



*Training Course:
Recruitment and Selection: Methodologies &
Techniques*

*12 - 16 July 2027
Casablanca (Morocco)*

Training Course: Recruitment and Selection: Methodologies & Techniques

Training Course code: HR3044 From: 12 - 16 July 2027 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

Introduction

Recruitment and selection are among the most **resource-intensive and strategically critical functions** within Human Resources. Poor hiring decisions can lead to high turnover, reduced productivity, and significant financial loss, while effective recruitment practices directly contribute to **organizational performance and long-term sustainability**.

This program provides a comprehensive, modern approach to recruitment and selection by integrating **competency-based frameworks, behavioral interviewing techniques, psychometric assessments, and assessment center methodologies**. Participants will explore how to move beyond intuition-based hiring toward **structured, evidence-based decision-making**.

Through a blend of theory, simulations, and hands-on practice, this program transforms participants into **highly competent recruiters and interviewers**, capable of identifying high-potential candidates and making accurate, unbiased hiring decisions.

Program Objectives

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

- Apply advanced interviewing techniques, including **behavioral and targeted interviewing**
- Evaluate different recruitment methodologies and their impact on hiring outcomes
- Utilize **competency frameworks** to distinguish top performers from average candidates
- Interpret and apply **psychometric and personality assessment tools** effectively
- Understand and apply **Emotional Intelligence EI** in candidate evaluation
- Design and implement **assessment centers** aligned with job requirements
- Develop persuasive communication strategies for recruitment campaigns
- Make structured, data-driven hiring decisions with reduced bias

Target Audience

- HR Professionals and Recruiters
- Talent Acquisition Specialists
- Hiring Managers and Team Leaders
- HR Business Partners
- Organizational Development Professionals
- Anyone involved in recruitment, interviewing, or talent assessment

Training Outline

Day 1: The Recruitment and Selection Process

- Program overview and expectations
- Key components of recruitment and selection frameworks
- Developing [person specifications and competency profiles](#)
- Overview of the five main interview styles:
 - Structured
 - Unstructured
 - Behavioral
 - Situational
 - Panel interviews
- Principles of [targeted competency-based interviewing](#)
- Practical exercise: Designing interview questions
- Daily review

Day 2: Interviewing in Action & Outcome Analysis

- Establishing [rules of evidence](#) in candidate assessment
- Coding techniques for structured evaluation
- Interview simulation - Practice Session 1
- Advanced targeted interviewing - Practice Session 2
- Evaluating interview outcomes and decision frameworks
- Feedback and improvement techniques
- Daily review

Day 3: Psychometric Testing & Psychological Assessment

- Introduction to [psychometric testing in recruitment](#)
- Types of tests:
 - Cognitive ability tests
 - Personality assessments
 - Behavioral profiling tools
- Understanding standardization and data interpretation
- Application of [Myers-Briggs Type Indicator MBTI](#)
- Review of [SHL OPQ32 reports](#)
- Introduction to [Emotional Intelligence EI](#) using Daniel Goleman model
- Case study: Personality profiling in recruitment
- Ethical guidelines in psychometric testing
- Daily review

Day 4: Interpreting Results & Decision-Making

- Integrating psychometric results into hiring decisions
- Best-fit vs. culture-fit analysis
- Understanding personality scales and behavioral indicators
- Providing structured feedback to candidates
- Using recruitment outcomes for [development planning](#)
- Practical workshop: Candidate evaluation and decision-making
- Daily review

Day 5: Assessment Centers & Advanced Recruitment Techniques

- Designing and implementing **Assessment Centers**
- Latest trends in recruitment advertising and employer branding
- Shortlisting strategies and **bias mitigation techniques**
- Training assessors and standardizing evaluation criteria
- Selecting appropriate assessment tools:
 - Role plays
 - Case studies
 - Group exercises
- Resource planning for recruitment campaigns
- Final workshop: Designing a full recruitment & selection strategy
- Program review and certification

Registration form on the Training Course: Recruitment and Selection: Methodologies & Techniques

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