



TALENT MARKETING PROGRAM FOR HR DEPARTMENTS

MODULE V – ONBOARDING

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 both onboarding and termination processes are handled in a way that benefits your company.

SKILL ATTAINMENT:

Participants will gain proficiency in developing and employing tools and methods that provide clarity of communication and process to ensure onboarding and termination are handled with professionalism and in a way that projects your company in a positive way.

TRAINING CONTENT:

Training provided includes:

- Developing and conducting in-person interviews and surveys
- Creating a "best in class" benchmark
- Creating and utilizing an employee onboarding portal
- Developing an onboarding process and assets
- Creating and utilizing a Glassdoor monitoring process
- Creating a hiring communication plan
- Creating an alumni relation's plan

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