



London TDM

## HR Training Courses

**Course Venue:** United Kingdom - London

**Course Date:** From 15 March 2026 To 19 March 2026

**Course Place:** London Paddington

**Course Fees:** 6,000 USD

## Introduction

In today's fast-paced and competitive business environment, effective talent acquisition is crucial for organizational success. This course, "Talent Acquisition Strategies for Modern HR," is designed to equip HR professionals with the necessary skills and knowledge to source, attract, and retain top talent using innovative and strategic approaches.

## Objectives

- Understand the latest trends and technologies in talent acquisition.
- Develop strategic recruiting processes to attract top talent.
- Enhance employer branding to improve candidate engagement.
- Learn methods for effective interview and selection processes.
- Discover strategies for maintaining a diverse and inclusive workforce.

## Course Outlines

### Day 1: Introduction to Modern Talent Acquisition

- Overview of talent acquisition in the digital age.
- The changing landscape of the workforce.
- Key metrics and analytics in recruitment.
- Understanding candidate behavior and expectations.
- Discussion: Challenges faced by modern HR professionals.

### Day 2: Strategic Recruitment Planning

- Identifying organizational needs and job requirements.
- Creating a competency-based hiring strategy.
- Leveraging talent pools and pipelines.
- Developing an effective job posting strategy.
- Workshop: Building a comprehensive recruitment plan.

### Day 3: Enhancing Employer Branding

- The role of employer branding in talent acquisition.
- Crafting a compelling employer value proposition (EVP).
- Using social media to boost your brand.
- Case studies of successful employer branding.
- Interactive session: Auditing your current employer brand.

### Day 4: Streamlined Interview and Selection Processes

- Designing structured interviews for consistent results.
- Behavioral and situational interviewing techniques.
- Utilizing technology to enhance the selection process.
- Assessment tools and their impact on hiring.
- Practical exercise: Role-playing interview scenarios.

## **Day 5: Building a Diverse and Inclusive Workforce**

- The business case for diversity and inclusion.
- Creating unbiased job descriptions and advertisements.
- Strategies for diverse candidate sourcing.
- Mitigating bias in recruitment and selection.
- Panel discussion: Best practices for an inclusive culture.