

Sourcing Success Secrets from an Industry Insider: Identifying, Engaging and Attracting Top Talent

March 15-16, 2012

7th Floor, Alter Hall, Fox School of Business, Temple University, Philadelphia, PA

High quality, low-cost talent sourcing is one of the most effective people strategies HR leaders can employ to help their organizations meet business goals. This two-day, hands-on workshop will help HR professionals hire more top people faster and at a lower cost than competitors. When recruiting talent, investing in new techniques can make the difference between having the high-potential talent you need, when you need them, and just wishing you did.



Please note: This is a practical workshop where attendees will follow along on their laptops and actually learn it by doing. Attendees should bring a laptop to the workshop for maximum benefit from the training.

8 HRCI general credits are available to program participants.



Workshop Presenter: Shally Steckerl Globally-Recognized Leader in Recruiting and Sourcing

Shally Steckerl has been called “a shot of adrenalin” for recruiters, especially those often held back by confusion, hesitation or fear. Shally encourages people to experiment in their talent searches and to audaciously “color outside the lines.” His passion for sourcing and his continuous drive to probe for practical solutions where nobody looked before, has prompted many of his clients to say that he gives recruiters the *courage* they need to pursue the best talent in today’s hyper-wired sourcing world.

For the last fifteen years, Shally has trained recruitment leaders from more than 200 top HR teams at companies like GE, PwC, Lockheed Martin, Siemens, CH2M Hill, Deloitte, Wal-Mart, Google, Cisco, Motorola, Coca-Cola and Microsoft.

Click hyperlink to Register: <http://fsbmhrm.ticketleap.com/steckerl/>

Day 1: Thursday, March 15, 2012

8:00-8:30am – Continental Breakfast & Registration

8:30-8:45am - Welcome and Introductions

8:45-10:15am R101- Managing Your Recruitment Desk (90 min)

Course Objectives: Learn how to organize all of your active candidate searches to optimize your performance, using everything from folders, favorites and saved searches; track your activity to evaluate sources of information; manage Outlook and other email programs to increase productivity.

Curriculum Topics:

- Planning your work day, daily priorities, and organizing all your active job openings
- Productivity and metrics: Tracking your activity to evaluate sources of information
- Choosing what information to process: Determining reliable sources, measuring quality of information, structuring your day, and speed reading tips

10:15-10:30am - Break

10:30am-12:00pm SE101- Understanding Search Engines and Boolean Searches (90 min; 1.5 HRCI General Credits)

Course Objectives: Learn everything from understanding the differences among search engines to mastering the universal field search commands common to all major engines.

Curriculum Topics:

- Understanding how search engines and their main algorithms work; speak their language
- Mastering and applying universal field search commands common to all major engine
- Learning little-known special commands and syntax to discover passive niche talent from unusual sources

12:00-1:00pm - Lunch

1:00-2:00pm SN 101- Advanced LinkedIn: Search & Hacks (60 min; 1 HRCI General Credit)

Course Objectives: To help grow your LinkedIn network by several million connections in a few minutes, including exceeding the 100 results-per-search limit on free accounts

Curriculum Topics:

- Growing your LinkedIn network by several million connections in a few minutes
- Finding people beyond your 3-degree network using methods within and outside LinkedIn
- Using LinkedIn-compatible Boolean syntax to do super-targeted searching
- Finding home or work contact information for LinkedIn and Facebook users
- Effectively advertise your jobs and events on both networks

2:00-3:00pm SN 101- Recruiting from Facebook (60 min; 1 HRCI General Credit)

Course Objectives: Learn to search Facebook beyond the basics, and use it as a recruitment networking platform

Curriculum Topics:

- Searching people on Facebook beyond just your “friends and friends of a friend” network
- Take advantage of all the pipeline-boosting networking and branding opportunities
- Finding home or work contact information for Facebook users
- Effectively advertise your jobs and events

3:00-3:15pm - Break

3:15-4:15pm SN 201- Ethics and Risk in “un-official” background checking on Social Networks (60 min; 1 HRCI General Credit)

Course Objectives: Avoiding information that may put you at risk, using social networking recruitment channels safely, effectively, and ethically

Curriculum Topics:

- Ethics and avoiding risks such as mistaken identity or adverse impact to protected classes when conducting “unofficial” back-channel checks through social networks to evaluate candidates

- Ethics and risk of disparate treatment due to candidates unintentionally disclosing disabilities, marital status, race or national origin, sexual orientation, questionable leisure activities (e.g., compromising party photos), etc.
- Ethics and risk of Fair Credit Reporting Act violations when using social networks as part of a background check
- Avoiding violations of ADA-safeguarded data when encountering evidence such as comments and other social profile content revealing medical treatment for alcoholism, depression, and other medical conditions

Day 2: Friday, March 16, 2012

8:00-8:30am – Continental Breakfast & Registration

8:30-10:00am IC 101- Persuasive Communications (90 min; 1.5 HRCI General Credits)

Course Objectives: Learn how to quickly build rapport by phone or in person through the four primary and secondary styles.

Curriculum Topics:

- The four primary/secondary styles that build rapport with anyone --by phone or in person
- When necessary, how to professionally get around people to ethically elicit much-needed prospecting information
- How to instantly build rapport by phone or in person

10:00-10:15am – Break

10:15-11:45am IC 201- Cold Calling (90 min)

Course Objectives: Learn time-tested, completely intuitive, 100% ethical persuasive communication techniques to remove skepticism from cold calls; employ the five main stages of a successful cold call.

Curriculum Topics:

- Classical, ethical persuasive communication techniques that minimize skepticism with cold calls
- Five stages of a successful cold call; the comforting “cold call flowchart” that removes fear of the phone, by generating rapport and trust with your prospects, and obtaining their interest

- Clean, professional calls and voicemails to companies for extracting information needed about your target candidates—leaving no evidence or damage
- Working smoothly with gatekeepers and getting around them, when necessary, to elicit prospecting information

11:45am-12:45pm – Lunch

12:45-1:45pm W 101- Writing Compelling Job Postings (60 min; 1 HRCI General Credit)

Course Objectives: Honing the art of job posting, from the basics to automating job posting distribution; learning when and where to post for highest ad response efficiency.

Curriculum Topics:

- Job posting basics, content and the art of job posting
- How to write more creative, eye-catching and effective job ad headlines
- Selling the sizzle – improving your job posting content
- Improving job posting visibility, optimizing search engines and social networks

1:45-2:45pm IC 301 Effective Initial Contact Emails (60 min)

Course Objectives: Apply templates that reach passive prospects and garner up to 80 percent response rates without artifice, misdirection or direct solicitation

Curriculum Topics:

- Tactical advice on delivery timing, cadence and sequence combinations that maintain interest until you can fully engage someone
- Compelling subject lines, personalization techniques, calls to action and incentives
- Writing emails that anticipate and overcome typical candidate objections
- Avoiding getting caught in junk mail filters, and blacklisted by spam servers

2:45-3:00pm - Break

3:00-4:00pm C 101- “Do it Right” Ethics and Risk in Social Media Recruiting (60 min; 1 HRCI General Credit)

Course Objectives: Establishing key policies for tracking data to ensure compliance

Curriculum Topics:

- Track exactly what is necessary (no more and no less) when sourcing passive candidates online for regulatory compliance with OFCCP, EOC, SOX and ISO guidelines; what you can use from social profiles, and how you should store the information
- Applicable EEOC- and OFCCP-related rulings such as “disparate treatment” and “disparate impact”
- Efficient strategies for avoiding Affirmative Action compliance risk caused by social networking activities that may disenfranchise minorities under-represented in social networks

Registration, Location, Directions, & Recertification Credits**

REGISTRATION FEES	Register by February 24th	Register by March 8th	Onsite Registration
Non-SHRM Members Two-Day Registration	\$1,105	\$1300	\$1400
SHRM Members Two-Day Registration	\$1,040	\$1170	\$1300
Temple-Fox School of Business Alumni Registration	\$990	\$1120	\$1250
One-Day Registration (March 15 th only)	\$750	\$850	\$900



**This program has been approved for 8.00 (General) recertification credit hours toward PHR, SPHR and GPHR recertification through the HR Certification Institute. Please be sure to note the program ID number (provided On-Site) on your recertification application form. For more information about certification or recertification, please visit the HR Certification Institute website at www.hrci.org. The use of this seal is not an endorsement by HRCI of the quality of the program. It means that this program has met HRCI's criteria to be pre-approved for recertification credit.

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The Fox School of Business

Established in 1918, the Fox School of Business, Temple University has a distinguished tradition of preparing business leaders, professionals and entrepreneurs for successful careers. Today, it is the largest, most comprehensive business school in the greater Philadelphia region, and among the largest in the world with nearly 6,500 students, 175 full-time faculty and more than 60,000 alumni. Accredited by AACSB International — Association to Advance Collegiate Schools of Business—the Fox School offers BBA, MBA, Executive MBA, International MBA, MBA/MS, MS and PhD programs on campuses throughout the region and around the world.

The Fox School's Department of Human Resource Management—the region's largest HRM Academic Department—is co-sponsoring this event.

Directions + Maps

The conference will be held on the 7th floor of Alter Hall at Temple University Main Campus. A map of Main Campus

If you use Mapquest or Google Maps to find Main Campus, be sure to use this address: 1801 N. Broad Street, Philadelphia, PA 19122. That will lead you to the Liacouras Garage, which is our main visitor lot.