



*Training Course:
Leadership Excellence: Advancing Recruitment
and Talent Attraction Strategies*

*11 - 15 January 2027
Casablanca (Morocco)*

Training Course: Leadership Excellence: Advancing Recruitment and Talent Attraction Strategies

Training Course code: LS2010 From: 11 - 15 January 2027 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

Introduction

Welcome to the Leadership Excellence Program for Recruitment and Talent Attraction. In today's competitive business landscape, organizations recognize the critical role that effective leadership plays in attracting and retaining top talent. This program is designed to equip leaders with the skills, strategies, and insights necessary to excel in the recruitment and talent attraction domain. By fostering strong leadership capabilities and enhancing recruitment expertise, participants will be empowered to drive organizational growth, create a compelling employer brand, and build high-performing teams.

Objectives

- **Develop Leadership Excellence:** Enhance leadership skills, including strategic thinking, effective communication, decision-making, and emotional intelligence, to lead recruitment and talent attraction teams successfully.
- **Master Recruitment Strategies:** Gain in-depth knowledge of recruitment strategies, best practices, and innovative approaches to attract top talent, aligning recruitment initiatives with organizational goals.
- **Foster a Compelling Employer Brand:** Understand the importance of building a strong employer brand and creating an engaging work environment that attracts and retains high-potential individuals.
- **Drive Organizational Growth:** Learn how to leverage effective recruitment and talent attraction strategies to drive organizational growth, improve productivity, and contribute to long-term success.
- **Optimize Team Performance:** Enhance management skills, including team building, performance management, conflict resolution, and motivation, to foster high-performance teams within the recruitment function.

Target Audience

This program is designed for:

- Senior Executives and General Managers responsible for recruitment strategy
- HR Directors and Talent Acquisition Leaders
- Recruitment Managers and Team Leaders
- Business Leaders aiming to enhance talent attraction strategies
- Professionals involved in recruitment and talent management
- Managers and Executives seeking to improve organizational talent acquisition capabilities

Outline

Day 1: Leadership Foundations and Strategic Thinking

- Introduction and Program Overview
- Leadership in the Recruitment and Talent Attraction Context
- Understanding Leadership Styles and their Impact
- Strategic Thinking and Decision Making
- Building a Vision and Setting Strategic Goals
- Case Studies and Group Discussions
- Action Planning for Leadership Development

Day 2: Recruitment Strategy and Employer Branding

- Aligning Recruitment Strategy with Organizational Goals
- Talent Acquisition Trends and Best Practices
- Creating an Effective Employer Brand
- Employer Value Proposition and EVP Development
- Leveraging Technology for Recruitment
- Diversity and Inclusion in Recruitment
- Group Exercises and Role-plays

Day 3: Effective Talent Attraction and Selection

- Sourcing Strategies and Talent Pipelining
- Candidate Engagement and Relationship Building
- Behavioral Interviews and Competency-based Assessments
- Psychometric Assessments and Aptitude Testing
- Evaluating Cultural Fit and Candidate Evaluation Techniques
- Offer Management and Negotiation Skills

- Mock Interviews and Interactive Activities

Day 4: Team Leadership and Performance Management

- Building High-performing Recruitment Teams
- Setting Performance Expectations and Goals
- Feedback and Coaching Techniques
- Conflict Resolution and Managing Difficult Conversations
- Motivation and Employee Engagement Strategies
- Succession Planning and Talent Development
- Team-building Activities and Case Studies

Day 5: Strategic Partnerships and Personal Leadership

- Collaborating with Internal Stakeholders
- Developing External Partnerships and Vendor Relationships
- Networking Strategies and Industry Engagement
- Leveraging Data and Analytics for Recruitment Insights
- Personal Leadership Branding and Development
- Work-Life Balance and Stress Management
- Action Planning and Commitment to Ongoing Growth

Registration form on the Training Course: Leadership Excellence: Advancing Recruitment and Talent Attraction Strategies

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