



# The Recruiter Academy<sup>SM</sup>

Recruiter Academy Certified Recruiter (RACR) Education Program

The Recruiter Academy<sup>SM</sup> was founded in 1997 to provide Talent Acquisition professionals with a comprehensive Education Program on the 'Art & Science' of Recruitment.

Since then, we have been able to educate, train and learn from thousands of recruiters worldwide!

This unique experience has allowed us to assemble the industry's largest collection of data-driven methodologies, tools, and techniques proven to drive Elite Performance

## All of our education programs are built on the foundation of the RogueHire value of leading a Kaizen Way of Life:

- Strive to be 1% better each day.
- Change is good (unless it is change for the sake of change).
- Lifelong learning & continuous improvement.
- Installing new Good Habits is the key to professional and personal success and wellness

## Here's what to expect when you are a part of one of our programs:

- Live, interactive Learning Sessions.
- The opportunity to participate in active learning exercises at a pace that ensures knowledge transfer, behavior modification, and most importantly – improved performance.
- Methodologies, Tools, and techniques you can implement the very next day.
- Checklists, Forms, Guides, and Procedures to make implementation simple.
- Deployment Action Planning Methodology to install new 'Good Habits'.
- A positive mindset to 'Be the Best you can Be' each day.

## What the RACR Education Program can do for you:

- Develop a time management routine to manage priorities with high requisition loads.
- Provide a 'Standard Operating Procedure (SOP)' to implement a lean, efficient hiring process.
- Manage unrealistic hiring manager expectations.
- Find, engage, and source top talent for difficult-to-fill positions.
- Get candidates to respond to your outreach and how to build instant rapport.
- Master the Art & Science of the candidate 'conversation' and monetary/non-monetary negotiation tactics.
- Turn every hiring leader, candidate, and new hire into a raving fan of your services.
- Ignite passion and wellness into your day-to-day routine.
- Additional benefits of Attending RACR program.
- The Recruiter Academy Alumni Center – You will have unlimited access to the latest live module recordings, class guides, forms, checklists, etc.
- RACR Alumni Boot Camp – We will facilitate two lifelong learning Education Programs annually exclusively for RACR Alumni to continue to get "1% better daily".
- Maintain your professional Certifications – Attending this Program will qualify you for:
  - 16.5 PDS towards the SHRM-CP or SHRM-SCP
  - 16.5 recertification credit hours towards the PHR, SPHR, GPHR, SHPRI, aPHRi, and aPHR

For more information about Recruiter Academy or RogueHire please contact [Hello@RogueHire.com](mailto>Hello@RogueHire.com)



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## 1. Success Attributes Of Elite Recruiters

OVERVIEW: Share best practices and common success attributes of elite recruitment organizations and recruiters. We'll review the agenda for our Recruiter Academy Certified Recruiter Program and discuss the commitment and expectations from all parties involved, including recruiters and hiring managers.

Key topics covered in this session include:

- Competencies & Skills of Elite Recruiters
- Four guiding Principles of the Fish! Philosophy
- Three keys to maximizing your Recruiter Academy experience

## 2. Time Management: The Perfect Week, A Perfect Day

OVERVIEW: We will review best practices from leading experts on time management, personal achievement, motivation, and day-to-day planning. We will teach you how to avoid procrastination (Eat That Frog) and equip recruiters with methodologies, tools and techniques to develop an action plan and a structured daily routine. Recruiters will learn how to prioritize critical tasks and improve daily efficiency by more than 50%

Key topics covered in this session include:

- Six Guiding Principles of The Perfect Week, A Perfect Day routine
- Successfully managing unrealistic requisition loads
- Email Management: Getting into the “no scroll zone”!

## 3. Strategic Consulting: Creating your Performance Scorecard

OVERVIEW: Teach recruiters how to be effective strategic business partners with their hiring managers. We define which recruitment performance metrics are meaningful to track based on what is important to key customers. Using case study and RogueHire Recruitment Benchmark Study data, we will teach students how to use metrics to quantify their performance relative to speed, efficiency, cost, quality of hire, productivity, and customer satisfaction. Additionally, we will equip recruiters with ideas and tools to build relationships and gain credibility with their hiring managers.

Key topics covered in this session include:

- Six Dimensions of a balanced Performance Scorecard
- Using data to celebrate success, drive performance improvement and quantify ROI to key stakeholders
- Three keys to building credibility with your hiring leaders

## 4. Tactical Consulting: Managing an Efficient Hiring Process

OVERVIEW: Teach recruiters how to conduct a structured intake session with a hiring manager to thoroughly define an open requisition and the attributes and competencies of a successful candidate. They will learn how to work with difficult hiring managers to overcome unrealistic expectations and install Expedited Hiring solutions and a Service Level Agreement to drive a lean, efficient hiring process. In addition, we will provide a Requisition Management Procedure to prioritize your workload.

Key topics covered in this session include:

- Intake Session Best Practices
- Installing a Service Level agreement and Expedited Hiring Solutions to reduce Time to Fill and improve the customer experience.
- Overcoming unrealistic hiring leader expectations and requisition/workload management

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## 5. Engaging Top Talent: Crafting a Compelling Job Posting

**OVERVIEW:** In this powerful session, we educate students on the ever-evolving changes of technology surrounding job posting best practices, focusing on the practical steps Recruiters can take to optimize their jobs for search for modern search engine optimization (SEO). This includes the use of Google Trends, understanding the importance of page title and page URL's in SEO, candidate eye-scanning patterns, and standardized job titles. Additionally, this class explores the candidate value proposition and how to put it into action with their candidate engagement. At the end of this class, the student will have the most up to date knowledge on understanding of what drives candidates to apply.

Key topics covered in this session include:

- Crafting your Position "EVP"
- Optimizing your Job Postings for maximum view – search Engine Optimization (SEO)
- The Science of the F-Pattern

## 6. Engaging Top Talent: Converting Prospects into Engaged Candidates

**OVERVIEW:** We will share best practices and provide a detailed roadmap on engaging and recruiting top prospects who don't organically find you. Recruiters will learn how to craft a 'mobile friendly' compelling value proposition and recruitment messages to increase email, voicemail, and text response rates by 50%. We will demystify the cold call and teach recruiters how to help break the ice, overcome the initial awkwardness of a call, and quickly build rapport with a prospect.

Key topics covered in this session include:

- Four keys to engaging Top Talent: Time, Message, Cadence and Tonality
- How to craft a compelling Value Proposition that prospects will open, read and take action on!
- Engaging passive candidates – Best Practices

## 7. Sourcing Top Talent: Developing Your Search Strategy & Leveraging COIs

**OVERVIEW:** Recruiters will learn how to build a proactive search strategy and inject creativity into their sourcing process. We will discuss how to create a knowledge base of sourcing ideas and equip recruiters with 15+ tools and techniques to source passive candidates for little-to-no cost without requiring extra time. In addition, recruiters will learn time-proven tactics to proactively generate referrals from their Centers of Influence (COIs).

Key topics covered in this session include:

- Mindstorming – Injecting creativity and discipline into your search process
- Harvesting prospects from your COIs
- The Art of Referral Sourcing - Investigative Questioning (IQs)

## 8. Sourcing Top Talent: The Art & Science of Boolean/Keyword Search & free Sourcing Tools

**OVERVIEW:** Students learn how to formulate a sourcing flow to best manage their priorities and to curate a creative, pre-search process that involves no investment or paid tools. This includes identifying keywords for the search, competitors, and basic Boolean operators and modifiers. This session gives practical sourcing tools for even the not-so-savvy technical recruiter to learn. We review the most under-utilized free LinkedIn tools for candidate search and leveraging our own curiosity for better search results. At the end of this session, the student will be equipped to search for prospects outside of the normal paid databases.

Key topics covered in this session include:

- Art & Science of Boolean/keyword search
- Leveraging FREE sourcing tools to find top talent
- Sourcing tools to search LinkedIn database for FREE!



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## 9. Sourcing Top Talent: Emerging Recruitment Marketing Trends & Best Practices

OVERVIEW: In this session, we will provide best practices for recruitment marketing, social media, and lead generation. The session also looks at how artificial intelligence tools are enhancing talent acquisition efforts. Lastly, the student will be educated on how to use competitive intelligence and market data for better storytelling.

Key topics covered in this session include:

- Techniques to amplify Diversity, Equity, Inclusion, and Belonging challenges
- Using data & analytics to manage inbound engagement.
- Knowledge of modern recruitment marketing practices for the next generation of caregivers

## 10. Performing a Structured Candidate 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 candidate's skills and abilities, identify candidate's 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. In addition, we will discuss how to perform a structured Interview Preparation Session with a candidate.

Key topics covered in this session include:

- Building Rapport – Being Interested, Not Interesting!
- Eliminate Ghosting by understanding the candidates 'Motives to Move'
- Candidate/Hiring Manager – Interview Prep Best Practices

## 11. Effective Candidate Closing Best Practices & Final Certification Review

OVERVIEW: In this session, we will provide tried and proven candidate closing best practices. We will teach recruiters how to develop an "Apples to Apples" Career Comparison to provide objective reasons a candidate should accept the offer. Recruiters will learn tried & proven closing techniques to be used throughout the entire process including: "The Take-Away", candidate/hiring leader debrief sessions, verbal offer best practices, defusing counteroffers, effective onboarding tactics. During the final review, we'll prepare you to become a Recruiter Academy Certified Recruiter. We will teach you how to create a Deployment Plan of Action for all 11 modules.

Key topics covered in this session include:

- Using the Career Comparison to close Top Talent
- Three things you need to have before making a verbal offer
- Defusing counteroffers and eliminate Ghosting after they have accepted the offer!