MERCURY

Recruitment, Workforce Planning, and Talent Acquisition



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Introduction

The Recruitment, Workforce Planning, and Talent Acquisition course provides an understanding of modern approaches to attracting, selecting, and retaining qualified employees. It examines how workforce planning connects organizational strategy with current and future staffing requirements. Participants explore recruitment strategies, talent acquisition processes, candidate sourcing, and effective selection methods. The program addresses workforce forecasting, competency requirements, succession considerations, and talent pipeline development. It emphasises aligning recruitment decisions with organizational goals, workforce needs, and changing labor market conditions. Participants develop practical theoretical knowledge for designing efficient recruitment and talent management processes.

Targeted Groups

This Recruitment, Workforce Planning, and Talent Acquisition training targets professionals seeking knowledge and skills:

- HR managers managing recruitment and staffing activities.
- Recruitment specialists handling candidate sourcing and selection.
- Talent acquisition professionals developing talent pipelines.
- Workforce planners forecasting future staffing needs.
- HR business partners supporting workforce strategies.
- Department managers involved in employee selection.
- HR officers improving recruitment processes.
- Professionals developing strategic talent management knowledge.

Course Objectives

Participants will achieve the following objectives by completing the Recruitment, Workforce Planning, and Talent Acquisition course:

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- Understand modern recruitment principles and practices.
- Explain the role of workforce planning in organizations.
- Identify current and future workforce requirements.
- Analyze staffing gaps and workforce capacity.
- Develop structured recruitment strategies.
- Evaluate effective talent acquisition approaches.
- Apply appropriate candidate sourcing methods.
- Understand job analysis and competency requirements.
- Compare internal and external recruitment methods.
- Evaluate candidate screening and selection criteria.
- Understand structured interview techniques.
- Assess recruitment performance indicators.
- Identify factors affecting employee attraction.
- Examine talent pipeline development methods.
- Understand workforce forecasting techniques.
- Support evidence-based recruitment decisions.
- Recognize challenges in talent acquisition.
- Improve alignment between hiring and business needs.
- Examine approaches to candidate experience.
- Strengthen strategic workforce management practices.

Targeted Competencies

Participants will gain the following competencies during the Recruitment, Workforce Planning, and Talent Acquisition program:

- Workforce requirements analysis.
- Recruitment strategy development.
- Talent sourcing and pipeline planning.
- Job analysis and role profiling.
- Candidate screening evaluation.
- Structured interview planning.
- Workforce forecasting.
- Staffing gap analysis.
- Recruitment performance evaluation.
- Talent market assessment.
- Candidate experience management.
- Selection criteria development.
- Talent acquisition planning.
- Workforce data interpretation.
- Recruitment process improvement.

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Studying Scenarios

In this Recruitment, Workforce Planning, and Talent Acquisition training, participants develop skills through the following scenarios:

- Analyze staffing shortages before launching recruitment activities.
- Examine recruitment needs for organizational expansion.
- Compare internal and external candidate sourcing.
- Evaluate candidates against defined competencies.
- Develop a talent pipeline for critical positions.
- Review recruitment delays and identify process weaknesses.
- Assess workforce requirements during organizational restructuring.
- Evaluate recruitment outcomes using performance indicators.

Course Content

Unit 1: Foundations of Recruitment and Talent Acquisition

- Define recruitment and talent acquisition concepts.
- Explain the role of recruitment in HR management.
- Distinguish recruitment from talent acquisition.
- Examine strategic recruitment principles.
- Identify major stages of the recruitment process.
- Explore current recruitment trends.
- Understand internal and external recruitment sources.
- Examine factors influencing recruitment decisions.

Unit 2: Workforce Planning and Staffing Strategy

- Define workforce planning and its purpose.
- Connect workforce planning with business strategy.
- Identify current workforce requirements.
- Forecast future staffing needs.
- Analyze workforce supply and demand.
- Identify staffing gaps and shortages.
- Examine workforce capacity and productivity.
- Develop basic staffing strategies for changing needs.

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Unit 3: Talent Sourcing and Candidate Attraction

- Identify effective talent sourcing channels.
- Examine internal recruitment opportunities.
- Explore external recruitment approaches.
- Develop candidate sourcing strategies.
- Understand employer branding fundamentals.
- Examine factors influencing candidate attraction.
- Evaluate talent pools and candidate pipelines.
- Improve candidate engagement throughout recruitment.

Unit 4: Candidate Selection and Recruitment Evaluation

- Define effective candidate selection principles.
- Develop clear job and competency requirements.
- Examine application screening methods.
- Compare structured and unstructured interviews.
- Identify reliable interview evaluation criteria.
- Examine assessment and selection decisions.
- Reduce bias in candidate evaluation.
- Evaluate recruitment effectiveness using key indicators.

Unit 5: Strategic Talent Management and Workforce Optimization

- Connect talent acquisition with organizational strategy.
- Identify critical roles and talent requirements.
- Examine talent pipeline development.
- Understand succession and workforce continuity.
- Analyze employee retention considerations.
- Evaluate recruitment costs and outcomes.
- Identify opportunities for recruitment process improvement.
- Develop integrated workforce and talent strategies.
- Align talent decisions with long-term organizational objectives.

Final Insights & Key Takeaways

Effective recruitment requires organizations to connect workforce planning, talent acquisition, candidate selection, and business strategy. A structured approach enables organizations to anticipate staffing needs, attract suitable talent, improve hiring decisions, and build a sustainable workforce.