



The Recruiter Academy

Recruiter Academy Certified Leader (RACL) Education Program

The Recruiter Academy™ 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.

Target Audience:

This course is designed for RogueHire Premium members in Talent Acquisition (TA) Leadership roles.

You will benefit most if you:

- Oversee those who directly manage recruiters (e.g., VP/Director overseeing TA Managers/Supervisors).
- Directly manage, coach and develop recruitment teams (e.g. TA Managers/Supervisors)
- High-potential team members on a defined fast-track to a TA Management role. Discuss fit with your RogueHire Coach or Customer Success Manager.

Additional benefits of attending the RACL program:

The Recruiter Academy Alumni Center - You will have unlimited access to the latest live module recordings, class guides, forms, checklists, etc.



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What the RACL Education Program can do for you:

Healthcare organizations win or lose based on the strength of their talent acquisition leadership. RACL develops TA leaders into data-driven coaches who build strong teams, influence executives, and deliver measurable results.

Over the years, we have assembled the industry's largest collection of tried & proven methodologies, tools, and techniques to:

- Identify and install the key attributes and practices of elite healthcare TA leaders.
- Develop a strategic Perfect Day/Perfect Week routine for leaders that drives results and personal success.
- Align your TA strategy with C-suite operating objectives through Voice of Customer engagement.
- Improve data literacy and leverage metrics to celebrate success, drive performance improvement, and demonstrate TA return on investment.
- Prioritize and execute strategic initiatives while managing the demands of daily operations.
- Strengthen team facilitation and engagement through effective meetings, coaching, and change management.
- Lead confidently through organizational change, technology adoption, and evolving workforce challenges.

RACL Eligibility and Prerequisites:

Leaders must meet the following requirements:

- The participant's role must include people supervision or be on a defined leadership development track. Discuss eligibility with your RogueHire Coach or Customer Success Manager.
- Recruiter Academy Certified Recruiter (RACR) program completion strongly recommended.
- Fills, Open, Candidate, and Workforce Data accurate and up to date. Established data feeds are highly preferred: daily for Candidate and Open data, weekly for Fills, and monthly for Workforce.
- The Power of Positive Leadership (Jon Gordon) is a recommended read in preparation for the People Leadership modules (Modules 3-5).



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1. Success Attributes Of Elite Healthcare TA Leaders & the Impact of Positive Leadership

OVERVIEW: Explore the attributes, skills, and best practices that distinguish top-performing healthcare TA leaders. We'll set expectations for participants and hiring leaders, and review how the RACL program will help leaders elevate from operational management to becoming trusted strategic coaches.

Key topics covered in this session include:

- Develop your Professional Legacy
- What it means to be a great leader and coach in healthcare TA
- Competencies and skills required to be an elite leader in healthcare talent acquisition

2. Strategic Time Management - The Perfect Week, A Perfect Day for Leaders

OVERVIEW: Learn time-tested planning strategies to manage strategic priorities and high-stakes responsibilities. Leaders will gain tools to build disciplined routines, optimize their time, and avoid burnout while modeling the behaviors expected of elite TA teams.

Key topics covered in this session include:

- Building your Talent Acquisition Leader Master To-Do Dashboard
- Creating a time-based daily plan (versus task-based) to turn priority work into predictable habits
- Optimizing your work to reflect the expectations of your role through development and delegation

3. Positive People Leadership - Foundations of Leading and Connecting with Your Team

OVERVIEW: Explore the primary role of the leader and identify best practices for planning and leading effective meetings. Participants will understand the importance of building a positive and collaborative work environment that drives Elite Performance

Key topics covered in this session include:

- Templates and best practices for key meetings: one-on-ones, team huddles, and regular team meetings
- Effective tools for pulse-checking your TA team members
- Simple systems to drive and support Elite Performance and diagnose performance opportunities

4. Positive People Leadership - Using Data for Coaching and Mentoring

OVERVIEW: Master practical techniques for using TA data and Metix insights to elevate performance conversations. Leaders will learn the difference between leading vs. lagging indicators and how to use structured coaching loops to ensure sustained improvement.

Key topics covered in this session include:

- Creating a culture where data is seen as a success catalyst
- Learn how successful leaders apply and adapt coaching techniques to support each team member to their highest individual performance.
- Simple questions to develop your team's critical thinking skills and ownership of their own performance
- Navigating accountability and performance conversations with clarity and confidence



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5. Positive People Leadership - Team Engagement and Leading Through Change

OVERVIEW: Gain practical guidance for navigating and leading in an evolving TA landscape, often shaped by shifting organizational priorities, workforce challenges, cost mandates, and AI adoption. Leaders will walk away with simple tools and increased capabilities to keep teams engaged, supported, and thriving during times of change.

Key topics covered in this session include:

- Strengthening your leadership capacity to manage change and support your team
- Communicating change effectively using a simple framework of Context, Clarity, and Connection
- Building team resilience and adaptability by tuning into skill needs, removing barriers, and building confidence during high-pressure change
- Leading technology and tool adoption to build data-driven habits and drive team efficiency

6. Strategic Stakeholder Management and Consultative Partnerships

OVERVIEW: Focus on the most important customers specific to TA Leaders. Gain hands-on tools for understanding and meeting customers' needs and expectations, and develop methodologies for aligning TA to organizational strategic and operational priorities.

Key topics covered in this session include:

- Understanding a TA Leader's primary customers
- Using Voice of the Customer Assessments to determine what matters most to your customers
- Establishing proactive communication rhythms that build trust and prevent surprises
- TA economics and the fundamentals of building a business case for resources and investment

7. Fundamentals of Storytelling and Leadership Presence

OVERVIEW: Understand the value and techniques for powerful presentations and how to influence stakeholders and improve TA outcomes through compelling storytelling. The goal of storytelling is to evoke the right emotions to get people to act, decide, or move in the right direction.

Key topics covered in this session include:

- Fundamentals of planning, preparing, and delivering effective presentations
- Communicating business impact by translating TA metrics into language aligned with capacity, risk, cost, and outcomes
- The importance of telling your TA story to avoid others telling it for you, especially in healthcare recruitment



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8. Strategic Use of Data for ROI and Executive Influence

OVERVIEW: Transform TA metrics into compelling, decision-ready insights that influence stakeholders and drive action across your TA team. Leaders will learn how to translate data into organizational goals, demonstrate return on investment, and deliver credible executive narratives.

Key topics covered in this session include:

- Turning TA metrics into executive-ready narratives that highlight context, insights, implications, and recommended actions
- Simple approaches for demonstrating return on investment by showing what changed and the tangible impact
- Using data for decision intelligence - focusing less on analysis and more on action through case-based example

9. Strategy Planning and Execution

OVERVIEW: Learn a proven framework for prioritizing strategic initiatives, developing strategic plans, and creating sustainable good habits to achieve elite performance. This module builds on key learnings from the program and provides an easy-to-implement strategic planning and execution methodology that works.

Key topics covered in this session include:

- Focusing your efforts on advancing strategic initiatives amidst the demands of daily operations
- Identifying and prioritizing the work that moves the needle for your TA organization
- Creating an accountability system to measure success and align the TA team

10. Building Your Leadership Playbook & Certification Review

OVERVIEW: Consolidate the tools, frameworks, and techniques from the RACL program and learn how to install them as operating standards for your team. The session closes with a review of certification requirements and next steps for long-term success.

Key topics covered in this session include:

- The leader's role in owning and installing team standards
- A framework for evaluating, adapting, and embedding program learnings into how your team operates
- How to get certified using the Implementation Checklist and Deployment Plan