

PROGRAM SYLLABUS

Strategic Talent Acquisition

Online Certification Program



An overview

of what you can expect from this program

Become a strategic talent acquisition specialist

Attracting the right talent is one of today's top business challenges. A strategic talent acquisition function is more crucial than ever as companies navigate an increasingly complex talent landscape. This Strategic Talent Acquisition certification program helps you develop the comprehensive skill set you need to create and implement a talent acquisition strategy that is aligned with and successfully supports business priorities.

	Type	Online self-paced learning
	Language	English (including subtitles)
	Duration	36 hours
	Access	12 months
	Structure	6 courses + capstone project / 13 modules
	Testing	Quizzes, assignments, capstone project
	Digital certificate upon completion (including LI token)	
	Eligible for HRCI, HRPA & SHRM credits	
	Reading materials & bonus content	
	30-day money back guarantee	

Learn in-demand skills

and take your career to the next level

Learning objectives



Talent Acquisition Strategy

Create and implement a TA strategy integrated with business priorities and HR processes.



Employee Value Proposition

Build, integrate and effectively communicate an EVP that will resonate with your ideal talent.



Unmatched Candidate Experiences

Keep top candidates engaged and enthusiastic with a memorable candidate experience.



Sprint Recruiting

Learn how to effectively prioritize vacancies, improve hiring manager accountability, and deliver an excellent candidate experience.

The perfect fit for

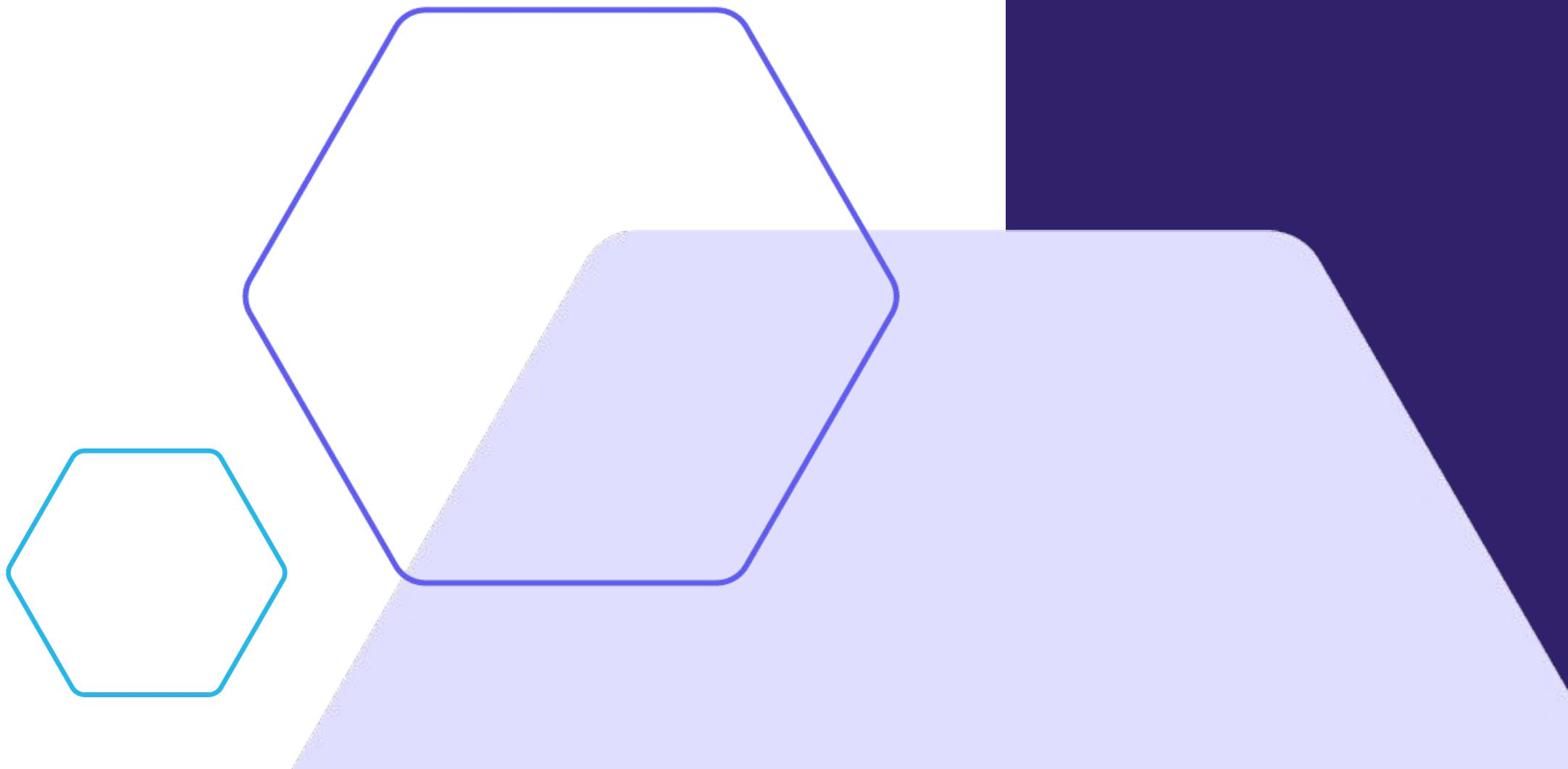
This online training is for Talent Acquisition professionals who want to make a bigger strategic impact on their organization.

This course will help you create an effective and efficient Talent Acquisition strategy that will give your organization a competitive advantage in the labor market.

Curriculum structure

Practical. Comprehensive. Game changing.

- 2 MODULES
Talent Acquisition Strategy & Workforce Planning
- 2 MODULES
Sprint Recruiting
- 3 MODULES
Design Thinking and Candidate Experience
- 3 MODULES
Redefining Your EVP
- 1 MODULE
Talent Acquisition Management
- 2 MODULES
Recruitment Analytics
- 1 MODULE
Capstone Project



A detailed look

at the curriculum and modules

2 MODULES

Talent Acquisition Strategy & Workforce Planning

A strategy that will attract top talent, fill critical positions swiftly, and meet business goals is key to a company's long-term success.

In this course, you will learn how to create and implement a strategic talent acquisition practice that integrates with business goals. This will allow you to enhance the candidate experience, boost hiring manager satisfaction, and maximize employee lifetime value.

In addition, by studying workforce planning you'll be able to position the right people in the right roles, build a strong talent pipeline, and meet long-term organizational needs.

- **Creating a Talent Acquisition Strategy**
- **Workforce Planning for Talent Acquisition Professionals**

2 MODULES

Sprint Recruiting

Traditional recruitment is often inefficient, leading to missed opportunities, stakeholder friction, and urgent vacancies going unfilled. These issues need to be addressed to deliver on your Talent Acquisition strategy. In this course, you will learn how to identify common recruitment dysfunctions and address them with sprint recruiting. You will learn how to use Agile and Kanban methodologies to effectively prioritize vacancies, improve hiring manager accountability, and deliver an excellent candidate experience.

- **Setting Up Sprint Recruiting**
- **Sprint Best Practices & Metrics**

3 MODULES

Design Thinking and Candidate Experience

In this course you will learn how to give your organization a competitive edge with excellent experiences throughout the candidate journey. You will learn about Design Thinking, the practical experience design method you can use to transform your organization's CX lifecycle, and explore how your employer brand can help you deliver experiences that set your company apart.

- **The Principles of Design Thinking in CX**
- **Creating Impactful Candidate Experiences**
- **Implementing Your CX Strategy**

3 MODULES

Redefining Your Employee Value Proposition

Getting your EVP right is crucial for your talent acquisition strategy. In this course, you will learn how to integrate your EVP with your employer brand and overall TA strategy. You will also learn which tangible and intangible elements you can include in your EVP, with practical examples. And finally, you will find out how to keep your EVP competitive in the long term in the face of rapidly changing employee expectations.

- **EVP Fundamentals**
- **Tangible EVP Dimensions: Compensation, Benefits, and Total Rewards**
- **Intangible EVP Dimensions: Wellbeing, Growth, and Culture**

1 MODULE

Talent Acquisition Management

The changing landscape demands a different approach to talent acquisition: one informed by more perspectives and better integrated with the business. In this course, you will learn how to take this holistic approach to talent acquisition. You will learn about using talent intelligence to take a more data-driven approach, how to build strong partnerships with business stakeholders, how organizational design and TA intersect, and other perspectives that will help you become a more strategic and impactful talent acquisition leader.

- **Talent Acquisition Management**
 - Holistic Talent Acquisition
 - Business Acumen for Talent Acquisition Partnerships
 - Leveraging Data Throughout the Recruitment Funnel
 - Hiring for Diversity: Metrics, Strategies, and Best Practices

2 MODULES

Recruitment Analytics

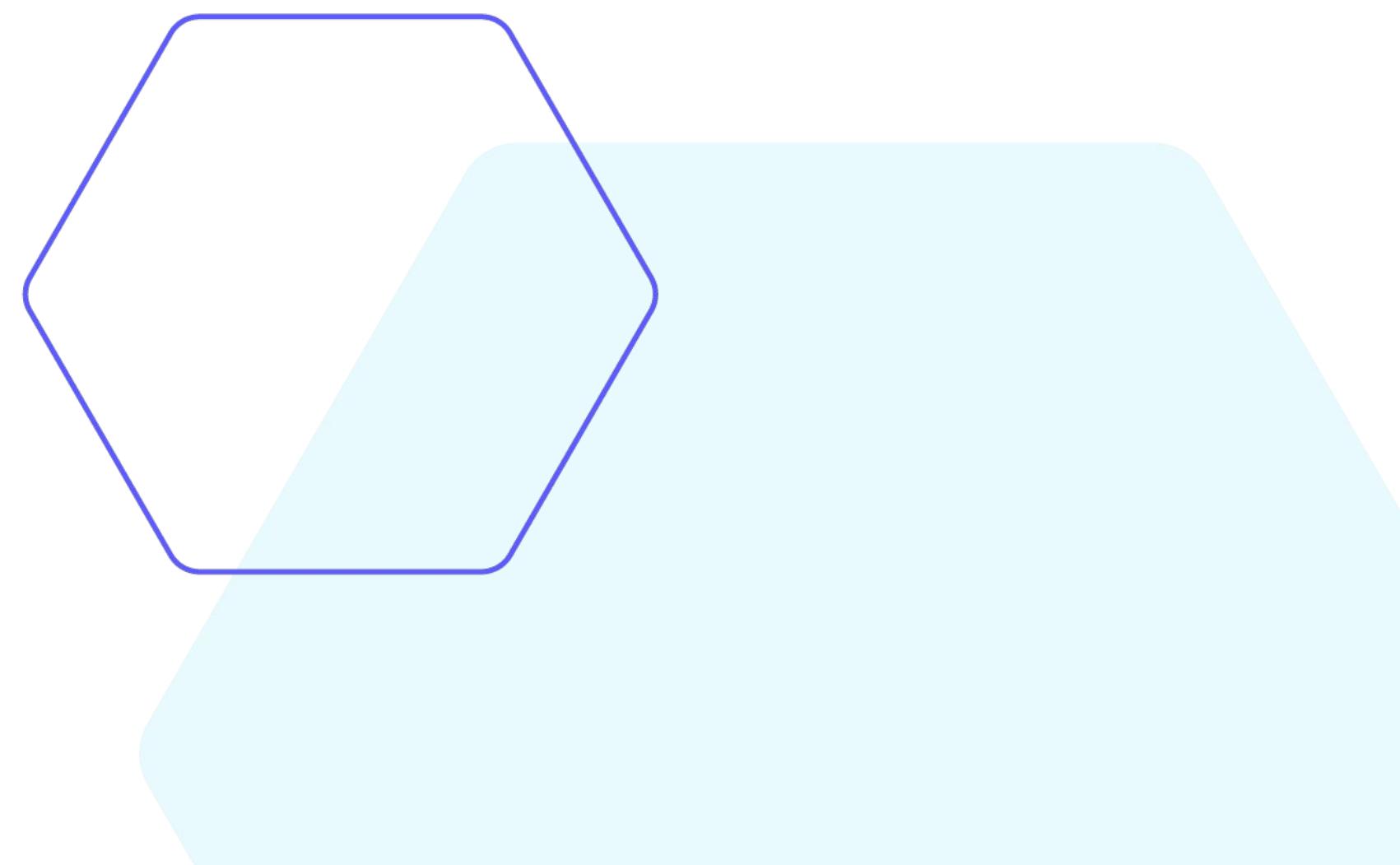
Finally, you will learn how you can use data to take what you've learned so far to the next level. In this course, you will take the gut feeling out of talent acquisition by learning how to measure your organization's employer branding, candidate experience, candidate quality, and more. With evidence to back you up, you will be better positioned to create and continuously develop an effective talent acquisition strategy.

- **Measuring Brands & Experiences**
- **Measuring the Recruitment Funnel**

1 MODULE

Capstone Project

To close the program, you will put your new knowledge and skills to the test in a practical project. Upon successful completion of the capstone project, you will receive your certification.



Proven online learning

for Human Resources Professionals

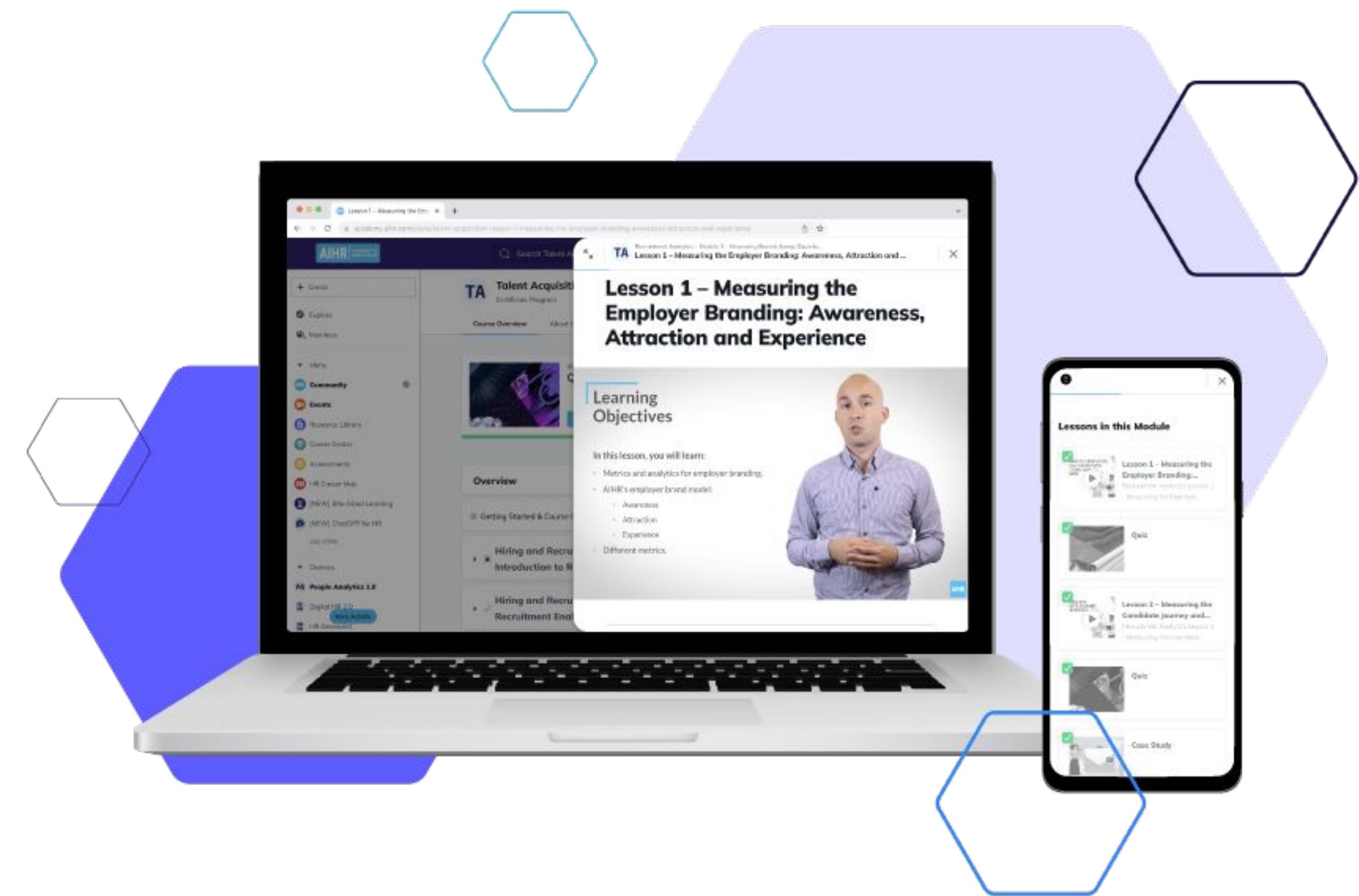


and 6 others



Real-world projects

Develop practical skills through working on real-world projects and studying dozens of inspiring case studies



Self-paced online learning

Learn anywhere, anytime, and at your own pace with our fully online training programs. Including a smartphone app.



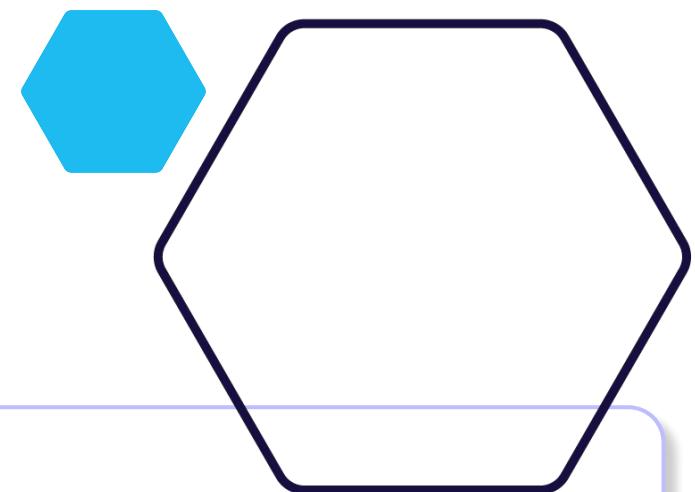
Practitioner community & coach

Collaborate with HR professionals from around the world or contact your personal coach if you need any assistance or input.

AIHR is an approved provider with the HR Certification Institute (HRCI®), a pre-approved provider with the Human Resources Professional Association (HRPA), and recognized by the Society for Human Resource Management (SHRM) for PDCs.

Get a sneak peek

of lessons and course materials



Key Success Factors for Talent Acquisition

The tools people work with that support your process

Engaging video lessons

Learn at your own pace with bite-sized, pre-recorded lessons by leading HR experts.

[Watch preview lessons](#)

Introduction

This is Anaya.

She is the HR Manager at Wired Inc., an electronics retailer that sells computers, electronic parts, and cables through seventeen physical stores across North America and online.

Interactive case studies

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Communication

As simple as it sounds, most EVPs fail to create an impact because no one knows about them. Below are ingredients and a method for successfully communicating your EVP.

Ingredients

- An overarching EVP message or statement that is clear and concise
- A clear presentation of this message throughout every piece of communication
- Consistent internal and external messaging
- An appropriate channel and frequency for each audience
- An available and accessible EVP

Method

- Revisit your EVP to ensure it is clear and concise. Make sure it contains short, clear sentences, or displays important numbers or figures, or clear timelines.
- Avoid adding language and information other than what's already in your EVP when communicating it. This is to avoid overwhelming your audience or causing clarifications.
- Homogenize the style of language on each channel of communication you use.
- Choose the channels with the highest activity that are appropriate. For example, in many companies, communicating an EVP via email would be ineffective, whereas main channels such as Slack are used far more actively. Choosing how often you communicate your EVP will depend on the channel and audience.
- Make your EVP accessible by avoiding login pages, having to download a document, etc., but rather have it one click away for everyone who needs to see it.

Downloadable templates

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