



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

Recruiter Academy Certified Sourcer (RACS) Education Program

## Overview

RACS is the industry's premier program for sourcing tools and strategies to engage passive talent. This program also provides you with a roadmap to become an Elite professional sourcer.

### You will learn:

- The process a Sourcer should go through before they begin to search for candidates.
- How to craft compelling value proposition statements that differentiate your opportunity from the competition.
- Outbound messaging best practices (phone, email, text, InMail, social, timing, cadence, tonality, etc.) to engage passive Top Talent into conversation.
- How to use the latest sourcing tools to find passive, hidden talent including use of AI.
- How to use performance metrics against industry benchmarks to increase productivity & efficiency and quantify ROI to key stakeholders.
- How to use The Recruiter Academy's renowned Perfect Week, Perfect Day methodology to 'get more done in less time,' reduce stress and be happier!

When you finish the program and earn your **RACS Certification**, you will be equipped to lead sourcing strategies with confidence and proficiency.

Maintain your professional Certifications - Attending this Program will qualify you for:

- 10.5 PDS towards the SHRM-SP or SHRM-SCP
- 10.5 recertification credit hours towards the PHR, SPHR, GPHR, SHPRI, aPHRI, and aPHR

## Module 1: "So, you want to be an Elite Sourcer?"

An Elite Sourcer identifies and qualifies potential candidates for hard-to-fill positions. They have strong research, communication, and relationship-building skills. To conduct successful Sourcing Strategy meetings, Sourcers should be prepared with data and insights and able to collaborate effectively with hiring managers and other stakeholders.

Key topics covered in this session include:

- What the full role of a Sourcer looks like
- Attributes of an Elite Sourcer
- How to have successful Sourcing Strategy meetings

## Module 2: The Pre-Search

Researching is the first step in sourcing to understand the role/position you are sourcing for. This includes understanding the job requirements, skills, and experience the ideal candidate will have, and the current candidate market. You will receive several free tools that can be used to research and build a library of key information, including competitor intelligence to build a successful Search Strategy. This includes understanding their hiring strategies, compensation packages, and company culture.

Key topics covered in this session include:

- Researching the role/position
- Researching the candidate market
- Gathering competitor intelligence

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



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## Module 3: Candidate RELATIONSHIP Management

Candidate Relationship Management (CRM) is the process of building and maintaining relationships with potential candidates. We will teach you how to create pipelines for tracking and managing those leads over time for continuous outreach. We will also cover how to create your Sourcing Strategy, outlining your goals, target channels, and outreach methods.

Key topics covered in this session include:

- Sourcing specific Employee Value Propositions (EVPs)
- Pipelines: A Sourcers #1 tool
- Building a comprehensive, efficient Sourcing strategy

## Module 4: Searching for Passive Talent – 201

While the most common Boolean operators (AND, OR, and NOT) are essential for sourcing, you will learn how to perform deeper searches using more advanced operators and techniques to be an Elite Sourcer. Diversity Recruitment starts with sourcing! We will share insights on how sourcing can play a vital role in building a more diverse workforce by identifying and reaching out to candidates from underrepresented groups, and discuss the Sourcer's role as a Career Advocate to help candidates find the right pathways to new opportunities and reach their goals.

Key topics covered in this session include:

- Advanced Boolean Operators – Going beyond AND, OR, NOT
- Diversity starts with Sourcing
- Your role as a Career Advocate

## Module 5: Searching for Passive Talent – 301

In this module, you will receive FREE tools that can be leveraged to help you be more efficient and effective throughout the entire sourcing process. You'll become familiar with how to expand your impact as a Sourcer by leveraging social sites such as Facebook, Instagram, TikTok, etc. This module also covers using social search to look beyond a single lead and find more candidate networks. We will instruct you on how to leverage and find industry publications, online forums, professional associations, and more.

Key topics covered in this session include:

- More tools of 'the trade'
- Social searching - Looking beyond the lead
- Unique places to search for talent

## Module 6: Candidate Engagement – Inbound and Outbound

In this module, we will cover the art and science of engaging passive top talent. We will explore the significance of personalizing your messages and how to differentiate your message from the competition. We will provide you with messaging timing, cadence, and rhythm best practices to increase your outbound conversion rates. We will review the Science of the F-Pattern and how to craft and deploy compelling messages that drive engagement! In addition, we'll take a closer look at how to use all these concepts to attract organic, inbound leads.

Key topics covered in this session include:

- Crafting a compelling, personal Value Proposition
- Message timing, cadence, and rhythm best practices
- Driving organic inbound lead flow

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## Module 7: Set for Success – Perfect Week, Perfect Day

Perfect Week, Perfect Day (PWPD) – Sourcing Edition is a framework for planning your week, days, and hours to maximize your most precious commodity – your time! We will teach you how to efficiently implement the methodologies, tools, and techniques presented in class to get more done in less time! You leave this module with knowledge of how to leverage your performance metrics (and RogueHire's Sourcer Benchmarks) to set objectives, prioritize work, and plan to work each 'hard to fill' position daily. We will provide internal communication best practices, the significance of lifelong learning, and discuss the critical nature of staying current on the latest sourcing trends and encouraged practices.

Key topics covered in this session include:

- PWPD – Sourcing Edition
- Key Sourcing metrics – RogueHire Benchmarks
- Internal communication best practices, lifelong learning, and emerging trends