Talent Acquisition and Retention in Cooperatives Training Course

Professional Development Training Course Outline

Category	Cooperative Societies	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today’s competitive and rapidly evolving cooperative landscape, the ability to attract, engage, and retain top talent is no longer a luxury—it's a necessity. Cooperatives face unique human resource challenges that require specialized strategies for workforce planning, employer branding, performance management, and retention. Training Course on Talent Acquisition and Retention in Cooperatives is expertly designed to equip cooperative leaders, HR professionals, and stakeholders with actionable skills, data-driven insights, and innovative tools to build a thriving, loyal, and high-performing workforce.

Rooted in cooperative values and guided by modern talent management practices, this course provides a strategic roadmap to master employee engagement, inclusive hiring, talent analytics, and leadership development. Through real-world case studies, interactive modules, and cutting-edge content, participants will learn to position their cooperative as an employer of choice, optimize recruitment channels, and foster a culture of growth and commitment.

Programme Curriculum

Talent Acquisition and Retention in Cooperatives Training Course

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Course Objectives

1. Understand the fundamentals of talent acquisition strategy in cooperative organizations.
2. Identify key factors that influence employee retention in member-driven enterprises.
3. Develop impactful employer branding tailored to cooperative values.
4. Explore the role of HR analytics in improving hiring and retention outcomes.
5. Learn to implement inclusive and diversity-focused recruitment practices.
6. Strengthen onboarding experiences that boost early engagement and productivity.
7. Assess the effectiveness of various recruitment marketing channels.
8. Design performance-based employee engagement programs.
9. Utilize digital tools for talent pipeline management.
10. Implement succession planning strategies for leadership continuity.
11. Analyze cooperative-specific workplace culture drivers.
12. Apply cost-effective hiring techniques for rural and urban cooperatives.
13. Integrate remote workforce retention strategies in hybrid cooperative settings.

Target Audience

1. HR Managers in Cooperatives
2. Cooperative CEOs and Executive Directors
3. Human Resource Officers
4. Recruitment Consultants for Social Enterprises
5. Cooperative Development Officers
6. Organizational Development Practitioners
7. Talent Management Specialists
8. Training & Capacity-Building Consultants

Course Duration: 5 days

Course Modules

Module 1: Foundations of Talent Acquisition in Cooperatives

- Definition and significance of talent acquisition
- Differences between cooperative and corporate hiring
- Challenges in sourcing cooperative-aligned talent
- Legal and ethical hiring practices
- Cooperative values in HR planning
- **Case Study**: Talent sourcing strategy at Mondragon Corporation (Spain)

Module 2: Strategic Recruitment and Employer Branding

- Building a compelling employer value proposition (EVP)
- Social media and digital recruitment trends
- Crafting job descriptions with cooperative appeal
- Employer branding through member engagement
- Optimizing recruitment ROI
- **Case Study**: Branding success in Kenya Union of Savings & Credit Cooperatives (KUSCCO)

Module 3: Inclusive and Diversity-Centered Hiring

- Importance of DEI in cooperatives

- Bias-free hiring tools and platforms
- Outreach to underrepresented communities
- Gender and age inclusivity strategies
- Cultural competence in HR
- **Case Study**: Inclusive hiring practices at The Co-operators (Canada)

Module 4: Onboarding and Early Engagement

- Structured onboarding process
- Role of onboarding in retention
- Buddy programs and orientation sessions
- Feedback loops for new hires
- Monitoring 90-day success metrics
- **Case Study**: Onboarding model at Vancity Credit Union (Canada)

Module 5: Talent Retention Strategies and Analytics

- Identifying retention drivers
- Stay interviews and exit analysis
- Predictive analytics for turnover
- Non-monetary benefits and incentives
- Career pathing and learning development
- **Case Study**: Retention success at NTUC FairPrice Co-operative (Singapore)

Module 6: Performance Management and Employee Engagement

- Continuous performance review methods
- Aligning individual goals with cooperative vision
- Recognition and reward systems
- Building cross-functional collaboration
- Emotional intelligence and team dynamics
- **Case Study**: Employee engagement initiatives at Cooperative Bank of Kenya

Module 7: Succession Planning and Leadership Development

- Identifying high-potential employees
- Leadership grooming programs
- Succession maps and readiness planning
- Internal mobility frameworks
- Coaching and mentoring structures
- **Case Study**: Leadership pipeline at Land O'Lakes Cooperative (USA)

Module 8: Remote Work and Retention in Hybrid Environments

- Remote hiring strategies
- Engagement across digital platforms
- Virtual performance check-ins
- Digital team-building techniques
- Managing productivity and wellness remotely
- **Case Study**: Virtual retention strategies at Coop Italia

Training Methodology

- Interactive lectures and real-time Q&A
- Group breakout discussions and collaborative activities
- Case study analysis and solution presentations

- Role plays and simulation exercises
- Templates and downloadable toolkits
- Post-training action plans and progress check-ins

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com