



**JOIN.
LEARN.
RECRUIT.**

Product Portfolio

Content

Open Courses

Tailored Trainings I.	3
Tailored Trainings II.	4
Talent Sourcing	5-6
Talent Sourcing Workshop	7-8
IT Recruitment	9-10
Recruitment & HR Marketing	11-12
Social networks in HR	13-14
Unlocking Human Potential with Jan Mühlfeit	15-16
Unlocking Team Potential with Jan Mühlfeit	17-18
Optimal Performance, what the champions do differently	19
Interviewing Techniques with Romana Martincová	20-21
Psychology of Job Interviews	22-23
Psychology of Job Interviews - Advanced	24-25
Unconscious Bias and Diversity Recruiting	26-27
LinkedIn Complete Guide	28-29
Recruitment Engineering	30-31
Live Sourcing Lab webinar	32

Certified Courses

RACP®	34-35
RACS®	36-37
RACR®	38-39



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.

Tailored Trainings I.



| Guest Speeches

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: location that suits your needs
Price: based on the speaker and the topic
Language: Czech or English



Milan Novák

Co-founder of GoodCall and Recruitment Academy



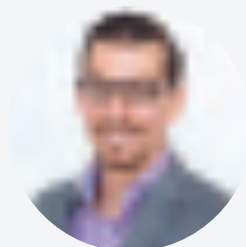
Josef Kadlec

Co-founder of GoodCall and Recruitment Academy



Jan Mühlfeit

Former European Chairman for Microsoft and chairman of Recruitment Academy



Blake Wittman

Co-founder of GoodCall and Recruitment Academy

Course Content



- Status of the labor market and how to recruit effectively - for HR, board members, line managers (Josef Kadlec or Milan Novák or Blake Wittman)
- Motivational speech for recruiters, social networks, new technologies used in recruitment, etc. (Josef Kadlec or Milan Novák or Blake Wittman)
- Personal Branding for HR, Personal Branding for Managers (Josef Kadlec)
- Recruitment and management of millennials, new trends in leadership (Milan Novák)
- Social Selling (Josef Kadlec)

Tailored Trainings II.



| Customised Courses

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.



Milan Novák

Co-founder of GoodCall and Recruitment Academy



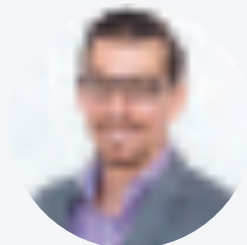
Josef Kadlec

Co-founder of GoodCall and Recruitment Academy



Jan Mühlfeit

Former European Chairman for Microsoft and chairman of Recruitment Academy



Blake Wittman

Co-founder of GoodCall and Recruitment Academy



Eliška Vyhnánková

A social media lecturer and consultant. Founder of the Social Media Academy.



Jan Ženatý

Course Lecturer: Mindset & Energy Management, typology application 4Elements.



Course Content

- 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

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.

Duration: 1 day (9.30-16.30)
Location: Prague and Brno
Price: 9 800 Kč + VAT



Josef “José” Kadlec

Founder of companies GoodCall and Recruitment Academy. Unconventional head-hunter and talent sourcing architect. Author of People as Merchandise: Crack the Code to LinkedIn Recruitment. Instructor for the Recruitment Engineering course and creator of the Hireconomics recruitment show. First officially certified LinkedIn recruiter for Eastern and Central Europe.

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 on social media

- 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 ect.
- 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.

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 without DPH



Josef “José” Kadlec

Founder of companies GoodCall and Recruitment Academy. Unconventional headhunter and talent sourcing architect. Author of People as Merchandise: Crack the Code to LinkedIn Recruitment. Instructor for the Recruitment Engineering course and creator of the Hireconomics recruitment show. First officially certified LinkedIn recruiter for Eastern and Central Europe.

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.

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

Senior software developer with 20 years of programming experience, Jiří Hradil, and former software engineer with over 10 years of experience in IT recruitment, Josef “josé” Kadlec, have united to create a unique course focused on recruiting IT professionals. 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) + online module
Location: Prague and Brno
Price: 5 800 Kč + VAT



Josef “josé” Kadlec

Founder of companies GoodCall and Recruitment Academy. Unconventional headhunter and talent sourcing architect. Author of People as Merchandise: Crack the Code to LinkedIn Recruitment. Instructor for the Recruitment Engineering course and creator of the Hireconomics recruitment show. First officially certified LinkedIn recruiter for Eastern and Central Europe.



Jiří Hradil

Jiří Hradil has been actively developing software since 1998, specializing in web applications. He founded the software company Kyberie in 2004, which developed a software for insurance brokers with a traffic volume of 6 million invoices and transactions worth over 2 billion CZK a year. After selling his company in 2012, Jiří co-founded Wikilane Inc. in the USA, which offers invoicing software InvoiceHome.com. It currently has over 500,000 active users, is offered in 150 countries and is profitable. Jiří is well acquainted with Ruby, Java, PHP, PostgreSQL and MySQL. He enjoys teaching, listening to and playing rock music, travelling, he loves the sea and, of course, pizza.

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.

Course Content



Offline module (4 hours – Josef “José” Kadlec)

- 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 :-)

Online module (4 hours – Jiří Hradil)

- Overview of the IT field and its complexity.
- IT terminology in relation to specific positions - Web Developer, Software Tester ect.
- Description of software development procedures.
- Suggested interview questions for individual IT positions.
- Trends in Information Technology.

Recruitment & HR Marketing

Employer building techniques in practice

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 day (9.00-16.30)
Location: Prague and Brno
Price: 9 800 Kč + VAT



Josef Kadlec

Founder of companies
GoodCall and Recruitment



Romana Martincová

HR & Employer Branding Manager
at L'Oréal



Jan Klusoň

Proud Chief a co-founder of
career showroom Proudly

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.

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 around the world.

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?

Modul 4 - Praktická aplikace brandu zaměstnavatele v praxi

- 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.

Social Networks in HR



| What does HR marketing and employer branding offer

The seminar is designed for HR workers and specialists who want to expand their understanding of social networks and apply this knowledge as quickly as possible. You will learn about the current possibilities that Facebook and other social media platforms have to offer the HR sector. We will compare these platforms at a technological and user level. You will learn the tremendous power of Facebook's Ad campaigns and practices that can easily be mastered without any professional experience.

Duration: 1/2 day (9.00-13.00)
Location: Prague
Price: 4 800 Kč + VAT



Eliška Vyhnánková

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

Course Objectives



- Introducing individual social networks, their possibilities and differences.
- Expanding knowledge of branding using these platforms.
- Improving the effectiveness of Facebook campaigns.
- Improving targeting and communicate.
- Reducing recruitment costs through strategy improvements.
- Understanding the capabilities of external agencies and knowing how to set realistic goals.

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



Jan Mühlfeit

Jan Mühlfeit is a global strategist, mentor, coach and author of 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. In cooperation with Kateřina Novotná, they have designed courses for parents, children, and students, with their newest book *Unlocking Children's Potential* releasing in September 2018 (Albatros Media 2018).

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.

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



Jan Mühlfeit

Jan Mühlfeit is a global strategist, mentor, coach and author of 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. In cooperation with Kateřina Novotná, they have designed courses for parents, children, and students, with their newest book *Unlocking Children's Potential* releasing in September 2018 (Albatros Media 2018).

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.

Course Contents



- 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.

Optimal performance what the champions do differently

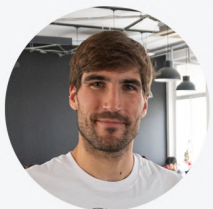
Olympic champion David Svoboda and top manager Jan Mühlfeit present their view on optimal performance. Both lecturers pass on their own long term experience of how to succeed (to give optimal performance) on a global scale, even in very difficult conditions.

Duration: ½ day (9.00 – 13.00)
Location: Prague
Price: 4 900 Kč + VAT



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. In cooperation with Kateřina Novotná, they have designed courses for parents, children, and students, with their newest book *Unlocking Children's Potential* releasing in September 2018 (Albatros Media 2018).



David Svoboda

David Svoboda is a long-time representative of the Czech Republic in modern pentathlon. He has 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). David Svoboda works as a youth coach at ACS Dukla and is Chairman of the Commission of Athletes in the Czech Olympic Committee.

Course Contents



- 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.

Interviewing Techniques with Romana Martincova



Relationship with hiring manager. Types of interview questions. Behavioral and competency interviews. Performance interviewing. Intense interview training with the help of a camera. Nonverbal communication. Successful closure of the candidate. Offer management - how to present an offer that won't be rejected. Are those topics interesting for you? Then this workshop is perfect for you!

Duration: 1 day (9.00-16.30)
Location: Prague
Price: 7 900 Kč + DPH



Romana Martincová

Romana worked as an Operations Manager at GoodCall recruitment agency, which addresses candidates solely through social networking and via the phone. She is currently the Recruitment and Employer Brand Manager for L'Oréal Czech Republic. She is a successful consultant and lecturer in candidate management experience and a pioneer of innovative thinking and entrepreneurship in the HR sector.

Course Objectives



- Improving the performance of the selection procedure.
- Speeding up and streamlining interviews.
- Defining possibilities in interviewing methodology and competencies.
- Various methods for conducting interviews.
- Ways to immediately apply interviewing techniques.

Course Contents



- Selection interview.
- Nonverbal communication (possibly verbal).
- Traditional selection interview.
- Behavioral selection interview.
- Multimodal selection interview.
- Competence interview.
- Power Hiring.
- Stress selection interview.
- Interview summary.
- Problematic types.
- Closing the candidate.
- 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. Paula 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



Jan J. Ženatý

Jan is a psychologist, consultant, coach and trainer with more than 12 years of experience. He worked and managed a team of experts at QED Group. He supported companies during their merger and acquisition stages, helped to manage cultural transformations. He works with companies as well as individual in Europe, US, Canada and Asia. Jan is an accredited trainer by Paul Ekman International.



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.

Course Contents



- 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



Jan J. Ženatý

Jan is a psychologist, consultant, coach and trainer with more than 12 years of experience. He worked and managed a team of experts at QED Group. He supported companies during their merger and acquisition stages, helped to manage cultural transformations. He works with companies as well as individual in Europe, US, Canada and Asia. Jan is an accredited trainer by Paul Ekman International.

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.

Course Content



- PEER 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.

Unconscious Bias and Diversity Recruiting

The goal of the Unconscious Bias and 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



Milan Novák

Milan is currently the CEO and co-founder of the recruitment company GoodCall and the training institution Recruitment Academy. He has been implementing recruitment and talent strategies since 2000. Before starting his own business, Milan worked as a Managing Director CEE for Grafton Recruitment. He led an agency with more than 350 employees. Milan is a member of the APSS (Association Personal Service Providers) and he enjoys human capital management and growth.



Jan J. Ženatý

Jan is a psychologist, consultant, coach and trainer with more than 12 years of experience. He worked and managed a team of experts at QED Group. He supported companies during their merger and acquisition stages, helped to manage cultural transformations. He works with companies as well as individual in Europe, US, Canada and Asia. Jan is an accredited trainer by Paul Ekman International.



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.

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).

LinkedIn Complete Guide

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

Josef “josé” Kadlec, the first certified LinkedIn 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. José 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



Josef “josé” Kadlec

Founder of companies GoodCall and Recruitment Academy. Unconventional head-hunter and talent sourcing architect. Author of People as Merchandise: Crack the Code to LinkedIn Recruitment. Instructor for the Recruitment Engineering course and creator of the Hireconomics recruitment show. First officially certified LinkedIn recruiter for Eastern and Central Europe.

Course Objectives



- Introducing the realm of possibilities LinkedIn 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.

Course Content



Module 1 - LinkedIn: An introduction to professional social networking

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

Module 2 - Social Selling: Selling on LinkedIn

- Searching for customers on LinkedIn.
- Methods of contacting customers and increasing their response rate.
- International trade methods on LinkedIn.
- 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 LinkedIn 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 LinkedIn 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 LinkedIn.
- 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 LinkedIn, 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. José'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
Place: ONLINE
Price: \$475 + VAT



Josef "José" Kadlec

JOSEF "JOSÉ" KADLEC is a former ethical hacker, digital forensic examiner and hardcore software engineer who went head over heels into the talent sourcing and recruitment industry, utilising his cross-field experience. His claim to fame is as the author of a controversial book *People as Merchandise: Crack the Code to LinkedIn Recruitment* recommended by Barbara Corcoran from ABC's *Shark Tank* and HR directors of companies such as IBM, Barclays, Randstad, Hewlett-Packard and Google. He is a co-founder of the 140+ employee sourcing house GoodCall and CEO at Recruitment Academy. José lives in Prague, Czech Republic and likes beer.

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.

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



| Searching for real candidates for real positions.

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 LinkedIn, Facebook, jobs.cz, Github or other online platforms with potential candidates.

Duration: 60 min
Location: ONLINE
Price: free



Josef “José” Kadlec

Founder of companies GoodCall and Recruitment Academy. Unconventional head-hunter and talent sourcing architect. Author of People as Merchandise: Crack the Code to LinkedIn Recruitment. Instructor for the Recruitment Engineering course and creator of the Hireconomics recruitment show. First officially certified LinkedIn recruiter for Eastern and Central Europe.



Course Objectives

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

Certified 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.

DAY 4	Psychometrics Recruitment Analytics Offer management	RACR®	Recruitment Academy® Certified Recruiter
DAY 3	Interviewing Techniques The Psychology of Interview Relationship with Hiring Managers		
DAY 2	Recruitment Process Segmentation Employer Branding Job Ads and Recruitment Campaign	RACS®	Recruitment Academy® Certified Sourcer
DAY 1	Today's Job Market Situation Social Media Talent Sourcing Personal Branding for Recruiters		
DAY 0	Recruitment Process Basics Social Media Recruitment Essentials Introduction to HR Marketing	RACP®	Recruitment Academy® Certified Professional

| Recruitment Academy® Certified Professional

The RACP® Certification Training (Recruitment Academy® Certified Professional) is a ticket to the modern world of recruitment. In just one day you will meet three experts in the fields of recruitment, talent sourcing and employer branding. The course offers a comprehensive overview of techniques, analytical data, trends and employee recruitment aspects in competitive markets such as the Czech Republic. The lecturers regularly participate in international conferences as speakers, so you can be sure you'll be receiving globally recognized know-how.

Duration: 1 day (9.00-16.30)
Location: Prague
Price: 1 800 Kč + VAT



Milan Novák

Co-founder of GoodCall
and Recruitment Academy



Josef Kadlec

Co-founder of GoodCall
and Recruitment Academy



Jan Klusoň

Proud Chief and co-founder of
the career showroom Proudly.



Course Objectives

- Giving an overview of the current state of modern recruitment.
- Gaining an understanding of all aspects of modern recruitment.
- Reducing recruitment costs by using social media recruitment.
- Gaining a competitive advantage.
- Enhancing the effectiveness and success rate of recruiting for hard-to-fill positions
- Improving the performance of entire recruitment teams.

Course Content



Module 1 - Recruitment 2.0: Introduction to Modern Recruitment

- Labor market - data and situational analysis.
- Both current and future trends in online recruitment.
- Competencies of a modern recruiter.
- Description of the recruitment process.
- The candidate+employee life cycle.
- Working with passive candidates and millennials.

Module 2 - Social media recruitment: searching and targeting candidates

- The most current news in the world of talent sourcing.
- Defining outbound recruitment strategies for talent recruitment.
- The importance of social networks in modern recruiting.
- What distinguishes good recruiters and sourcers from the bad ones.
- What online platforms can you find candidates on.
- What is Boolean search and why it's a part of successful recruiters' daily routine.
- Searching across various platforms, including LinkedIn, Facebook, Twitter, Instagram and more.
- Using external tools for the daily needs of talent sourcers and recruiters.
- 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.

Module 3 - HR Marketing: Creating marketing campaigns in recruitment

- Defining inbound recruitment strategies for talent recruitment.
- The relationship between employer branding and personal branding.
- Which channels are used for effective branding.
- Creating, managing, and analyzing content on social networks and other platforms.
- Working with content on social networks - LinkedIn, Facebook, Twitter, Instagram and others.

Module 4 - Employer branding: Building an employer's brand in practice

- What does one need to know before getting started
- What are the most common mistakes in the Czech Republic.
- Employer branding built on data.
- The individual steps and procedures of strategic employer branding.
- What is the Employer Value Proposition (EVP)?

| Recruitment Academy® Certified Sourcer

The course introduces the newest trends and methods of recruitment and talent sourcing. Participants will gain an understanding of the current state of the recruitment industry by learning about the historical context and development of this sector. They will become acquainted with new search techniques, contacting candidates via social networking, over the phone and much more.

Duration: 2 days (9.00-16.30)
Location: Prague, Brno
Price: 12 900 Kč + VAT (price for a Talent Sourcing attendee 6 500 Kč + VAT)



Milan Novák

Milan is currently the CEO and co-founder of the recruitment company GoodCall and the training institution Recruitment Academy. He has been implementing recruitment and talent strategies since 2000. Before starting his own business, Milan worked as a Managing Director CEE for Grafton Recruitment. He led an agency with more than 350 employees. Milan is a member of the APPS (Association Personal Service Providers) and he enjoys human capital management and growth.



Josef Kadlec

Founder of companies GoodCall and Recruitment Academy. Unconventional headhunter and talent sourcing architect. Author of People as Merchandise: Crack the Code to LinkedIn Recruitment. Instructor for the Recruitment Engineering course and creator of the Hireconomics recruitment show. First officially certified LinkedIn recruiter for Eastern and Central Europe.

Course Objectives



- Fully understanding all aspects of the recruitment process.
- Becoming a professional in the field of modern recruitment and being able to instantly add value to the sector.
- Gaining practical knowledge, useful for searching and contacting candidates on social networks and other platforms.
- Gaining a decisive competitive advantage.
- Enhancing the effectiveness and success rate of recruiting for hard-to-fill positions
- Improve the performance of entire recruitment teams.

Course Content



An introduction to recruitment and its development

- Competencies of a modern recruiter.
- Description of the recruitment process.
- The candidate employee life cycle.
- Employer branding and EVP.
- Employer branding and its impact on recruitment.
- Case studies of successful employers.
- Inbound vs. outbound recruitment.
- Assigning a job position.
- From sourcing to presenting an offer.
- Analyzing requirements, preselection, addressing the candidate.
- Working with passive candidates.

Sourcing, principles of Candidate Engagement, technology

- Introduction to social media recruitment with LinkedIn.
- Modifying LinkedIn and Facebook profiles for recruitment purposes
- Networking strategies of a successful recruiter.
- Everything about targeting candidates on LinkedIn and other platforms.
- How to successfully address LinkedIn candidates.
- Using LinkedIn groups for recruitment purposes.
- Advantages and disadvantages of paid LinkedIn services.
- Final test and evaluation.

| Recruitment Academy® Certified Recruiter

The course introduces the latest recruitment trends, analyses advanced management techniques for directing the candidate process, examines the creation of so-called talent pipelines and demonstrates how to use modern technologies and other online marketing tools for recruitment purposes. Participants will acquire a full portfolio of recruitment skills, including the hard skills required for effective talent sourcing, and soft skills such as candidate interviewing.

Duration: 4 days (9.00-16.30)
Location: Prague, Brno
Price: 27 600 Kč + VAT (price for a Talent Sourcing attendee 6 500 Kč + VAT)



Milan Novák

Co-founder of GoodCall
and Recruitment Academy



Josef Kadlec

Co-founder of GoodCall
and Recruitment Academy



Romana Martincová

HR & Employer Branding Manager
at L'Oréal



Eliška Šonská Stehlíková

Chief People Care Officer
at GoodCall

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.

Course Content



An introduction to recruitment and its development

- Competencies of a modern recruiter.
- Description of the recruitment process.
- The candidate employee life cycle.
- Employer branding and EVP.
- Employer branding and its impact on recruitment.
- Case studies of successful employers.
- Inbound vs. outbound recruitment.
- Assigning a job position.
- From sourcing to presenting an offer.
- Analyzing requirements, preselection, addressing the candidate.
- Working with passive candidates.

Sourcing, principles of Candidate Engagement, technology

- Introduction to social media recruitment with LinkedIn.
- Modifying LinkedIn and Facebook profiles for recruitment purposes
- Networking strategies of a successful recruiter.
- Everything about targeting candidates on LinkedIn and other platforms.
- How to successfully address LinkedIn candidates.
- Using LinkedIn groups for recruitment purposes.
- Advantages and disadvantages of paid LinkedIn services.

Managing a candidate and interviewing

- Relationship with hiring managers.
- Interviewing techniques.
- Types of interview questions.
- Behavioral and competency interviews.
- Performance interviewing.
- Intense interview training with the help of a camera.
- Nonverbal Communication.
- Successful closure of the candidate.
- Offer management - how to present an offer that won't be rejected.

Evaluation tools, psychometric testing and soft skills for recruiters

- Proper use of assessment centers.
- Checking references.
- Giving feedback.
- Time management for recruiters - recruitment desk.
- Negotiation techniques and sales skills for recruiters.
- Final test and evaluation.



Recruitment Academy

Václavské náměstí 1

110 00 Praha 1

www.recruitmentacademy.cz

Anna Rosenbaumová

Trainings Coordinator

+420 773 251 186

anna.rosenbaumova@recruitmentacademy.cz