



## **TALENT MARKETING PROGRAM FOR HR DEPARTMENTS**

### **MODULE I – INTERNAL BRANDING**

#### **TRAINING DESCRIPTION:**

This training is designed to address challenges faced by HR departments in developed economies. Today's HR departments are experiencing a talent gap that is leading to a talent war for the most sought-after profiles. A firm's ability to attract and retain the best talent has become a key source of competitive advantage but also requires a new set of tools. Instructors will train your company through processes that will enable you to market your firm to current and future talent.

#### **TRAINING OBJECTIVE:**

The Talent Marketing Program is designed to improve internal and external brands; increase employee retention and morale; strengthen talent attractiveness; improve online reviews; and facilitate onboarding/termination. This training will focus on ensuring that HR and Management are trusted by employees and anticipate potential issues that may arise.

#### **SKILL ATTAINMENT:**

Participants will gain proficiency in developing and employing tools and methods that improve internal branding to positively influence employee attainment and retention.

#### **TRAINING CONTENT:**

Training provided:

- Developing and administering surveys to ascertain employee opinion
- Conducting in-person interviews
- Developing an HR core Principles document
- Creating and utilizing Core Principles assets
- Developing Monthly Newsletter Template
- Developing and utilizing a Newsflash Template
- Developing and utilizing Employee Appreciation Memos
- Creating and utilizing a Communication Calendar

\*The specific training objects offered may vary based upon the strategic needs of the company.