



**RECRUITMENT  
ACADEMY**

# PRODUCT PORTFOLIO

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# OUR LECTORS

Our lecturers have rich work experience that they regularly share on conferences around the world.



## Josef "José" Kadlec

José is the founder of GoodCall and Recruitment Academy. He started with the background of software engineer as an unconventional headhunter and talent sourcing architect. José is also the first officially certified LinkedIn recruiter in Central and Eastern Europe.



## Jan Mühlfeit

Jan Mühlfeit is a global strategist, mentor, coach and author of the bestseller *The Positive Leader* (Pearson 2016) / *Positive Leader* (Albatros Media 2017). His personal mission is to help individuals, organizations and countries around the world unlock their human potential.



## Milan Novák

Milan is CEO and founder of recruitment agency Goodcall and training institution Recruitment Academy. He has implemented recruitment and talent strategies since 2000. Before starting his own business, Milan served as Branch Manager, Country Manager and Regional Managing Director CEE for Grafton Recruitment.



## Jan J. Ženatý

Jan is a psychologist, consultant, coach and trainer with more than 12 years of experience. He supported companies during mergers and acquisitions, helped to implement changes to company cultures and organized hundreds of trainings for managers and specialists in Europe, USA, Canada and Asia. Jan is an accredited trainer by Paul Ekman International.



## Eliška Š. Steklíková

Eliška is a Chief People Care Officer at GoodCall where she has been working since company's foundation. She is a graduate of Psychology and Andragogy at the Faculty of Philosophy at Charles University, where she still teaches two subjects - Psychology in personal management and Adaptability of people to changes in working conditions.



## Blake Wittman

Business Manager of the GoodGroup platform including the agency Goodcall, Recruitment Academy and Datacruit. He is in charge of business development and sales activities of the group. During his rich career he has been mainly taking advantage of his exceptional skills in sales and client management.



## Romana Martincová

Romana is the Head of HR at Red Bull for Czech and Slovak Republic. Formerly she worked as HR and Employer Brand Manager for L'Oréal. In Goodcall and Reed Specialist Recruitment she managed recruitment teams specializing in headhunting and direct recruitment.



## Eliška Vyhnánková

Experienced lecturer and social media consultant Eliška helps individuals and companies of all sizes with their communication strategy, employee selection and improvement of the profiles by passing on her gained experience. She is the founder of Social Media Academy.



## Barbora R. Černíková

Barbora graduated in Psychology at Faculty of Philosophy at Charles University in Prague. She has been working in various consulting companies since 2012 - in Deloitte she worked on managerial position in the field of education and development and currently she leads a branch of the company SHL.



## Tomáš E. Dombrovský

Tomáš Ervín Dombrovský works as an analyst at LMC. He spends a lot of energy on analysis of data and trends in interconnected worlds of education and work. He tries to find, name and develop all the necessary components for meaningful cooperation between employees, companies and public institutions.



## Jan Klusoň

Proud Chief and co-founder of a career showroom Welcome to the Jungle. He is a successful Employer Branding evangelist and public speaker. Jan is also an innovator of communication and perception of HR marketing and employer brand in the Czech Republic.



## David Svoboda

David Svoboda is a representative of the Czech Republic in modern pentathlon. He has had a brilliant sports career - he won a gold medal at the London Olympics (2012), he was an Olympian in Beijing (2008) and Rio de Janeiro (2016), became European Champion (2010), twice World Champion (2008 and 2009) and Junior World Champion (2006).



# CERTIFICATION COURSES

There is no specialized school for recruiters in Europe. The certified course programs RACS®, RACR® are designed for HR professionals with all levels of experience, helping to expand their knowledge and increase their credibility and value on the labor market.

## RECRUITMENT ACADEMY CERTIFICATION

### RECRUITMENT ACADEMY CERTIFIED SOURCER | RACS®

**Labor Market  
Trends and  
Developments**

1/2 day

Analysis and  
interpretation of data  
from public sources,  
recruitment services  
and employee  
surveys

Tomáš Dombrovský

**Candidate Life  
Cycle and  
Employer Brand**

1/2 day

Segmentation of the  
recruitment process,  
employer branding  
and diversity  
in recruitment

Milan Novák

**Talent  
Sourcing**

1 day

Techniques of searching  
and approaching  
candidates  
on LinkedIn and other  
social media

José Kadlec

day 1

day 2

### RECRUITMENT ACADEMY CERTIFIED RECRUITER | RACR®

**Effective  
Interviewing  
Techniques**

1 day

Skills and psychology  
of interviews with  
candidates for  
recruiters and  
hiring managers

Romana Martincová  
Jan Ženatý

**Psychodiagnostics  
in HR**

1/2 day

Methods and tools of  
psychological  
diagnostics to  
improve  
candidate selection

Eliška Šonská  
Barbora Černíková

**Recruitment  
Metrics and  
Personal  
Development  
of Recruiters**

1/2 day

Optimizing the  
recruitment  
process and meeting  
the recruiter's personal  
goals

Milan Novák

day 3

day 4

## Digital recruitment techniques in the 21st century

Two day certification course Recruitment Academy Certified Sourcer [RACS®] introduces the newest trends and methods of recruitment and talent sourcing including labor market trends and developments, candidate life cycle, employer brand and detailed talent sourcing techniques on various online platforms.

**Duration:** 2 days (9.00-16.30)

**Location:** Prague and Brno

**Price:** 16 800 + VAT

## COURSE OBJECTIVES

- Get an overview of data available for HR and learn how to work with them
- Use the most important metrics to optimize your work
- Identify the strengths and weaknesses of your company compared to competition
- Set up an optimal recruitment process
- Use new techniques and tools when working with candidates
- Convert passive candidates into active candidates
- Maximize the use of LinkedIn, Facebook, Twitter, Instagram and other social media for recruitment and to improve business results

## LECTORS



**Josef "José" Kadlec**



**Milan Novák**



**Tomáš Ervín Dombrovský**

## COURSE CONTENT

### Module 1 (half day) - Labor market trends and developments

- Main data concerning the Czech labor market
- Most important metrics for people's satisfaction and motivation at work
- Fluctuation and its main causes & people's attitudes towards further job changes
- Wage development & use and popularity of work benefits
- Flexibility, autonomy and opportunities for career development from the employees' perspective

### Module 2 (half day) - Candidate life cycle and employer brand

- Setting up the recruitment process and its parts
- Active and passive candidate vs. Inbound and Outbound strategies
- Working with the candidate during the recruitment process
- Employer brand and definition of EVP
- Development of recruitment in time. Major milestones that shaped today's recruitment

**MODULE 3 ON NEXT PAGE**

### Module 3 (one day) - Talent Sourcing

- Labor markets - data and situational analysis
- Both current and future trends in online recruitment
- The most recent innovations in talent sourcing
- Defining outbound recruitment strategies
- Significance of social media in modern day recruitment
- Where to search for candidates online
- Maximizing the use of LinkedIn People Search
- How to uncover hidden resources containing relevant candidates (ie. hidden talent pools)
- When is upgrading to a paid LinkedIn account worthwhile?
- How to work around or replace most LinkedIn paid services at no cost
- What is a Boolean search and why is it a part of successful recruiters' daily routine?
- Defining boolean operators, modifiers and search commands
- X-Ray search and how to target and filter LinkedIn users through internet search-engines
- Searching across various platforms, including LinkedIn, Facebook, Twitter, Instagram, Vbkontakte and more
- Searching on specialized platforms, like Dribbble, Behance, Bitbucket, Github, StackOverflow, About.me etc.
- Legally evading limitations, for example, LinkedIn Commercial Use Limit, limit for the number of candidates shown in results, displaying candidates outside of your network. etc.
- Using external tools for the daily needs of both recruiters and talent sourcers
- Automating the candidate search process
- Finding the contact information of any user under any circumstances
- Determining the email address of almost any user around the world
- Determining which forms of contacting candidates are the most effective
- Measuring the effectivity of contacting candidates and improving the success rate
- Creating messages that candidates won't ignore
- Facilitating recruiters' and talent sourcers' daily routines using a set of specific sourcing plugins
- Approaching automation - how to send robotic customized LinkedIn invitations on autopilot and other forms of automation
- Analyzing the most important factors of LinkedIn and Facebook profiles when used for recruitment
- Customizing your Facebook profile, so work doesn't interfere with your private profile
- Defining a recruiter's main networking objectives
- Effectively increasing the number of social media contacts (LinkedIn, Facebook ect.) without getting blocked



## Complex Skills of a Modern Recruiter

Recruitment Academy Certified Recruiter [RACR®] is four day certification course which introduces the latest recruitment and talent sourcing trends including softskills such as psychodiagnostics in HR and effective interviewing techniques. On the top of that the course covers labor market trends and developments, candidate lifecycle and employer brand, detailed talent sourcing techniques on various online platforms, recruitment metrics and tips for personal development of recruiters.

**Duration:** 4 days (9.00-16.30)

**Location:** Prague and Brno

**Price:** 33 600 + VAT

## COURSE OBJECTIVES

- Understanding all aspects of the entire recruitment process.
- Gaining skills needed of a modern recruiter: talent sourcing, mastering the recruitment process, interviewing candidates and communicating with hiring managers.
- To inspire one another by looking at recruitment procedures used by participants
- Gaining a competitive advantage.
- Enhancing the effectiveness and success rate of recruiting for hard-to-fill positions
- Improving the performance of entire recruitment teams.

## LECTORS



**Josef "José"  
Kadlec**



**Romana  
Martincová**



**Barbora Riedl  
Černíková**



**Milan Novák**



**Eliška Šonská  
Steklíková**



**Tomáš Ervín  
Dombrovský**

## COURSE CONTENT

### Module 1 (half day) - Labor market trends and developments

- Main data concerning the Czech labor market
- Most important metrics for people's satisfaction and motivation at work
- Fluctuation and its main causes & people's attitudes towards further job changes
- Wage development & use and popularity of work benefits
- Flexibility, autonomy and opportunities for career development from the employees' perspective

### Module 2 (half day) - Candidate life cycle and employer brand

- Setting up the recruitment process and its parts
- Active and passive candidate vs. Inbound and Outbound strategies
- Working with the candidate during the recruitment process
- Employer brand and definition of EVP
- Development of recruitment in time. Major milestones that shaped today's recruitment

**MODULE 3 - 6 ON NEXT PAGES**

### **Module 3 (one day) - Talent Sourcing**

- Labor markets - data and situational analysis
- Both current and future trends in online recruitment
- The most recent innovations in talent sourcing
- Defining outbound recruitment strategies
- Significance of social media in modern day recruitment
- Where to search for candidates online
- Maximizing the use of LinkedIn People Search
- How to uncover hidden resources containing relevant candidates (ie. hidden talent pools)
- When is upgrading to a paid LinkedIn account worthwhile?
- How to work around or replace most LinkedIn paid services at no cost
- What is a Boolean search and why is it a part of successful recruiters' daily routine?
- Defining boolean operators, modifiers and search commands
- X-Ray search and how to target and filter LinkedIn users through internet search-engines
- Searching across various platforms, including LinkedIn, Facebook, Twitter, Instagram, Vbkontakte and more
- Searching on specialized platforms, like Dribbble, Behance, Bitbucket, Github, StackOverflow, About.me etc.
- Legally evading limitations, for example, LinkedIn Commercial Use Limit, limit for the number of candidates shown in results, displaying candidates outside of your network. etc.
- Using external tools for the daily needs of both recruiters and talent sourcers
- Automating the candidate search process
- Finding the contact information of any user under any circumstances
- Determining the email address of almost any user around the world
- Determining which forms of contacting candidates are the most effective
- Measuring the effectivity of contacting candidates and improving the success rate
- Creating messages that candidates won't ignore
- Facilitating recruiters' and talent sourcers' daily routines using a set of specific sourcing plugins
- Approaching automation - how to send robotic customized LinkedIn invitations on autopilot and other forms of automation
- Analyzing the most important factors of LinkedIn and Facebook profiles when used for recruitment
- Customizing your Facebook profile, so work doesn't interfere with your private profile
- Defining a recruiter's main networking objectives
- Effectively increasing the number of social media contacts (LinkedIn, Facebook ect.) without getting blocked

### **Module 4 (one day) - Effective Interviewing Techniques**

- How to organize a successful selection interview
- Nonverbal and verbal communication (what to say and not to say, what to do and not to do)
- Traditional selection interview.
- Behavioral selection interview
- Multimodal interview
- Interview by competence
- Power hiring
- Stress selection interview
- Communication and offer negotiation
- Problematic types
- Relationship with hiring managers



### **Module 5 (half day) - Psychodiagnostics in HR**

- You will learn how to distinguish a quality psychodiagnostic tool from poor quality
- You will find out what aspects to consider in order to be able to properly assess situations where it makes sense to invest in psychodiagnostics and when not
- You will get an overview of the methods available on the Czech market, their advantages and disadvantages and price relations
- You will learn about key terms used in this field, such as adaptivity, validity, reliability, scores, comparison group, interpretation, cut off, impression management, etc.
- You will clarify the arguments that you can use if you want to enforce psychodiagnostics in HR processes in your organization
- You will be able to go through high-quality performance and personality psychodiagnostics and get feedback on it - and experience for yourself what it is to be in the position of a tested person, but also reflect the role of the submitter, evaluator and interpreter of psychodiagnostic test results
- You will learn how to ensure ethics and professional use of psychodiagnostic methods
- You will find out how to identify the appropriate psychodiagnostic tool for your specific needs
- You will get tips on relevant deepening literature in your area of interest

### **Module 6 (half day) - Recruitment metrics and personal development of recruiters**

- Use of data in HR
- Overview of key success indicators in recruitment
- Benchmarking of global and local recruitment statistics
- Performance and quality metrics in recruitment
- Setting individual and team goals

# OPEN COURSES

Our open courses teach participants how to apply the latest techniques when searching, persuading or interviewing candidates. Our methods correspond to the latest HR trends in, for example, the USA. Modern recruitment is rapidly changing on a daily basis and it is crucial to stay up-to-date in order to succeed.







# TALENT SOURCING

## Techniques used for searching and addressing candidates through social media

Josef "José" Kadlec, the first certified LinkedIn recruiter in Eastern and Central Europe and independent expert and pioneer in social media recruitment solutions, reveals his recruitment know-how. You finally have the opportunity to take part in this unique course designed for internal and agency recruiters, but also entrepreneurs and "startuppreneurs" who have taken staffing into their own hands. This course will increase your productivity level and help you occupy more positions, giving you a competitive advantage. Through Josef's detailed breakdown you will master a variety of techniques needed to excel in outbound recruitment.

You can enroll in the course as part of certification - RACS® and RACR® (more information on page 4)

**Duration:** 1 day (9.30-16.30)

**Location:** Prague and Brno

**Price:** 8 400 Kč + VAT

## COURSE OBJECTIVES

- Utilizing the benefits of LinkedIn, Facebook, Twitter, Instagram and other social media platforms for recruitment demands and boosting business performance.
- Reducing recruitment costs using social media.
- Gaining a competitive advantage by improving search techniques and discovering previously hidden resources containing potential candidates.
- Enhancing the effectiveness and success rate of recruiting for hard-to-fill positions.
- Expanding the number of relevant candidates.
- Implementing changes for more progressive social media use.
- Improving team performance.

## COURSE CONTENT

### Module 1 - An introduction to digital talent sourcing

- Labor markets - data and situational analysis.
- Both current and future trends in online recruitment.
- The most recent innovations in talent sourcing.
- Defining outbound recruitment strategies.
- Significance of social media in modern day recruitment.

### Module 2 - Searching and targeting candidates

- Where to search for candidates online.
- Maximizing the use of LinkedIn People Search.
- How to uncover hidden resources containing relevant candidates (ie. hidden talent pools).
- When is upgrading to a paid LinkedIn account worthwhile?
- How to work around or replace most LinkedIn paid services at no cost.
- What is a Boolean search and why is it a part of successful recruiters' daily routine?
- Defining boolean operators, modifiers and search commands.
- X-Ray search and how to target and filter LinkedIn users through internet search-engines.
- Searching across various platforms, including LinkedIn, Facebook, Twitter, Instagram and more...
- Searching on specialized platforms, like Dribbble, Behance, Bitbucket, Github, StackOverflow, About.me...
- Legally evading limitations, for example, LinkedIn Commercial Use Limit, limit for the number of candidates shown in results, displaying candidates outside of your network. ect.
- Using external tools for the daily needs of both recruiters and talent sourcers.
- Automating the candidate search process.

## LECTOR



**Josef "José"  
Kadlec**

### Module 3 - Successfully contacting candidates for hard-to-fill positions

- Finding the contact information of any user under any circumstances.
- Determining the email address of almost any user around the world.
- Determining which forms of contacting candidates are the most effective.
- Measuring the effectivity of contacting candidates and improving the success rate.
- Creating messages that candidates won't ignore.
- Facilitating recruiters' and talent sourcers' daily routines using Plugins

### Module 4 - Modifying LinkedIn and Facebook profiles for recruitment purposes

- Analyzing the most important factors of LinkedIn and Facebook profiles when used for recruitment.
- Customizing your Facebook profile, so work doesn't interfere with your private profile.
- Defining a recruiter's main networking objectives.
- Effectively increasing the number of social media contacts (LinkedIn, Facebook ect.) without getting blocked.



# TALENT SOURCING WORKSHOP

Practicing searching and addressing candidates via social media - hands-on, without a presentation

This course independently follows up on the course "Talent Sourcing" and is purely devoted to searching for and addressing candidates via LinkedIn, Facebook and other social media and online platforms. No presentations, no slides, no exhaustive theory - just hands-on practice in searching and addressing candidates.

**Duration:** 1/2 day (9.00-13.00)

**Location:** Prague and Brno

**Price:** 4 800 Kč + VAT

## COURSE OBJECTIVES

- Transforming knowledge from theory to practice.
- Using social media to recruit for real positions.
- Increasing the number of relevant candidates for your positions.
- Improving search techniques and methods used to uncover hidden resources containing relevant candidates.
- Improving your chances of success in filling hard-to-fill positions by effectively addressing candidates.
- Practicing, practicing and practicing again.

## LECTOR



**Josef "José"  
Kadlec**

## COURSE CONTENT

### Searching for and targeting candidates for your position

- Selecting the most effective search method for the given position.
- Finding the maximum number of candidates using various search models iterative, semantic, implicit, language based, etc.
- Practicing the Boolean operator.
- Process descriptions that can uncover other sites on LinkedIn, Facebook and other online resources with potential candidates.
- Fully understanding shortlist specification criteria, so no relevant candidates are disregarded.
- Streamlining the search operation to save time.
- Search automation.
- Working with various search engines (X-ray search).
- Candidate search outside of LinkedIn on platforms such as Facebook, Instragram, Twitter, or more specialized platforms such as GitHub, StackOverflow, and so on.
- Installing and becoming familiar with plugins and tools designed to help your sourcing flow.

### Contacting the candidate

- Technical training of all the possible ways of contacting.
- Writing a message based on the user profile.
- Obtaining the email and other contact information of the candidate.
- A recapitulation of services and plugins used effectively contact the candidate.





# IT RECRUITMENT

## Advanced terminology, processes and psychology behind IT recruitment

IT knowledge is essential for recruiting IT professionals - especially in the ČR, where the IT job market is the most overheated in all of Europe. Do you know the difference between HTTP and HTML? Did you know that JavaScript and Java are unrelated? Are SCRUM and Agile unfamiliar terms? Then this course is designed for you.

**Duration:** 1/2 day (9.00-13.00)

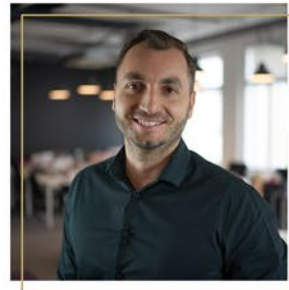
**Location:** Prague and Brno

**Price:** 5 800 Kč + VAT

### COURSE OBJECTIVES

- Increasing productivity in IT recruitment, filling more IT positions and gaining a competitive advantage.
- Utilizing acquired knowledge in the IT sector for recruitment purposes and improving business performance.
- Gaining a competitive advantage by improving search techniques .
- Enhancing the effectiveness and success rate of recruiting for hard-to-fill positions.
- Improving the performance of IT teams.

### LECTOR



**Josef “José”  
Kadlec**

### COURSE CONTENT

- IT sourcing - Statistics and analytics in recruiting IT professionals.
- Live Sourcing Lab - Candidate search for real positions of the participants.
- Keywords for recruiting specific IT professionals on
- LinkedIn and other social networks.
- Specialized portals for IT sourcing - Github, Bitbucket, StackOverflow, and more.
- Examples of successful HR marketing campaigns for IT recruitment.
- Psychology of recruiting IT professionals - what works and what doesn't?
- The future of IT recruitment - Robotization, VR, AI, Chatbots and other fun stuff



# LINKEDIN COMPLETE GUIDE

## Recruitment, sales, marketing, personal and company branding on LinkedIn

Josef "jose" Kadlec, the first certified Linked In recruiter in Eastern and Central Europe, reveals his recruitment know-how, thanks to which he has successfully co-founded and built up a company of over 140 employees. This course is dedicated to LinkedIn's professional network from a business, sales and recruitment point of view, but also from the perspective of building a personal and corporate brand. Jose has been actively using this network since 2006 and knows all of its ins and outs in great detail.

**Duration:** 1/2 day (9.00-13.00)

**Location:** Prague

**Price:** 4 800 Kč + VAT

## COURSE OBJECTIVES

- Introducing the realm of possibilities Linked In social network has to offer and how to use them to one's advantage.
- Utilizing the benefits of LinkedIn for business, sales, recruitment and building personal brand.
- Gaining a competitive advantage.
- Applying immediate changes towards more progressive social media use.
- Learning practical tips, hacks and procedures that can be immediately applied to one's daily routine.

## LECTOR



**Josef "José"  
Kadlec**

## COURSE CONTENT

### Module 1 - An introduction to professional social networking

- What Linked In is and what it is not.
- Basic Linked In statistics (Linked In Intelligence Report).
- Linked In versus Facebook vs. "the others".
- The significance of social networks in the modern world.
- Legally evading Linked In limitations.

### Module 2 - Social Selling: Selling on LinkedIn

- Searching for customers on Linked In.
- Methods of contacting customers and increasing their response rate.
- International trade methods on Linked In.
- Boolean logic, X-ray search and other practices used by modern 'salespeople.'
- Search techniques for obtaining emails and phone numbers.

### Module 3 - Social media Recruitment: Recruitment at LinkedIn

- How to get the most out of the Linked In search engine.
- Which paid LinkedIn services are objectively the most important.
- When is upgrading to a paid LinkedIn account worth it.
- How to work around or replace most LinkedIn paid services at no cost.
- Creating messages that candidates won't ignore.
- Uncovering hidden and private Linked In profiles of potential candidates.
- Facilitating recruiters' and talent sourcers' daily routines using LinkedIn plugins
- Automating the candidate search process.

### Module 4 - Branding: Modifying your LinkedIn profile for personal and corporate business goals

- Defining your personal business brand, in other words, we don't all have to be youtubers.
- Personal branding- an undervalued tool in contemporary business.
- Personal brand building techniques and tools used on a daily basis.
- The connections between a personal and corporate brand.
- Analysis of the most important parts of the LinkedIn profile.
- What are the main networking goals on Linked In.
- Effectively increasing the number of LinkedIn contacts without getting blocked.





# RECRUITMENT ENGINEERING

## A Complete Walkthrough of Talent Sourcing Including Trends, Innovations, Technology & Hacks

Today's labour market is a tough and demanding place, especially for staffing professionals. Due to the low unemployment rates and demographical curve, companies and recruiters have to face the reality of the passive talent market. This state of the market puts a burden on the head of every talent sourcer, recruiter or HR professional who needs to use the latest outbound recruitment techniques on Linked In, Facebook, Twitter, Instagram, Google, Github, Dribbble, job boards databases or elsewhere in the online matrix. Recruitment Engineering is a complex online training course in talent sourcing. Jose's main mantra is "Get practical!" and that is the main feature of this digital training. All the techniques are covered hands-on with real-world examples in a live environment.

**Duration:** 20 hours

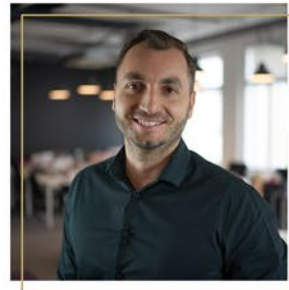
**Location:** ONLINE

**Price:** \$475 + VAT

### COURSE OBJECTIVES

- Increase the efficiency of your sourcing & recruitment activities.
- Massively boost the volume of reachable candidates and their response rate.
- Learn to significantly cut the costs of hiring new employees.
- Adapt new technical procedures into your daily hiring routine.
- Create a competitive advantage in today's recruitment industry.

### LECTOR



**Josef "José"  
Kadlec**

### COURSE CONTENT

- Job Market Situation Turmoil: Never Get Romantic About How You Hire Your Employees.
- Candidate Searching and Targeting: Hunt Them Down Before Your Competition Does.
- Candidate Approaching: How to Approach Anybody and Get a Response Every Time.
- Video Sourcing: Skyrocket your Candidate Response Rate up to 100 %
- HR Marketing for Outbound Recruitment: Personal Branding as the Latest Business Tool.
- Live Sourcing Sessions: Let's Get Practical.
- The Future is Now: What's the Next Big Thing in HR Tech?
- Recruitment & Sourcing Analytics: Measuring Your KPIs and Metrics.
- Telephone Headhunting: Secret Ways Top Headhunters Use the Phone for Success.
- Hack the World: Blackhat Talent Sourcing.



# LIVE SOURCING LAB WEBINAR

## A Complete Walkthrough of Talent Sourcing Including Trends, Innovations, Technology & Hacks

Want to see what real sourcing of candidates looks like in practice? We will select from the positions sent to us and demonstrate how we would proceed in searching for candidates -whether on Linked In, Face book, jobs.cz, Github or other online platforms with potential candidates.

**Duration:** 60 minutes

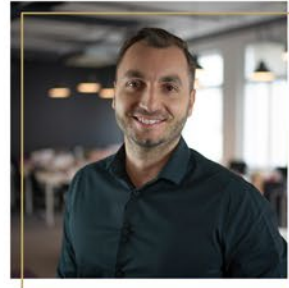
**Location:** ONLINE

**Price:** FREE

### COURSE OBJECTIVES

- Your positions, real candidates, no boring you with theory.
- Linked In, Facebook, Github, jobs.cz and more.
- Production, IT, Marketing, SSC/ BPO and other disciplines.
- Answering your questions.
- Send us your position and observe how Jose would proceed in his search.

### LECTOR



**Josef “José”  
Kadlec**





# RECRUITMENT & HR MARKETING

## Employer building techniques in practise

This training will help you fill more positions and give you a competitive advantage over your recruiting competitors. You will be equipped with the tools and thought processes used by marketers when creating campaigns for individual positions, as well as building the company brand. The training covers all aspects of brand building, from EVP settings to the marketing toolkit to internal HR applications to case studies.

**Duration:** 1 days (9.00-16.30)

**Location:** Prague and Brno

**Price:** 9 800 + VAT

## COURSE OBJECTIVES

- Defining your own employer branding strategy.
- Maximizing the use of HR marketing tools.
- Promoting recruitment by strengthening the company brand.
- Reducing recruitment costs by using internal resources.
- Gaining a competitive advantage by improving HR marketing techniques.
- Enhancing the effectiveness and success rate of recruiting for hard-to-fill positions.
- Increasing the number of relevant candidates and substituting ineffective recruitment channels.

## LECTORS



**Josef "José" Kadlec**



**Jan Klusůň**



**Romana Martincová**

## COURSE CONTENT

### Module 1 - Introduction to HR marketing and employer branding

- Analyzing the current state of the labor market.
- Looking at the relationship between talent sourcing and employer branding.

### Module 2 - Strategic employer branding

- Examining the complex talent market in the Czech Republic.
- Is employer branding a solution? What can we expect in the future?
- What is essential to know before getting started with work.
- What are the most common mistakes in the Czech Republic?
- Employer branding built on data.
- The procedure and individual steps of strategic employer branding.
- Employer Value Proposition (EVP).
- Case studies and processes from the Czech Republic and

### Module 3 - Working with specific tools for employer branding and HR marketing

- The relationship between employer branding and personal branding.
- Which channels need to be supported for effective branding.
- Creating, managing, and analyzing content on social media and other platforms.
- Working with content on social networks - LinkedIn, Facebook, Twitter, Instagram and more.
- Tools for automating tasks related to content management.
- Analyzing content success and specific channels such as LinkedIn Company Pages, Facebook sites, and more.
- Working with paid advertising on social networks and more (PPC advertising).
- Other valuable marketing tools used in HR marketing.
- What is the future of building a company brand and what technical "gadgets" can you use today?

### Module 4 - Practical application of the employer's brand in practise

- Employer branding at L'Oréal: What is the image of the company as an employer both locally and internationally.
- L'Oréal SWOT analysis and statistics.
- L'Oréal's approach to employer branding - EVP, local and international collaboration, HR collaboration in internal and external communication, social networking, demonstration of specific campaigns and projects.
- Examples of local activities supporting the company's employer brand.
- L'Oréal - Looking into the internal operation of strategy creation - from execution to evaluating initial results and presenting improvements based on the experience.



# PAID CAMPAIGNS ON FACEBOOK AND INSTAGRAM

## Basics of advertising on social media easily applicable in practice

This course is the ideal guide for HR professionals who want to learn the basics of running paid campaigns on Facebook and Instagram or to get deeper knowledge in the area and cooperate better with external marketing agencies. In just half a day you will learn how to create simple ads but also how to fully exploit the possibilities of targeting and creating content to drive better results. Even as a beginner, with this course you will be able to immediately start running campaigns on your own.

**Duration:** 1/2 day (9.00-13.00)

**Location:** Prague

**Price:** 4 800 Kč + VAT

### COURSE OBJECTIVES

- Introduction to social networks, their possibilities and differences.
- Knowledge of how to use these platforms for your branding strategy.
- Knowledge of how to improve the effectiveness and targeting of Facebook and Instagram campaigns.
- Instructions how to reduce recruitment costs through strategy improvements.
- Understanding of external agencies capabilities and how to set realistic goals for them.

### LECTOR



**Eliška  
Vyhnánková**

### COURSE CONTENT

#### **Module 1 - Facebook: the most popular (recruiting) social network**

- Facebook filtering mechanisms.
- Who sees what content and why.
- User psychology.
- How to ensure visible organic content and build a brand.
- Likes vs. fans vs. future employee.
- When, what and how often to publish on Facebook.

#### **Module 2 - Introducing other social networks and their possibilities**

- LinkedIn and its use.
- Twitter and Instagram vs. HR.
- Other social networks that are worth keeping track of.

#### **Module 3 - Facebook Advertising Performance**

- Presentation of paid campaign opportunities on FB.
- Promotion of posts vs. promoting through ad manager.
- Ad pricing, setting them up, locating invoices.
- Targeting groups that visit specific websites and finding contacts from databases.





# UNLOCKING HUMAN POTENTIAL

with Jan Mühlfeit

Jan Mühlfeit believes that individuals, organizations and states have enormous human potential that is rarely fully unlocked. Jan worked at Microsoft for 22 years, his last role being the European Chairman (2007-2014).

**Duration:** 1 day (9.00-16.30)

**Location:** Prague

**Price:** 7 900 Kč + VAT

## COURSE OBJECTIVES

- Focusing on strengths instead of trying to improve your weaknesses.
- Finding personal exceptionality through examining strengths
- Learning to follow your heart and experience happiness along the path of success.
- Directing your energy instead of attempting to control time.

## LECTOR



**Jan  
Mühlfeit**

## COURSE CONTENT

- Each of us has tremendous potential, but very few people make the most of it.
- Identifying your uniqueness is a step towards recognizing your calling, which stems from your strengths.
- How to achieve your dreams by using your strengths.
- In the theoretical part of the course you will learn about positive psychology and how recognizing your talents is fundamental to this methodology. We will touch on the subjects of how the brain behaves, emotions, the concept of happiness and many more topics that help one understand themselves better when explored.
- In the more practical part of the course you will receive the results of your Gallup Strengths Finder test. A range of exercises that will prepare you to apply your strengths to your everyday life and therefore optimize your performance.



# UNLOCKING TEAM POTENTIAL

with Jan Mühlfeit

Jan Mühlfeit believes that individuals, organizations and states have enormous human potential that is rarely fully unlocked. Jan worked at Microsoft for 22 years, his last role being the European Chairman (2007-2014).

**Duration:** 1 day (9.00-16.30)

**Location:** Prague

**Price:** 8 900 Kč + VAT

## COURSE OBJECTIVES

- Understanding what your strengths and talents are.
- Managing performance and strengths.
- Developing a personal development plan.
- Practicing coaching on the topic of personal development.
- Understanding the individual strengths in a team.
- Understanding the collective strengths of a team.
- Recognizing the power of partnership through its strengths.
- Utilizing the power of the team by building on its strengths.

## LECTOR



**Jan  
Mühlfeit**

## COURSE CONTENT

- Information and knowledge backed by years of valuable experience vital to understanding and coordinating business growth. Creating synergy in teams. Inspiring through positive leadership and achieving optimal performance through flow.
- In the theoretical part, you will be introduced to ideas stemming from positive psychology, the functioning of the brain and emotions, the concept of happiness, leadership and many other interesting topics that are critical for self exploration and understanding oneself.
- The second, more practical part of the course, will focus on working with individual results from the Gallup Strengths Finder test. The test is designed to identify the participant's talents. Participants will learn how to utilize these talents in their everyday routine through a range of exercises. By analyzing individual talents, participants will be directed towards reaching their optimal performance level.





# BUILDING YOUR PERSONAL BRAND

Techniques of creating a personal brand strategy and activating it in both life and business

Former President of Microsoft Europe, Jan Mühlfeit, who reported directly to Bill Gates, and co-founder of GoodCall holding more than 140 employees, José Kadlec, teamed up to create the first unique course on building and implementing your personal brand. They have a lot in common. First of all, they both studied IT at the Czech Technical University. But most importantly, they both used the power of their personal brand to build a business and they became the dominant leaders in their field. The Building Your Personal Brand course will not only help individuals but also companies that need to use their employees' personal brands to meet business goals such as sales, recruitment or employer branding.

**Duration:** 1 day (9.00-17.00)

**Location:** Prague

**Price:** 7 900 Kč + VAT

## COURSE OBJECTIVES

- Defining your PVP (Personal Value Proposition)
- Thinking of yourself as a product
- Increasing your business results
- Increasing the business results of the company where you work
- Creating your personal media plan
- Becoming a leading expert or industry influencer in your field

## LECTORS



**Jan Mühlfeit**



**Josef "José" Kadlec**

## COURSE CONTENT

### Module 1 - Strategy of building your personal brand

- The world we live in – overcommunicated without focus
- What makes you unique What brands exist from the perspective of past / present
- How to get to know yourself better and build your brand
- How to identify your talents, favorite activities and personal values
- How to use who I am to do what I want
- How to define your own authentic story and how to communicate it
- What is charisma and how to work on it
- How to create relationships with people and how to communicate with them
- What is the difference between motivation and inspiration

### Module 2 - Activating your personal brand

- Social networks and types of digital content
- Examples of posts on social networks and how to create expert content effectively
- Examples of micro-influencers from different fields and how they form a business personal brand
- A technical overview of all social media formats, including those you probably didn't know about
- How to maximize the reach of your posts
- How to get at least 200 likes on each one of your posts
- How to get 30,000 LinkedIn followers in a year or sooner
- Automation of routine tasks such as sending invitations on autopilot



# UNBEATABLE MIND

What champions do differently

Olympic champion David Svoboda and top manager Jan Mühlfeit present their view on optimal performance. Both lecturers pass on their own long term experience of how to succeed (to give optimal performance) on a global scale, even in very difficult conditions.

**Duration:** 1/2 day (9.00-13.00)

**Location:** Prague

**Price:** 4 900 + VAT

## LECTORS



**Jan Mühlfeit**



**David Svoboda**

## COURSE CONTENT

- How to succeed in a world where the only constant is change.
- How to understand themselves and the importance of self-knowledge.
- How to better control their mind and apply techniques of mental resilience such as breath , visualization, internal dialogue and inspiration.
- Why is it important to live an authentic life.
- How to work with their subconscious in the best way.
- How to recognize flow triggers, both individual or team.
- What is the unique coaching technique called U-Grow (mentioned in the Positive Leader bestseller).
- What is driving them into the flow, where people give optimal performance even in difficult conditions.
- What is the difference between inspiration and motivation.
- A number of other techniques that will allow to stay in flow and thus optimize performance from a long-term perspective.





# EFFECTIVE INTERVIEWING TECHNIQUES

## Skills and psychology of interviews with candidates for recruiters and hiring managers

Do you rely on intuition when choosing the right candidate or do you apply science-proven techniques and approaches to interviewing methods? Which of these two options will ensure the right choice of candidate? What are the types of personality and how to reveal them during an interview? How to avoid recruiting a problematic personality? All these topics and situations will be theoretically discussed and practically applied in this course.

You can enroll in the course as part of certification - RACR® - Recruitment Academy Certified Recruiter

**Duration:** 1 day (9.00-16.30)

**Location:** Prague

**Price:** 8 400 Kč + VAT

### COURSE OBJECTIVES

- You will improve your interviewing skills and different approaches to interviewing
- How many and what questions to ask the candidate to ensure true answers that will ensure the selection of the best candidate for the position, team, company
- How to make non-refusing offers and how to negotiate and achieve 100 % success rate in offer acceptance by candidates
- How to positively influence the relationship with hiring managers in order to achieve successful cooperation with mutual trust

### LECTOR



**Romana  
Martincová**

### COURSE CONTENT

- How to organize a successful selection interview
- Nonverbal and verbal communication (what to say and not to say, what to do and not to do)
- Traditional selection interview.
- Behavioral selection interview
- Multimodal interview
- Interview by competence
- Power hiring
- Stress selection interview
- Communication and offer negotiation
- Problematic types
- Relationship with hiring managers



# THE PSYCHOLOGY OF JOB INTERVIEWS

## | Paul Ekman technique

The lie is a problematic phenomenon. It can rarely be distinguished from the truth with 100% certainty. Paul Ekman's method is one of the most helpful techniques for interview conducting, with an up to 90% accuracy rate when used by professionals. Its tremendous advantage lies in its non-invasive approach - the candidate doesn't feel like they're being interrogated. The method is based on examining facial expressions of primary emotions. It teaches us to monitor the consistency and spontaneity of individual testimonies, helping to identify so-called HoT spots (parts of testimonies that may be incomplete or false) and address them with appropriate follow up questioning. Ekman's method was both popularized and mystified by the American series Lie to Me. An introduction course of Psychology in Interview I. presents methods of reading primary emotions and other non-verbal (facial expressions and gestures) and paraverbal (voice and style of answering) traits of expression. Through video tutorials we will examine behavioral analysis and expand our ability to understand other people's styles of communication. We will also look at specific questions and strategies that can be helpful for conducting an interview.

**Duration:** 1 day (9.00-16.30)

**Location:** Prague

**Price:** 7 900 Kč + VAT

## COURSE OBJECTIVES

- Learning to observe even minor demonstrations of emotional and cognitive stress while interviewing a candidate.
- Improving the ability to perceive when information is being concealed or fabricated.
- Polishing the style of questioning in order to verify inconsistencies.

## LECTOR



**Jan J.  
Ženatý**

## COURSE CONTENT

- Reading emotions from facial expressions by P. Ekman (subtle, macro and micro emotional expressions).
- Model of disguising and fabricating- how emotional and cognitive stress is displayed when lying.
- The golden rules of uncovering lies.
- Analysis of the consistency and spontaneity of the 5 communication channels (face, body, voice, style and content).
- Practice of identifying inconsistencies in communication - technique of HoT Spot observation
- Video analysis.
- Practical exercises using the Ekman method to conduct interviews.





# THE PSYCHOLOGY OF JOB INTERVIEWS ADVANCED

## | The Drill

Even the best behavioral analyst will only reach a maximum success rate of 60% when analyzing testimonies, without having personally spoken to the individual at hand. This probability increases to 90% when the analyst has a chance to speak to the person and ask additional questions. Psychology in the Interview II. -Advanced Techniques, the follow-up course for graduates of Psychology in Interview I, will train participants to apply Paul Ekman's methodology when conducting an interview. Participants will learn to compose questions that aim at verifying so-called HoT spots (parts of testimonies that may be incomplete or false). The methodology will be demonstrated directly on guests - we will test general methods of lie detecting, specializing on conducting interviews with real people in real-time (no role-play exercises or professional actors).

**Duration:** 1 day (9.00-16.30)

**Location:** Prague

**Price:** 7 900 Kč + VAT

## COURSE OBJECTIVES

- Improving the ability to conduct an interview strategically.
- Practicing HoT Spots tracking in interview with "live" candidate in real time.
- Improve the ability to formulate effective questions in order to verify less consistent responses, to practice improvisation and flexible adaptation to the candidate's behavior.

## LECTOR



**Jan J.  
Ženatý**

## COURSE CONTENT

- RPEER algorithm (Preparation, Engagement, Exploration, Result).
- An introduction to interviewing and understanding so-called Baseline.
- Real-time identification of HoT spots.
- Formulating and posing questions.
- Follow-up questioning.



# DIVERSITY RECRUITING

## Meaning of diversity, inclusion and unconscious bias in modern recruitment

The goal of the Diversity Recruiting Training is to further educate recruitment professionals. Participants will learn about unconscious bias and how it effects the recruiting process of new employees. It also focuses on gender diversity in recruitment. The course is composed of a theoretical and practical part where the participants will uncover their own biases.

**Duration:** 1 day (9.00-17.00)

**Location:** Prague

**Price:** 7 900 Kč + VAT

### COURSE OBJECTIVES

- How to be aware of unconscious bias when hiring the top talent?
- How to avoid traditional hiring mistakes?
- Improving your interviewing and candidate selection capabilities.
- Structuring (standardizing) the interview to get comparable data.
- Focus on relevant information to avoid bias.
- Diversity Recruiting.

### LECTORS



**Milan Novák**



**Jan J. Ženatý**

### COURSE CONTENT

- What is unconscious bias?
- Where does it come from? (Typical biases explained: gender, ethnic, racial, age, sexual orientation, physical disability, education background)
- How does it inhibit the diversity in hiring?
- Explanation of Affinity Bias, Confirmation Bias, Group Thinking, The Halo Effect

### INTERACTIVE PART

- Are you biased?
- Gender Bias Exercises
- Candidate photos Exercise
- Sample CVs - Halo Effect
- Intuitive VS. Structured approach - how to collect comparable data?
- Focus on skills (BEi strategy).





# LABOR MARKET TRENDS AND DEVELOPMENTS

Analysis and interpretation of data from public sources, recruitment services and employee surveys

Before you start to analyze and improve your recruitment activities, you need to look at market data and trends that affect the labor market. The introductory module of RACS / RACR will introduce you to these recruitment analytics and metrics, including turnover, wage developments and the popularity of benefits. These numbers will give you an overview of what are your strengths and weaknesses in recruiting.

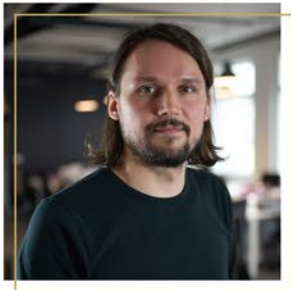
You can enroll in the course as part of certification - RACS® and RACR® (more information on page 4)

**Duration:** 1/2 day (9.00-12.00)

**Location:** Prague

**Price:** 4 200 + VAT

## LECTORS



**Tomáš Ervín Domborvský**

## COURSE CONTENT

- Main data concerning the Czech labor market
- Most important metrics for people's satisfaction and motivation at work
- Fluctuation and its main causes & people's attitudes towards further job changes
- Wage development & use and popularity of work benefits
- Flexibility, autonomy and opportunities for career development from the employees' perspective
- You will get an overview of the available HR data and know-how to trace and work with them
- Use the most important metrics to optimize your work
- Identify the strengths and weaknesses of a company compared to the competition
- Set up conditions and recruitment communication in relation to the current strongest needs of selected target groups
- In addition to the recruitment data, you will get arguments for better, well-targeted care for existing company employees (i.e. reduce turnover)

## THE COURSE IS RECOMMENDED FOR

- HR employees, recruiters, headhunters, HR specialists and HR generalists
- Recruitment agencies, executive search companies and external HR employees
- Hiring managers and other managers involved in hiring process
- Directors, board members and owners of companies



# CANDIDATE LIFE CYCLE AND EMPLOYER BRAND

Segmentation of the recruitment process, employer branding and diversity in recruitment

The modern concept of recruitment is based on a perfect understanding of candidate behavior and reactions. The individual phases of recruitment can be divided according to the life cycle and thought processes of the candidates, who are going through the phase of realizing or eventually searching and considering, and only if we are able to engage them correctly, we get to other parts of the recruitment process. Recruiting is about building relationships, which cannot be done without an appropriate employer branding strategy and proper selection without prejudice and barriers.

You can enroll in the course as part of certification - RACS® and RACR® (more information on page 4)

**Duration:** 1/2 day (13.00-16.30)

**Location:** Prague

**Price:** 4 200 + VAT

## LECTORS



**Milan Novák**

## COURSE CONTENT

- Setting up the recruitment process and its parts
- Active and passive candidate vs. Inbound and Outbound strategies
- Working with the candidate during the recruitment process
- Employer brand and definition of EVP
- Development of recruitment in time. Major milestones that shaped today's recruitment
- Set up an optimal recruitment process
- Apply new techniques and tools when working with candidates
- Define employer brand
- Convert passive candidates into active candidates

## THE COURSE IS RECOMMENDED FOR

- HR employees, recruiters, headhunters, HR specialists and HR generalists
- Recruitment agencies, executive search companies and external HR employees
- Hiring managers and other managers involved in hiring process
- Directors, board members and owners of companies





# PSYCHODIAGNOSTICS IN HR

Overview of methods and tools of psychological diagnostics to improve the quality and effectiveness of selection and the development of people in organizations

Properly chosen psychodiagnostics can help better map the personality, abilities, motives and potential of the candidate or employee. In many cases, this knowledge can significantly speed up and refine. Psychodiagnostic testing will ensure a higher degree of objectivity of the acquired knowledge and offer extended possibilities of comparison with general standards or a specific comparative group. It can also help you better identify individuals capable of exceptional stylization or hidden talents among candidates - and more consistently guard your return on investment in recruitment or development.

You can enroll in the course as part of certification - RACR® - Recruitment Academy Certified Recruiter

**Duration:** 1/2 day (9.00-12.00)

**Location:** Prague

**Price:** 4 200 + VAT

## LECTORS



**Eliška Šonská  
Steklíková**



**Barbora Riedl  
Černíková**

## COURSE CONTENT

- You will learn how to distinguish a quality psychodiagnostic tool from poor quality.
- You will find out what aspects to consider in order to be able to properly assess situations where it makes sense to invest in psychodiagnostics and when not.
- You will get an overview of the methods available on the Czech market, their advantages and disadvantages and price relations.
- You will learn about key terms used in this field, such as adaptivity, validity, reliability, scores, comparison group, interpretation, cut off, impression management, etc.
- You will clarify the arguments that you can use if you want to enforce psychodiagnostics in HR processes in your organization.
- You will be able to go through high-quality performance and personality psychodiagnostics and get feedback on it - and experience for yourself what it is to be in the position of a tested person, but also reflect the role of the submitter, evaluator and interpreter of psychodiagnostic test results.
- You will learn how to ensure ethics and professional use of psychodiagnostic methods.
- You will find out how to identify the appropriate psychodiagnostic tool for your specific needs.
- You will get tips on relevant deepening literature in your area of interest.

## THE COURSE IS RECOMMENDED FOR

- HR employees, recruiters, headhunters, HR specialists and HR generalists
- Recruitment agencies, executive search companies and external HR employees
- Hiring managers and other managers involved in hiring process
- Directors, board members and owners of companies



# RECRUITMENT METRICS AND PERSONAL DEVELOPMENT OF RECRUITERS

Optimizing the recruitment process and meeting the recruiter's personal goals

The use of HR data is still in its infancy. If we cannot properly measure and evaluate our activities and processes, then we cannot improve them either. A well-developed recruitment process leads to positive candidate experience and efficiency within the company. We can save both time and money. In this module we look at the best practices in the market and learn how top companies reduce recruitment time and save on costs. Why are some recruiters successful and some not? How to set your personal goals and grow both personally and professionally? These topics are also a part of the module to help start or move your career in recruitment forward.

You can enroll in the course as part of certification - RACR® - Recruitment Academy Certified Recruiter

**Duration:** 1/2 day (13.00-16.30)

**Location:** Prague

**Price:** 4 200 + VAT

## LECTORS



**Milan Novák**

## COURSE CONTENT

- Use of data in HR
- Overview of key success indicators in recruitment
- Benchmarking of global and local recruitment statistics
- Performance and quality metrics in recruitment
- Setting individual and team goals
- Use data to optimize the process
- Manage the performance of individuals and teams
- Set goals for yourself and the team
- Get an overview of data in HR
- Start to base your decisions more on data (data-driven)

## THE COURSE IS RECOMMENDED FOR

- HR employees, recruiters, headhunters, HR specialists and HR generalists
- Recruitment agencies, executive search companies and external HR employees
- Hiring managers and other managers involved in hiring process
- Directors, board members and owners of companies



# TAILORED COMPANY COURSES

We will prepare a training tailored precisely to your company's needs and we can do it either in Czech or English. We can deliver all of these topics anywhere in the Czech Republic or Europe in the form of a company training, presentation, online training, consultation or a coaching session.





# COMPANY COURSES

Tailored training customized for the specific needs of your company

We know how to prepare customized courses for entire groups, tailored to your specific field. We will focus on the subject matter that you need. Those are our tailored courses – designed for companies and other groups.

**Specifications:** The location, scope and pricing of the course are derived from the individual needs of our clients. We would be pleased to contact you and discuss a specific proposal.

## LECTORS



**Jan Mühlfeit**



**Josef "José"  
Kadlec**



**Jan J. Ženatý**



**Milan Novák**



**Blake Wittman**



**Eliška Vyhnánková**

## TRAINING TOPICS

• The content of our customized trainings can be derived from our open courses or certified trainings. It can also be designed purely for your specific needs.

- Talent Sourcing
- Social Media Recruitment
- Interviewing Techniques
- Psychology of Recruitment
- Recruitment & Headhunting on the Phone
- Recruitment Processes
- IT Recruitment
- LinkedIn Complete Guide
- Psychodiagnostics
- Recruitment & HR Marketing

- Employer Branding
- Social Selling
- Corporate Personal Branding
- Unlocking Human & Team Potential
- Digital Recruitment
- Millennials Recruitment & Retention
- Employee Engagement
- Recruitment Data & Analytics
- HR Tech and Future of Recruitment
- Hiring Manager Training

## THE COURSE IS RECOMMENDED FOR

- Recruiters
- HR professionals
- Talent Sourcers
- Talent Acquisition Managers
- CEOs
- Board Members and Other Staff





# GUEST SPEECHES

Short format speeches on various topics  
to inform and motivate your staff

Do your managers want a review of the current labor market situation? Do you need to show them the difficulties associated with the current demand for recruiting people? Do you want them to understand modern recruitment methods and show them how they can get involved in recruiting themselves?

**Duration:** 1 - 2 hours

**Location:** By agreement

**Price:** Based on speaker and topic

**Language:** Czech or English

## LECTORS



**Jan Mühlfeit**



**Josef "José" Kadlec**



**Milan Novák**



**Blake Wittman**

## GUEST SPEECH TOPICS

- Recruitment Analytics and Job Market Data
- The Latest HR Technology and New Trends in Recruitment
- Motivational Speech for Recruiters
- Social Media Recruitment Trends and Best Practise
- Corporate Personal Branding
- Diversity Recruiting and Unconscious Bias
- LinkedIn Social Selling
- Recruitment and Management of Millennials

## THE COURSE IS RECOMMENDED FOR

- Recruiters
- HR professionals
- Talent Sourcers
- Talent Acquisition Managers
- CEOs
- Board Members and Other Staff



**RECRUITMENT  
ACADEMY**

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