Training Course on Employer Branding and Talent Attraction Strategies

Professional Development Training Course Outline

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

Course Introduction

In today's hyper-competitive talent landscape, **Employer Branding** and **Talent Attraction Strategies** are no longer optional, but critical imperatives for organizational survival and growth. A powerful employer brand transcends mere recruitment, acting as a magnet for **top-tier talent** while simultaneously fostering **employee engagement** and **retention**. Training Course on Employer Branding and Talent Attraction Strategies provides a comprehensive roadmap for organizations to cultivate an authentic and compelling narrative, ensuring they stand out in the crowded marketplace and attract the **best-fit candidates** to drive sustainable success.

This program dives deep into the strategic intersection of marketing and human resources, equipping participants with cutting-edge methodologies to craft a distinctive **Employee Value Proposition (EVP)**, leverage **digital channels** for maximum reach, and create an exceptional **candidate experience**. By mastering these disciplines, businesses can significantly reduce **cost-per-hire**, accelerate **time-to-fill**, and build a resilient workforce that truly embodies their values and vision. Embrace the future of talent acquisition by investing in a robust employer brand that resonates with both current and prospective employees.

Programme Curriculum

Training Course on Employer Branding and Talent Attraction Strategies

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5 days

Course Objectives

Upon completion of this course, participants will be able to:

1. Define and Audit their current Employer Brand Identity and Talent Landscape.
2. Develop a compelling and Authentic Employee Value Proposition (EVP).
3. Implement data-driven Talent Market Research and Candidate Personas.
4. Master Digital Employer Branding across diverse platforms, including Social Media Recruitment and Content Marketing.
5. Leverage AI in Talent Acquisition for personalized candidate experiences and streamlined workflows.
6. Cultivate an Employee Advocacy Program to amplify brand reach and credibility.
7. Design an exceptional Candidate Journey from attraction to onboarding.
8. Measure and analyze Employer Branding KPIs and Talent Attraction ROI.
9. Integrate Diversity, Equity, and Inclusion (DEI) into all branding efforts.
10. Develop Recruitment Marketing Campaigns that resonate with target audiences.
11. Build a culture of Employee Well-being and demonstrate Corporate Social Responsibility (CSR) as brand differentiators.
12. Harness Storytelling for Talent Attraction to showcase company culture authentically.
13. Future-proof their Talent Acquisition Strategy in an evolving global market.

Organizational Benefits

- Reduced Cost-Per-Hire
- Faster Time-to-Fill
- Improved Quality of Hire
- Increased Employee Retention
- Enhanced Employee Engagement.
- Stronger Brand Reputation
- Competitive Advantage.
- Greater Innovation and Productivity

Target Audience

1. Human Resources Professionals.
2. Marketing and Communications Teams.
3. Hiring Managers and Team Leads
4. Business Leaders and Executives

5. Organizational Development Specialists
6. Recruitment Agencies and Consultants
7. University Relations and Campus Recruiters
8. Internal Communications Professionals

Course Outline

Module 1: Foundations of Employer Branding

- Understanding the **Evolution of Employer Branding** in the modern workforce.
- Defining your **Current Employer Brand Audit** and perception analysis.
- Identifying the core components of a compelling **Employee Value Proposition (EVP)**.
- Mapping the **Candidate Journey** and key touchpoints.
- **Case Study:** *Google's "Googleplex" Culture:* Analyzing how Google built an iconic employer brand through a strong EVP focused on innovation, perks, and employee autonomy, leading to immense talent attraction.

Module 2: Strategic Talent Market Research and Candidate Personas

- Conducting effective **Talent Market Intelligence** and competitor analysis.
- Developing detailed **Candidate Personas** to target effectively.
- Utilizing **Data Analytics in Recruitment** to inform branding decisions.
- Understanding generational differences and their impact on talent preferences (**Gen Z, Millennials**).
- **Case Study:** *Netflix's Culture Memo:* Examining how Netflix's transparent "Culture Deck" clearly articulated its expectations and values, attracting talent aligned with its high-performance culture.

Module 3: Crafting Your Authentic Employee Value Proposition (EVP)

- Workshopping your organization's unique strengths and differentiators.
- Translating organizational values into a compelling EVP.
- Aligning EVP with **Diversity, Equity, and Inclusion (DEI)** initiatives.
- Communicating your EVP consistently across all channels.
- **Case Study:** *Salesforce's Ohana Culture:* Exploring how Salesforce's focus on community, giving back, and employee growth forms the bedrock of their EVP, fostering strong loyalty and attracting mission-driven individuals.

Module 4: Digital Employer Branding and Content Marketing

- Optimizing your **Career Website** for user experience and SEO.
- Leveraging **Social Media for Recruitment** (LinkedIn, Glassdoor, Indeed, TikTok, etc.).
- Developing engaging **Recruitment Content Strategies** (video, blogs, employee stories).
- Understanding the power of **Employer Brand Storytelling** through authentic narratives.
- **Case Study:** *Starbucks' "Partner" Approach:* Analyzing how Starbucks uses social media and internal communications to highlight employee stories and growth opportunities, positioning their staff as "partners" rather than just employees.

Module 5: Elevating the Candidate Experience

- Designing a seamless and personalized **Candidate Journey Map**.
- Implementing effective communication strategies at every stage.
- Leveraging **AI-powered Chatbots** and automation for efficiency and engagement.

- Managing candidate feedback and building positive relationships.
- **Case Study:** *Zappos' Focus on Culture Fit:* Investigating Zappos' unique hiring process, which prioritizes cultural alignment and candidate experience, even offering to pay candidates to leave if they don't feel it's a fit.

Module 6: Employee Advocacy and Internal Branding

- Building a robust **Employee Brand Ambassador Program**.
- Empowering employees to share their experiences authentically.
- Integrating employer branding into **Internal Communications**.
- Measuring the impact of employee advocacy on talent attraction.
- **Case Study:** *Microsoft's Transformation:* How Microsoft, under Satya Nadella, revitalized its internal culture and empowered employees to become advocates, significantly improving its employer brand and attracting new talent.

Module 7: Measuring and Optimizing Employer Branding ROI

- Identifying key **Employer Branding Metrics** and **KPIs**.
- Analyzing data from recruitment marketing campaigns and digital platforms.
- Calculating the **Return on Investment (ROI)** of employer branding initiatives.
- Using insights for continuous improvement and strategic adjustments.
- **Case Study:** *Unilever's Digital Talent Pool:* Examining how Unilever uses predictive analytics and targeted digital campaigns to build talent pipelines and measure the effectiveness of their employer branding efforts.

Module 8: Future Trends and Advanced Strategies

- The impact of **AI and Machine Learning in Recruitment** and branding.
- Exploring the rise of **Skills-Based Hiring** and its influence on employer brand.
- Navigating the **Future of Work** (remote, hybrid, flexible models).
- Building a **Sustainable Employer Brand** focused on well-being and purpose.
- **Case Study:** *Patagonia's Mission-Driven Brand:* Analyzing how Patagonia's unwavering commitment to environmental and social responsibility has become a powerful employer brand, attracting talent deeply aligned with its values.

Training Methodology

Our training methodology is highly interactive and experiential, designed to foster deep learning and immediate application. It includes:

- **Interactive Workshops:** Facilitated discussions, group activities, and role-playing scenarios.
- **Experiential Learning:** Hands-on exercises and practical application of coaching skills.
- **Peer Coaching Sessions:** Opportunities for participants to coach and be coached by their peers.
- **Case Study Analysis:** In-depth examination of real-world organizational coaching successes and challenges.
- **Expert Facilitation:** Guided by seasoned executive coaches and organizational development specialists.
- **Action Planning:** Individual and group exercises to develop personalized implementation strategies.
- **Pre- and Post-Course Assessments:** Measuring learning transfer and impact.
- **Digital Resource Hub:** Access to tools, templates, and further reading for continuous development.

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

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