

THE 'NEW WORLD OF WORK' RECRUITMENT ACADEMY - PROGRAMME OVERVIEW

This cutting edge and modern Academy has been created by a collaboration of three highly successful presenters and trainers.

We each bring a passion to create an award-winning training environment to equip new consultants to the best of breed in the recruitment industry.

New recruits will get a clear and empowered direction along with the tools to ensure a highly effective and successful start in their roles. Our aim is to deliver the best training that will be the foundation for tomorrow's high achievers in recruitment.

2 WEEK OVERVIEW:

WEEK 1

Day 1: Controlling the Recruitment Process # 1

Day 2: Controlling the Recruitment Process # 2

Day 3: LinkedIn Training for Recruiters

WEEK 2

Day 4: Maximising Success in the Sales Process

Day 5: Motivation for Success Workshop

Day 6: Social Media in Recruitment and Sourcing

By the end of the Academy delegates will be able to:-

- Demonstrate increased confidence and self-belief in attaining goals
- Improve their Personal Brand
- Understand the value of their time and prioritise effectively
- Develop relationships more effectively
- Create impact when presenting to new clients
- Demonstrate a questioning technique designed to explore areas of weakness where potential value could be offered
- Position themselves and their services effectively in the sales process
- Demonstrate control throughout the recruitment process
- Understand and master LinkedIn as a networking and sales tool
- Use other social media and search tools for advanced market research
- Position their Personal Brand online with candidates and clients

THE 'NEW WORLD OF WORK' RECRUITMENT ACADEMY - COURSE OVERVIEW

MOTIVATION FOR SUCCESS - 1 DAY

The start of this workshop is designed to get delegates focused on their definition of success to create a roadmap for success. It then moves on to look at how to create an enviable Personal Brand in their marketplace. The afternoon sessions include how to better understand the motivations of others in order to develop and service successful candidate and client relationships, and finally how to best manage and prioritise their time in order to create the proactive space required to actively develop their business.

MAXIMISING SUCCESS IN THE SALES PROCESS - 1 DAY

This day follows the journey of a successful sale and is full of confidence-building techniques to help stack up self-value. It includes sessions on how to create great competitive advantage through building candidate and client experience, getting past gatekeepers and creating high impact opening benefit statements. Afternoon focuses on the investigation process, with emphasis on how to identify problems and offer solutions. The day ends with account development strategies and tips on negotiation.

CONTROLLING THE RECRUITMENT PROCESS - 2 DAYS

This course is designed to help consultants tighten up and control their success ratios throughout the recruitment process. Following the journey of a successful recruitment campaign from taking the job description to the end of the guarantee period, this course breaks the process down to establish key templates at every stage in order to maximise both performance and success. Sessions include high impact candidate marketing and emphasis throughout on some of the up to date recruitment practices. This course introduces delegates to the 'New World of Work' and how they need to position both themselves and their company.

LINKEDIN TRAINING FOR RECRUITERS - 1 DAY

LinkedIn is the largest professional network online and is a primary source of candidates and clients for any recruiter. This day will help delegates to build an SEO-friendly profile, to build their reputation and authority in their marketplace, to use advanced search techniques to identify passive candidates, to build pools of talent, to maintain strong relationships with clients and candidates, to identify employers' needs and carry out a qualified sales approach and to advertise vacancies in a free and viral way. This day covers everything a recruiter needs to know about LinkedIn.

SOCIAL MEDIA IN RECRUITMENT AND SOURCING - 1 DAY

This day will cover the use of social media and other internet tools to identify, target and approach both clients and candidates online. We will look at and test advanced search techniques including Boolean, X-Ray and people search engines with real case studies. We will also look at how delegates can use social media as a marketing channel for jobs as well as enhancing your company brand. The benefits of using social media effectively in recruitment are more precise targeting of candidates, reduction in time to hire and subsequently the cost per hire.

PRACTICAL COACHING DAYS - 2 X 1 DAY (EXTRA)

These are designed to provide delegates the opportunity to put theory into practice and develop their own style and approach to using the techniques covered in the previous courses. Using tailored case studies, role-plays, demonstrations and exercises throughout the day, content is flexible around the client's needs e.g. both days can be dedicated to the sales process (practising business development calls, client meetings, fee negotiation etc) or one of the days to include a candidate focus (interviewing, generating leads, gaining commitment, interview pre-and de-brief, salary/rate negotiation). Run in 'real-time' mode, delegates build on a hypothetical client and candidate situation throughout both days to simulate the recruitment process.

THE 'NEW WORLD OF WORK' RECRUITMENT ACADEMY - TRAINER BIOS



ANDY PARTRIDGE

Presenter & Trainer

Andy is a presenter and trainer working within the recruitment markets delivering in-house training and seminars, both in the UK and overseas. His career in recruitment started in 1986 and he moved in to training 10 years ago.

A specialist in motivation and building self-confidence, Andy's energetic, dynamic and charismatic presentation style makes him one of the most sought after trainers within the recruitment industry.

He is enthusiastic and passionate about helping people reach their full potential, focusing on techniques to increase both confidence and control, and helping them to become more effective in the 'New World of Work'.

www.andypartridge.co.uk



JORGEN SUNDBERG

Consultant & Trainer

Jorgen helps companies with Social Media in Recruitment; he is a LinkedIn trainer and an authority on Personal Branding. He gives keynotes at recruitment conferences, university lectures and in-house training for recruitment professionals.

Jorgen was previously a director at Red Commerce, one of Europe's largest specialist recruiters where he helped achieve a turnover growth from £2 million to £55 million, growing the headcount from 22 to 104 employees, achieving the Virgin Fast Track award 3 years in a row and securing a £16 million private equity buy out.

He has lived and worked in the US, UK, Germany and Sweden.

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LAURA THOMSON

Coach & Trainer

Laura is a trainer, coach and researcher delivering high impact training, coaching sessions and seminars. She graduated in 1999 with a degree in Human Psychology and started her training career as a trainer within the Ajilon brand, training consultants and managers from Office Angels, Computer People, Jonathan Wren and Ajilon Finance. She now works with clients across a broad range of industries including recruitment.

Passionate about helping people find practical solutions to the challenges of the 'new normal' workplace, Laura's energetic, fun, fresh and inspiring coaching style balances with her unswerving focus on practical action for personal and commercial success.

www.enviableworkplace.com