MERCURY

Strategic Recruitment, Competency-Based Interviewing & Talent Acquisition

26 – 30 July 2027
Cape Town (South Africa)



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Ref: 121568_1074183 **Date:** 26 – 30 July 2027 **Location:** Cape Town (South Africa) **Fees:** 5300 Euro

Introduction

Strategic recruitment is now a core business function, not only an HR process. This Strategic Recruitment, Competency-Based Interviewing & Talent Acquisition course explains how to attract, assess, and select talent using structured, competency-based methods to improve hiring quality. Participants learn how to design interviews that test real job capabilities, uncover behaviors, and support fair decision-making. The program shows how to reduce bias, strengthen compliance, and improve candidate experience throughout the hiring journey. In addition, it connects recruitment decisions to workforce needs, business goals, and long-term talent strategy. Participants will apply practical, evidence-based hiring methods to achieve stronger, more consistent recruitment outcomes.

Targeted Groups

This Strategic Recruitment, Competency-Based Interviewing & Talent Acquisition training targets professionals seeking knowledge and skills:

- Recruitment and talent acquisition specialists.
- HR officers and HR business partners.
- Hiring managers and team leaders.
- Interview panel members and assessors.
- Workforce planning and staffing professionals.
- Employers are improving the fairness and inclusivity of hiring.
- Professionals involved in sourcing, screening, and selection.

Course Objectives

Participants will achieve the following objectives by completing the Strategic Recruitment, Competency-Based Interviewing & Talent Acquisition course:

- Understand strategic recruitment and its role in business performance.
- Apply structured interview methods for consistent candidate evaluation.
- Use behavioral interviewing techniques to assess real experience.
- Build effective probing questions that reveal depth and evidence.
- Reduce unconscious bias in screening and interview decisions.
- Use scorecards, rubrics, and rating scales with confidence.
- Improve candidate experience and communicate the employer value proposition clearly.
- Align hiring decisions with role requirements and organizational goals.
- Strengthen legal and compliant interviewing practices.
- Use modern recruitment tools to support sourcing and selection.

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Targeted Competencies

Participants will gain the following competencies during the Strategic Recruitment, Competency-Based Interviewing & Talent Acquisition program:

- Competency mapping for role-based hiring.
- Interview planning and question design.
- Behavioral assessment using STAR and CAR.
- Objective scoring and evidence-based selection.
- Inclusive hiring and bias reduction.
- ATS-supported sourcing, screening, and tracking.
- Candidate communication and employer branding awareness.

Studying Scenarios

In this Strategic Recruitment, Competency-Based Interviewing & Talent Acquisition training, participants develop skills through the following scenarios:

- Selecting candidates for a critical role with limited time.
- Comparing interview answers using scorecard evidence.
- Reducing bias in a panel interview process.
- Screening applicants through ATS filters and structured criteria.
- Handling candidate questions while presenting a strong EVP.

Course Content

Unit 1: Strategic Recruitment Foundations

- Understand strategic recruitment as a business-aligned hiring process.
- Define talent acquisition as a long-term capability, not a one-time vacancy fill.
- Identify how workforce needs, growth plans, and turnover affect recruitment priorities.
- Connect role design to job outcomes, success indicators, and performance expectations.
- Distinguish between tactical hiring and strategic talent acquisition planning.
- Explore how employer reputation affects attraction, application quality, and acceptance of offers.
- Review the recruitment lifecycle from workforce planning to onboarding readiness.
- Recognize the value of structured recruitment for speed, quality, and consistency.
- Examine how hiring decisions influence retention, productivity, and team stability.

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Unit 2: Competency-Based Interviewing Methods

- Build interview questions from role competencies, not personal preference.
- Use structured interviews to assess and ensure fairness and consistency.
- Apply behavioral questions that focus on past actions and measurable results.
- Use the STAR approach to clearly explore Situation, Task, Action, and Result.
- Use the CAR approach to uncover Context, Action, and Result with precision.
- Prepare follow-up probes that deepen answers and clarify evidence.
- Separate strong stories from general statements, assumptions, and vague claims.
- Translate job requirements into observable behaviors and practical indicators.
- Create interview guides that support disciplined and repeatable assessment.

Unit 3: Fair, Inclusive, and Compliant Hiring

- Identify common sources of unconscious bias in recruitment and interviewing.
- Reduce halo effects, similarity bias, confirmation bias, and first-impression errors.
- Use consistent questions to create fair comparisons between candidates.
- Apply inclusive language in job discussions, interviews, and evaluation notes.
- Recognize legally sensitive areas that should not shape hiring decisions.
- Maintain compliant practices across screening, interviewing, and documentation.
- Ensure that all candidate evaluations have job-related evidence.
- Strengthen panel awareness of fairness, confidentiality, and professional conduct.
- Support diverse hiring decisions through transparent and well-documented processes.

Unit 4: Objective Evaluation and Evidence-Based Decision-Making

- Use scorecards to compare candidates against the same role criteria.
- Design rubrics that define what weak, acceptable, and strong responses look like.
- Apply rating scales that improve objectivity and reduce personal preference.
- Capture interview evidence in a clear, concise, and reviewable format.
- Separate facts, impressions, and assumptions during candidate evaluation.
- Compare candidates using competency alignment rather than general impressions.
- Support hiring decisions with documented examples and assessment logic.
- Build panel discussions around evidence, role fit, and business value.
- Use final selection methods that improve confidence and consistency.

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Unit 5: Modern Talent Acquisition, Tools, and Candidate Experience

- Use ATS platforms to organize applications, screening steps, and communication flows.
- Improve sourcing through job boards, professional networks, and social platforms.
- Strengthen screening by linking keywords, qualifications, and role requirements.
- Track recruitment metrics that help evaluate speed, quality, and funnel health.
- Use analytics to identify sourcing channels that produce stronger candidates.
- Communicate the employer value proposition clearly and credibly.
- Create a positive candidate experience from application to final decision.
- Reduce delays, confusion, and poor communication during the hiring journey.
- Align modern recruitment tools with efficient, human-centered talent acquisition.

Final Insights & Key Takeaways

Strong recruitment outcomes come from structured interviews, fair evaluation, and decisions grounded in evidence rather than instinct. When talent acquisition aligns with business goals, the organization improves hiring quality, candidate experience, and long-term workforce strength.