewing techniques immediately in their workplace.

Participants will also explore how these techniques extend beyond recruitment into [performance appraisal, succession planning, and disciplinary processes](#), making this program highly valuable for HR professionals and line managers alike.

Objectives

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

- Understand the complexities of modern recruitment and selection processes
- Apply structured and behavioral-based interviewing techniques
- Develop and define recruitment criteria for advertising and shortlisting
- Design effective, competency-based interview questions
- Utilize psychometric testing and personality assessments appropriately
- Apply the two-step questioning technique with measurable scoring
- Improve interview accuracy, efficiency, and decision-making quality
- Demonstrate how modern recruitment approaches reduce time, cost, and risk

Target Audience

- HR Professionals and Recruitment Specialists
- Talent Acquisition Officers
- Hiring Managers and Line Managers
- Organizational Development Professionals
- Anyone involved in recruitment, interviewing, or employee selection

Outlines

Day 1: Current Interviewing Practices vs Modern Approaches

- Evaluating current interviewing effectiveness
- Common failures of traditional interview methods
- Self-assessment of interviewing skills and knowledge
- Practical interview exercises and observation
- Understanding candidate experience
- Debunking common interviewing myths
- Introduction to personality profiling

Day 2: The New Recruitment & Interviewing Process

- Overview of the modern recruitment model
- Transitioning from traditional to behavioral approaches
- Step 1: Job descriptions and defining role requirements
- Step 2: Building competency-based criteria
- Developing job advertisements based on behavioral mapping
- Step 3: Efficient and structured shortlisting techniques

Day 3: Testing, Personality Profiling & Assessment Centers

- Step 4: Types of testing psychometric vs occupational
- Designing and applying ability tests
- Step 5: Personality profiling and its applications
- Understanding occupational vs type-based profiling
- Interpreting personality assessment results
- Practical exercises on profiling and assessment tools

Day 4: Advanced Interview Techniques & Behavioral Analysis

- Step 6: Constructing effective interview questions
- Knowledge-based vs behavioral questioning
- Probing techniques and structured interviews
- Conducting interviews effectively from start to finish
- Step 7: Interview environment and panel structuring
- Step 8: Reading and utilizing body language
- Practical demonstrations and exercises

Day 5: Practical Application & Interview Mastery

- Consolidation of learning and techniques
- Practice sessions: conducting structured interviews
- Multiple interview simulations and evaluations
- Understanding the cost and impact of poor interviewing
- Final selection decision-making techniques
- Developing personal action plans for improvement
- Program review and competency assessment

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

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