



# RECRUITMENT PROFESSIONAL WORKSHOP


CERTIFIED RECRUITMENT PROFESSIONAL (CRP)





JUNE 2025 | 9 am - 5 pm

MALAYSIA HR FORUM ACADEMY  
LEVEL 12, LOT 12A, MENARA PKNS PETALING JAYA,  
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## MODULE OVERVIEW

The Recruitment Professional Workshop is a program designed to equip HR professionals with the skills and knowledge needed to excel in talent acquisition.

Over two days, participants will delve into the fundamentals of recruitment and explore advanced strategies to optimise hiring strategies. The workshop also delves into the critical role of employer branding in recruitment, providing actionable insights into attracting and securing top talents efficiently. Participants will explore emerging trends in recruitment and talent attraction. The workshop provides a holistic approach to recruitment, blending theory with practical applications to empower participants in their recruitment endeavours.

Additionally, participants will master the art of competency-based interviewing, gaining insights into the advantages of panel interviews and harnessing the power of data analytics and market intelligence to make informed decisions that drive exceptional hiring outcomes.

## METHOD OF TRAINING

The course will be conducted in an interactive learning mode to encourage active learning among the participants. Methods of training used include group discussions, slides presentation, assessments, individual assignment, games and opportunity for self-reflection and action planning.





## LEARNING OBJECTIVES

- Develop a comprehensive understanding of the fundamentals of recruitment and advanced strategies to enhance hiring processes
- Gain proficiency in cutting-edge candidate assessment tools including mastering assessment and interviewing techniques to drive exceptional hiring outcomes
- Acquire actionable insights into creating a compelling employer brand to attract and secure top talents efficiently

## TARGETED PARTICIPANTS

This course is intended for employees in Human Resources, particularly those managing the portfolio of Recruitment / Talent Acquisition / Talent Development / Talent Management

## LEARNING OUTCOME

Upon completion of the program, participants will be able to:

- Reengineering the Recruitment Process
  - Learn to implement effective recruitment strategies to improve the recruitment process' efficiency, effectiveness and overall outcomes.
- Enhancing Assessment & Interviewing Skills
  - Gain proficiency in diverse assessment techniques and competency-based interviewing to evaluate candidates effectively and make well-informed hiring decisions.
- Developing Employer Branding Strategies
  - Acquire the knowledge and tools to create a compelling employer brand, attract top talents and enhance the organisation's reputation as an Employer of Choice.



## CONTENTS | DAY 1

### Module 1: Fundamentals of Recruitment

- Understanding the role of recruitment
- Key skills for a recruitment professional
- Impact of effective recruitment on organisational success

### Module 2: Recruitment Tactical & Strategies

- Ten (10) proven tactical strategies and recruitment models to recruit talents in a challenging market and business constraints.
  - New recruitment channels
  - Panel interview & concept of hiring for the company
  - Recruitment strategy map (time-based strategy)
  - Power of reference
  - Candidate profile/resume repositioning
  - Twenty (20) minute Job Description (JD) Re-engineering
  - Five + Five (5+5) minute candidate probe technique
  - New compact (Permanent/contract hiring)
  - Internal recruitment
  - Employee referral
- Leveraging analytics for better hiring decisions.
- Developing market intelligence to optimise your hiring strategy.

### Module 3: Salary Negotiation

- Do's & don'ts in salary negotiation
- Winning the negotiation while maintaining internal equity

### Module 4: Reporting Transparency & Managing Recruitment Expectations

- Time-to-fill (TTF)
- Setting up the TTT tracker
- Weekly reporting
- Recruitment intervention & plans to meet time-to-fill





## CONTENTS | DAY 2

### Recap and Review of Day 1

#### **Module 5: Candidate Assessment Tools for Informed Hiring**

- Knowing the candidate beyond interview
- Balancing competency and candidate traits
- Candidate profiling using Aston Competency Assessment (ABA, UK)

#### **Module 6: Behavioral & Competency-Based Interviewing Skills**

- Principles of competency-based interviewing
- The #1 reason panel interviews are better than 1-on-1
- Informed decision-making through competency & behavioural assessment

**Activity:** Ten (10) Minute Role Play

#### **Module 7: Importance of Employer Branding In Recruitment**

- Strategies for attracting and hiring top talents faster
- Creating people-focused content for branding
- Understanding the impact of online reviews

#### **Module 8: Future Trends in Recruitment**

- The shifting recruitment paradigm
- Rise of skills-based hiring
- Impact of AI and automation on recruitment



## OUR TRAINER PANEL



**GLADYS DE SILVA**

Gladys De Silva has more than 20 years of HR experience, spanning multiple industries including Public Relations, Retail, Automotive, Financial Services and Consulting. She holds a Bachelor of Arts (Hons) in Business Administration from Coventry University, UK. Additionally, she is a MIHRM Certified Human Resource Manager and a HRD Corp Certified Trainer.

As a HR professional, she has consistently demonstrated an understanding of the intricacies of Talent Management. Having worked closely with various stakeholders, she has delivered strategies that not only meet immediate staffing needs but also align with the broader goals and culture of the company, ensuring a harmonious fit between employees and the organization's ethos.

Beyond connecting the Right People for the Right Job, Gladys possesses a holistic understanding of HR functions. This comprehensive knowledge allows her to contribute as a strategic partner to business leaders and facilitate the effective management of human capital to drive business success.

