Healthcare Recruitment Education & Development Program

Lean Human Capital is excited to announce that for the first time ever we are making our [Educational & Development Program](#) available to the public! This course is designed exclusively for healthcare recruiters. The program is web based and begins on March 29th.

Some benefits include:
- Eligible to become certified by The Recruiter Academy (our sister company)
- Eligible for 16 recertification HRCI (SHRM) & 19 CHCR (NAHCR) credits

IMPORTANT: All NAHCR members will receive a 40% discount!

Please contact us for more information:
ckendall@leanhumancapital.com

Lean Human Capital | The Recruiter Academy
Education & Development Solution

Since 1997, our renowned Recruiter Academy Education & Development Solution has educated thousands of recruiters worldwide. Our program is **100% tailored to corporate healthcare recruiters** and will teach you the industry's best practices in all core disciplines of recruiting.

HOW THIS EDUCATION PROGRAM IS DIFFERENT:

Based on our experience, changing behaviors, creating new good habits, and breaking bad habits is very difficult for the average person. To become an 'elite' recruiter, it takes commitment, dedication, and hard work.

We have embedded best practices of behavior modification, personal achievement, structured performance improvement & instructional design methodologies within our renowned Recruiter Academy curriculum to ensure knowledge transfer, behavior modification and <u>measurable ROI</u> for students participating in our Program.

BENEFITS OF ATTENDING THE RECRUITER ACADEMY'S CERTIFIED EDUCATION PROGRAM:

➢ 100% tailored to Corporate Healthcare Recruiters!
➢ Participate in our 'Elite Recruiter' competency/skills assessment and see how your results compared to over 1,500 + other recruiters nationally!
➢ Become a Recruiter Academy Certified Recruiter – Strategic Level (RACR-S!)
➢ Receive 16 HRCI credits
➢ Receive 19 CHCR credits
➢ Access to behavior conditioning tools including 'Elite' Recruitment best practices, retention contests, 90 day action plans, etc. to ensure course content is absorbed and applied
➢ Receive access to our Healthcare Recruiter Community, Alumni Resource Portal, weekly blogcast, best practice examples, etc.
➢ Robust Participant Guide

COURSE MODULES:

All sessions will be recorded and available to anyone unable to attend.

Success Attributes of 'Elite' Recruiters	**Tues, 3-29, 1-2pm EST**
Strategic Consulting/Client Management	**Tues, 4-12 1-2pm EST**
Tactical Consulting/Client Management	**Tues, 4-26, 1-2pm EST**
Sourcing Candidates – Developing a Search Strategy	**Tues, 5-10, 1-2pm EST**
Sourcing Candidates – Candidate Identification	**Tues, 5-24, 1-2pm EST**
Sourcing Candidates - Mining Internet Databases – 2.0	**Tues, 6-7, 1-2pm EST**
Sourcing Candidates – Web 2.0 – Best Practices	**Tues, 6-21, 1-2pm EST**
Sourcing Candidates – Candidate Development	**Tues, 7-19, 1-2pm EST**
Time Management – The Perfect Week/Perfect Day	**Tues, 8-9, 1-2pm EST**
Objection Handling – From Hiring Managers & Candidates	**Tues, 8-23, 1-2pm EST**
Performing a Structured Candidate Pre-Screen/Intake Session	**Tues, 9-6, 1-2pm EST**
Effective Candidate Closing Techniques	**Tues, 9-20, 1-2pm EST**
Review, Deployment Planning, Implementation Strategy	**Tues, 10-4, 1-2pm EST**

Pricing is just $1,395 and includes all courses, community access, and content.   Please contact us for volume discounts. Seats are limited! Contact us to register!

Note: If you would like to train your entire team, please ask us about our private, Customized Education & Development Solution.

1. **Success Attributes of 'Elite' Recruiters**
   - **Overview:** Share best practices and common success attributes of 'elite' recruiters and discuss what it takes to become an 'elite' recruiter. In addition, we will provide an agenda or timeline for our Performance Improvement Program and discuss the commitment and expectations from all parties involved (recruiters, coordinators, supervisors, executive management, etc.).
   - **Time:** 60-90 minutes - 1 Webinar.
   - **Action Items:** Each recruiter does a self-assessment of their strengths, weaknesses, and areas they want to improve on or learn more about. They will provide this information to the Lean Human Capital | Recruiter Academy Instructor and review with their direct supervisor.

2. **Strategic Consulting/Client Management**
   - **Overview:** Teach recruiters how to become business partners with their hiring managers. We will show them which metrics are meaningful to track (based on what is important to their key customers). We will teach them how to use these metrics to quantify their performance and ROI, justify resources, set service level agreements, etc. We will provide them with a tool that allows candidates to objectively assess their experience (as it relates to an open position) and reduce unqualified applicant flow by 75%. In addition, we will equip them with ideas/tools to build relationships and gain credibility with their hiring managers.
   - **Time Required:** 2-2.5 hours – 2 Webinars.
   - **Action Item(s):**
     - Start attending Line of Business regular status meetings and get "recruitment status" on agenda (if not already doing so).
     - Review performance metrics with supervisor every 90-days. Based on analysis, share performance metrics (and continuous improvement strategy) with Line of Business every 90 days.

3. **Tactical Consulting/Client Management**
   - **Overview:** Teach recruiters how to conduct a structured intake session with a hiring manager to thoroughly define an open requisition. We will equip recruiters with the techniques/tools to completely define the position and the attributes/competencies of a successful candidate. They will learn how to work with difficult hiring managers that won't take the time to engage in this process and/or have unrealistic expectations. In addition, we will walk through a methodology to help prioritize the position, define service level agreements and engage the manager in developing a sourcing/search strategy (allowing the recruiter to take some ownership of the process).
   - **Time Required:** 60-90 minutes - 1 webinar.
   - **Action(s):**
     - Perform a structured intake session with hiring manager and share/review results with supervisor.

4. **Sourcing Candidates – Developing a Search Strategy**
   - **Overview:** Recruiters will learn how to inject creativity into their sourcing process and avoid a "sourcing rut". Based on the information gathered in the intake session, they will develop an actionable plan for identifying quality candidates for the position. We will discuss how to create a knowledge base of sourcing ideas/tools for use throughout the organization. In addition, we will discuss best practices with regard to implementation.
   - **Time Required:** 60-90 minutes - 1 webinar.
   - **Action(s):**
     - Perform a Mindstorm on current search and share/review with supervisor.
     - Create a "share drive" for recruiters to share Mindstorms (create a souring knowledgebase).

5. **Sourcing Candidates – Candidate Identification**
   - **Overview:** We will equip recruiters with 15+ tools/techniques to source passive candidates for little to no cost. We will demonstrate how to source passive candidates throughout the entire recruitment process (requiring no extra time). In addition, they will learn time proven tactics to proactively generate referrals from their Centers of Influence (COIs).
   - **Time Required:** 60-90 minutes - 1 webinar.
   - **Action(s):**
     - Pick 1-5 tools that they will implement into their sourcing routine. Utilize tools for 21 days. Meet with hiring manager to share/review success/challenges with implementation.

6. **Sourcing Candidates - Mining Internet Databases – 2.0**
   - **Overview:** Learn the most efficient techniques for harvesting applicants and contact information from online databases such as Jigsaw, Hoovers, ZoomInfo, and others. Techniques for harvesting both with subscription and without subscription will be shown. We will also dig into the best ways to find candidates and use resume information from Monster, CareerBuilder and other large job boards. Common and cross-over techniques to mining within these two different tool sets will be discussed and practiced to show efficiencies. We will also provide helpful tips to decide which tools are best given the time and budget you have to source for top talent!
   - **Time Required:** 90 minutes – 1 webinar
   - **Actions:**
     - Implement new sourcing techniques on 3 critical/difficult/visible (CDV) positions.
     - Determine which tool(s) you would like to utilize (subscription/non-subscription).
     - Develop a library of common keyword alternatives for repeat use.

7. **Sourcing Candidates – Web 2.0 – Best Practices for Recruiters with Limited Time and Money!**
   - **Overview:** Learn how to leverage Web 2.0 sourcing tools including social media sites (LinkedIn, Facebook, Twitter, etc.) to find passive candidates, build your network, and brand you and your organization. We will also discuss easy to use, effective search techniques (such as X-ray site command) to identify and recruit 'passive' candidates.
   - **Time Required:** 90 minutes - 1 webinar.
   - **Actions(s):**
     - Utilize best practices to update LinkedIn profile.
     - Implement new sourcing techniques for 3 critical/difficult/visible (CDV) positions.
     - Develop a library of common keywords/search strings for repeat use.

8. **Sourcing Candidates – Candidate Development**
   - **Overview:** We will share best practices and provide you with a detailed roadmap on how to turn your list of qualified prospects into engaged candidates! We will demystify the "cold call" and teach recruiters how to help **break the ice,** overcome the initial awkwardness of the call and quickly build rapport with the prospect. We will discuss the indirect/networking approach that will turn a "NO" into referrals and eliminate the friction of recruiting from your competitors. Recruiters will learn how to craft compelling value proposition/recruitment messages that will increase email/voice mail response rates by 50%!
   - **Time Required:** 60-90 minutes - 1 webinar.
   - **Action(s):**
     - Craft an Attention Grabber for each active position and review/share with supervisor.
     - Tape 1 hour of outbound calls and review/critique with hiring manager.

9. **Time Management – The Perfect Week, A Perfect Day**
   - **Overview:** We will review best practices from leading experts on time management, personal achievement, motivation, planning, organization, and avoiding procrastination that will equip recruiters with methodologies, tools and techniques to develop an action plan and develop a structured daily routine. Recruiters will learn how to prioritize critical tasks and improve daily efficiency by over 50%.
   - **Time Required:** 60-90 minutes - 1 webinar.
   - **Action(s):**
     - Create a Perfect Week/Perfect Day routine and review/share with hiring manager. Implement for 21 days. Review/share successes/challenges with implementation.

10. **Objection Handling – Hiring Managers & Candidates**
    - **Overview:** We will define the top objections we get daily from hiring managers and candidates and craft rebuttals to overcome them.
    - **Time Required:** 60-90 minutes - 1 webinar.
    - **Action(s):**
      - Craft rebuttals for all objections and post in work area.
      - Practice/role-play with your supervisor.

11. **Performing a Structured Candidate Pre-Screen/Intake Session**
    - **Overview:** We will provide recruiters with a structured five-step pre-screening methodology (candidate intake session) that will allow them to develop candidate rapport, assess their skills and abilities, identify career motives, gain insight into their Centers of Influence (for networking), set service level agreements and start the pre-closing process. Recruiters will learn how to take control of the process while developing a relationship with the candidates and educating them on the opportunity.
    - **Time Required:** 60-90 minutes - 1 webinar.
    - **Action(s):**
      - Customize pre-screen methodology for your Line of Business.
      - Perform a structured pre-screen with 3 candidates and review/share with your supervisor.

12. **Effective Candidate 'Closing' Techniques**
    - **Overview:** Teach recruiters how to develop an "apples-to-apples" career comparison that will provide objective reasons a candidate should accept the offer. Recruiters will learn best practices on debriefing and pre-closing candidates, delivering offers, and defusing counteroffers.
    - **Time Required:** 60-90 minutes - 1 webinar.
    - **Action(s):**
      - Craft a Career Comparison with candidates being extended an offer. Review/share with supervisor before extending offer. Deliver offers.

13. **Review, Deployment Planning, Implementation Strategy**
    - **Overview:** Attendance and participation in the 10 modules outlined will prepare recruiters to become certified by The Recruiter Academy (RACR – S!). To become certified, recruiters must attend all educational modules, development an approved Deployment Plan of Action, and pass our certification test.

      In this session, we will review all topics covered in the educational sessions and prepare you for our Silver Certification Test. We will teach you how to create a Deployment Plan and provide you with a detailed road map on how to develop a customized plan of action.
    - **Time Required:** 60-90 minutes - 1 webinar.
    - **Action(s):**
      - Develop a Deployment Plan of Action. Review/share deployment plan with instructor and supervisor.
      - Successfully pass certification test.