



Attracting & Retaining Talent Online Seminar



Curriculum Overview

- completely customizable to Client needs

Timing

2 x 75mins webinars on the same or different days

Core Objectives

- Participants will identify and discuss the challenges behind attracting and retaining talented employees. Participants will explore some of the common reasons organizations consistently struggle to recruit the very best, and will evaluate the feedback presently being received by candidates.
- Participants will understand how to communicate the value of their organization to make a compelling case for the candidate to choose that organization – remember talented individuals have choices.
- Participants will have complete clarity on what behavioral-based interviewing is and will role-play to understand the benefits of utilizing it as an effective interview technique.
- Participants to discuss best practices and innovative ways to ensure a new employee is effectively on-boarded into their new role and fully engaged with the organization as soon as possible.
- For Participants to understand the benefits of helping create a career map with employees.

Webinar 1 of 2 Outline*

Module	Title	Time
Module 1	Setting the Foundation	15 minutes
Module 2	What's Happening?	20 minutes
Module 3	The Employer Value Proposition - EVP	40 minutes

Webinar 2 of 2 Outline*

Module	Title	Time
Module 4	Behavioral-based Interviewing	25 minutes
Module 5	Effective Onboarding	15 minutes
Module 6	Creating a Career Map - a GPS	15 minutes
Module 7	My Personal Action Plan	15 minutes
Module 8	Summary, Additional Resources and Evaluations	5 minutes

*If the webinars are being held on the same day, a 10mins break is recommended after the first 75mins webinar



Module Summaries

Module 1 - Setting the Foundation (15 minutes)

Objective: Participants are welcomed into a conducive learning environment and are engaged by the credibility of Newleaf Training and Development and the facilitator's background. Participants are stirred to consider the results they get in this area of professional development comes from their own behaviors which in turn come from their own perceptions. Participants are reminded of the principle this program is based upon and are encouraged to consider how they yield better results when their perceptions and behaviors align with that principle. The objectives for the program are clarified and some ground rules are presented and agreed to help maximize the effectiveness and efficiency of the available time.

Lesson 1	Introductions	2 minutes
Lesson 2	Perception, Behavior and Results	3 minutes
Lesson 3	Objectives	5 minutes
Lesson 4	Learning Agreement	5 minutes

Module 2 - What's Happening? (20 minutes)

Objective: In this module Participants will identify and discuss the challenges behind attracting and retaining talented employees. Participants will explore some of the common reasons organizations consistently struggle to recruit the very best, and will evaluate the feedback presently being received by candidates.

Lesson 1	War for Talent - Why?	3 minutes
Lesson 2	Voice of the Candidate	9 minutes
Lesson 3	Problems and Solutions	8 minutes

Module 3 - The Employer Value Proposition - EVP (40 minutes)

Objective: In this module, Participants will understand how to communicate the value of their organization to make a compelling case for the candidate to choose that organization, if offered the position – remember talented individuals have choices.

Lesson 1	The Red Carpet - making the candidate feel welcome	5 minutes
Lesson 2	Vision, Mission and Values	10 minutes
Lesson 3	What's the Story?	15 minutes
Lesson 4	The Impact of the Interviewer(s) Personal Brand	10 minutes



Module 4 - Behavioral-based Interviewing (25 minutes)

Objective: Participants will have complete clarity on what behavioral-based interviewing is and will role-play to understand the benefits of utilizing it as an effective interview technique.

Lesson 1	What is Behavioral-based interviewing?	5 minutes
Lesson 2	Why use Behavioral-based interviewing?	5 minutes
Lesson 3	Behavioral-based interviewing - role play	15 minutes

Module 5 - Effective Onboarding (15 minutes)

Objective: For participants to discuss best practices and innovative ways to ensure a new employee is effectively on-boarded into their new role and fully engaged with the organization as soon as possible.

Lesson 1	Onboarding - Don't Do	5 minutes
Lesson 2	Onboarding - Best Practices	5 minutes
Lesson 3	Onboarding - Innovative Ways to Consider	5 minutes

Module 6 - Creating a Career Map - a GPS (15 minutes)

Objective: For participants to understand the benefits of helping create a career map with new and existing employees.

Lesson 1	The Benefits of a Career Map - GPS	3 minutes
Lesson 2	Career Map - Application	12 minutes

Module 7 - My Personal Action Plan (15 minutes)

Objective: For Participants to reflect on the webinars and commit to actions to improve their personal impact on the organization's ability to attract, onboard and retain talented individuals.

Lesson 1	My Learnings	5 minutes
Lesson 2	My SMART Commitments	15 minutes

Module 8 - Summary, Additional Resources and Evaluations (10 minutes)

Objective: The learning is summarized and additional resources are recommended to the Participants, who share key learnings and evaluate the practical benefits of the webinars.

Lesson 1	Summary and Additional Resources	3 minutes
Lesson 2	Evaluations	2 minutes



seminars



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