HR Strategy and Training

The Certified Strategic Talent Acquisition Professional (C-STAP)

Course Introduction

In today's dynamic and competitive landscape, organizations must evolve beyond traditional recruitment practices and adopt a forward-thinking, strategy-driven approach to talent acquisition. The **Certified Strategic Talent Acquisition Professional (C-STAP)** is an advanced certification program designed to empower HR and recruitment professionals with the competencies, tools, and insights required to build high-impact talent acquisition strategies that align with broader business goals.

This intensive 5-day course provides a deep dive into the strategic elements of talent acquisition—from employer branding and recruitment marketing to candidate experience, analytics, and workforce planning. Participants will engage in interactive case studies, peer collaboration, and strategic exercises that culminate in a capstone project. Upon completion, participants will be equipped to elevate their talent acquisition functions to a strategic business partner level.

Target Audience

- Talent Acquisition Managers and Specialists
- Recruitment Professionals (in-house and agency-based)
- HR Business Partners and Generalists involved in hiring
- Workforce Planning Analysts
- Employer Branding Professionals
- Senior HR Professionals transitioning into a strategic talent role

Learning Objectives

- Understand the distinction between tactical recruitment and strategic talent acquisition.
- Align talent acquisition practices with organizational vision, mission, and workforce plans.

- Build and communicate a compelling employer brand to attract top-tier candidates.
- Apply innovative sourcing and recruitment marketing strategies.
- Implement structured, bias-free assessment and selection processes.
- Use analytics and technology, including AI and ATS, to enhance recruitment effectiveness.
- Integrate DEI (diversity, equity, and inclusion) practices into every stage of hiring.
- Design robust onboarding and retention strategies to support long-term engagement.
- Develop a comprehensive, data-informed talent acquisition strategy for their business unit or organization.

Course Outline

- **DAY 01**

Strategic Talent Acquisition Framework

- Understanding Talent Acquisition vs. Recruitment
- Differentiating between tactical recruitment and strategic talent acquisition
- The evolving role of talent acquisition in organizational success

Aligning Talent Acquisition with Business Strategy

- Identifying organizational goals and workforce planning
- Developing a talent acquisition strategy that supports business objectives

Employer Branding and Value Proposition
- Crafting a compelling employer brand
- Communicating value propositions to attract top talent

- **Day 02**

Sourcing and Recruitment Marketing

- Talent Sourcing Strategies
- Leveraging job boards, social media, and professional networks
- Engaging passive candidates and building talent pipelines

Recruitment Marketing Techniques

- Utilizing content marketing to attract candidates
- Measuring the effectiveness of recruitment campaigns

Diversity and Inclusion in Sourcing

- Implementing strategies to attract diverse talent
- Addressing unconscious bias in sourcing processes

- **Day 03**

Candidate Assessment and Selection

- Designing Effective Assessment Processes
- Developing competency-based interview frameworks
- Utilizing assessment tools and psychometric testing

Structured Interviewing Techniques

- Conducting behavioural and situational interviews
- Training interviewers for consistency and fairness

Legal and Ethical Considerations

- Ensuring compliance with employment laws
- Maintaining candidate confidentiality and data protection

- **Day 04**

Technology and Analytics in Talent Acquisition

- Leveraging Technology in Recruitment
- Implementing Applicant Tracking Systems (ATS)
- Utilizing AI and automation in screening processes

Talent Acquisition Metrics and Analytics

- Identifying key performance indicators (KPIs)
- Analysing data to improve recruitment strategies

Continuous Improvement and Feedback Loops

- Gathering feedback from candidates and hiring managers
- Refining processes based on data insights

• **Day 05**

Onboarding and Strategic Workforce Planning

- Effective Onboarding Practices
- Designing onboarding programs that enhance retention
- Integrating new hires into organizational culture

Succession Planning and Talent Development

- Identifying high-potential employees
- Creating career pathways and development plans

Strategic Workforce Planning

- Forecasting future talent needs
- Aligning talent acquisition with long-term organizational strategy

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 25, 2025	May 29, 2025	5 days	4250.00 $	KSA - Riyadh
Sept. 22, 2025	Sept. 26, 2025	5 days	4250.00 $	UAE - Dubai
Nov. 10, 2025	Nov. 14, 2025	5 days	4250.00 $	UAE - Dubai