



MASTERING *the Art of* RECRUITING

Pre-Class Participant Launch Packet:

1. Welcome email that describes the course, what they will learn and the benefits that they will gain
2. Pre-read Forbes Article: "Don't Put a Top Rung on Your People's Ladder." This article will be part of the opening discussion in Module #1
3. Questions for participants to respond to prior to first meeting:
 - a. What would you most like to learn from the class?
 - b. What has been your biggest recruiting challenge or concern?

Module #1 Raising our Recruiting Awareness

1. Opening introductions
2. Discussion on Forbes article and insights gained from it
3. Review of insights that would like to be gained from the class
4. Review of biggest recruiting challenges and concerns
5. Discussion/profile of the ideal candidate/people who succeed
6. Discussion/profile of people who struggle/take too long to find success in the role
7. Identifying the greatest recruiting challenges
8. Identifying the biggest/most common recruiting mistakes
9. Understanding the influence of IQ, EQ, and MQ on a candidate's likelihood of success
10. "Fixed" versus "Growth" Mindsets – the DNA of Success
11. The formula for failure vs the formula for success
12. Training ourselves to recognize the drivers of success in a person

Homework: By the next session, find a person who fits one of the four profiles. Come prepared to discuss how you figured it out (what were the clues you saw?).

Module #2 Developing a Winning Questioning Technique for Identifying Top Candidates

1. Review of Golden Nuggets/Lessons learned from the first session
2. Review and discussion of homework from first session
3. The benefit of asking great questions are only gained by becoming a better listener (tips, techniques and strategies for being a better active listener)
4. Assessing the strength of a candidate's vision for the life they want to build (questions and listening cues)
5. Assessing the strength of a candidate's belief in their ultimate responsibility (questions and listening cues)
6. Assessing the strength of a candidate's belief in their unlimited potential (questions and listening cues)
7. Leveraging a question "cheat sheet" and proper interview structure to make sure you don't miss anything about the candidate

Homework: By the next session, practice your active listening skills. Come prepared to discuss what you noticed and what you learned by practicing being a better listener.



Module #3 How to Structure a Winning Recruiting Interview

1. Review of Golden Nuggets/Lessons learned from the second session
2. Review and discussion of homework from second session
3. Common mistakes, issues and challenges with the structure/format of running a recruiting interview
4. Understanding each of the phases of the interview process, the goals for each and how to know when to move from one phase to the next
5. Setting proper expectations for how the interview will be structured with your recruiting candidate and getting their buy-in to the format
6. Flipping the script on the candidate – getting them to sell you before you feel obligated to sell them on joining the company
7. How to leverage your question template to allow you to listen better and capture better insights on your candidate
8. How to transition between the phases of the interview (what should you say and why should you say it)
9. How to politely end an interview with a poor candidate without making them feel bad or leaving a bad impression of the organization
10. How to identify the most important wants, needs and selling points of a strong candidate
11. How to make a winning recruiting pitch that will differentiate you from other companies and compel the best candidates to want to join the organization

Certificate of Successful Completion – Level One Master of Recruiting

- Awarded at the end of course to each participant

