

## Recruiting & Retaining Top Talent

*Tools for embracing diversity for competitive advantage!*



**How do you know that the message you are sending to the recruitment market is what potential recruits want to hear?**

**and,**

**With the global talent shortage, what strategies are you employing to make sure you attract the very best talent available?**

**Let me ask you this,**

- Do you regularly monitor the jobs market and your competitors to see what's hot and what's not?
- Do you know what your future employees want in their next job
- Do you know where you are most likely to get your next employee from (i.e. a school leaver, from a competitor or perhaps from within your own organisation).
- Do you regularly conduct exit and employee surveys to gauge employee satisfaction and, if so what actions do you take?
- What is your organisation's EVP?

***Recruiting and Retaining Top Talent*** is a one day intensive workshop designed to give you the inside running to employ winning tactics that will ensure you attract and keep the best talent available for your organisation. With global talent shortages and the enormous emerging talent markets of Brazil, Russia, China and India many of our best and brightest will be lured offshore or interstate unless you can provide them with a compelling value proposition to stay with you. This workshop will give you the simple secrets for success – follow our winning formula and you will be sure to have your pick of the best and the brightest!

### **You Will Discover**

- How to develop a winning EVP
- The key success factors to attracting and retaining the best talent
- What job seekers really want
- How to gain the competitive advantage by embracing diversity
- New sources of talent and new working options for the best talent and leverage

- The hidden importance of becoming an employer of choice
- How to describe the job – outcomes, job description, competencies, specifications etc.
- Electronic communication and its importance in recruitment

## Participant Outcomes

- ✓ Learn how to design a winning recruitment process
- ✓ Learn the importance and applicability of marketing principles to the process of talent discovery and recruitment
- ✓ Understand the importance of and how to write a compelling EVP
- ✓ Learn how to assess the specific combinations of knowledge, skills and behaviors you need to find by bringing new people to your company.
- ✓ Learn when to use a quantitative, predictive model that combines assessment of job skills with an evaluation of candidates' mindsets and values
- ✓ Write realistic and targeted job descriptions
- ✓ Understand how informed use of social and other electronic media can add value to the recruitment process
- ✓ Learn how to access & respond effectively to diversity within the labour market to maintain strong competitive advantage.

## Workshop Format

All of our workshops apply adult learning methods to maximise interactivity, engagement and fun. Our Facilitators use a combination of professional visual aids as well as multimedia to present the information. Each workshop has tailor made activities and discussions and even though the information has a specific format it is adapted and customised to suit each group.

This workshop is further supported by optional online resources including tutorials, whitepapers, articles, templates and other downloaded resources. It also comes with optional access to our online HRM specialist coach who can assist you to apply your new skills and use and/or adapt the tools you receive.

**All CAL facilitators** are industry experts in their chosen field and come with a wealth of practical business experience, qualification and application.

### Price: \$450 plus GST (1 Day)

Includes all materials & optional online components (including coaching support) as well as morning tea, lunch and afternoon tea.

### Early Bird Price:

Up to 4 Weeks Before Schedule Date  
**less 10%**

### Group Booking Price:

- 2 Participants 10% off RRP
- 3 and above Participants 15%

## To Register:

**Call us on (03) 9421 2444**

**[Click Here to Register Online](#)**

### Location:

All courses are conducted on our premises  
3 Prince Patrick Street, Richmond Melbourne

**[Click Here to View all of our Short Courses and Public Shedule](#)**