

COURSE OVERVIEW AND BENEFITS

Instructor Introduction – Eugen Spivak

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ADVISORY

Fortune 100 to Small
and Medium
Enterprises



BUSINESS

Managed > 100
Portfolios, Programs,
Projects

Coached hundreds
of clients



TEAM BUILDING

Managed Teams >
350 Directors,
Managers, SMEs



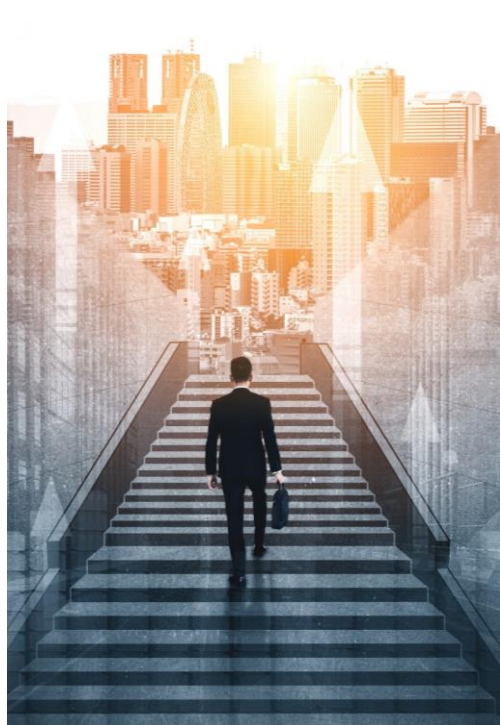
INCREASE REVENUE

By Hundreds of
Million Dollars



MULTI-AWARD-WINNING

Received 7 Literary
Awards



Why is This Course Needed

Environment

Global Competition

Broader Competencies
Needed

Challenges

Difficult Time Attracting,
Selecting and Retaining
High-Caliber Talent

Time-Consuming Candidate
Shortlisting

Difficulty in Differentiating
Between Stellar Performers
and Bad Applies

Impacts

High Costs of Recruiting
Agencies (Tens of
Thousands per Candidate)

High Costs of Employee
Turnover

Practical and Actionable Recruiting Strategies and Techniques

How Well Are We Doing: Talent Shortage

33% of companies were impacted by staffing shortages in their ability to innovate.

25% of companies were not able to pursue a market opportunity due to a talent shortage.

20% of companies didn't agree that staff meets success profiles.

(Source: PWC PM Survey)



How Well Are We Doing: Impacts of Hiring Decisions

62% of small business owners have reported making a wrong hire.

24% of wrong hires have caused a loss of customers.

(Source: Monster)



What Happens After: Real Cost of Employee Turnover

How much does it cost to replace an employee?

Entry-level Employees - between 30-50% of the annual salary.

Mid-level Employees - upwards of 150% of their annual salary.

High-level or Highly Specialized Employees - 400% of their annual salary.

(Source: ERE)



This Course Is For

Managers &
Organizational
Leaders

HR Staff

Recruitment
Agencies

Candidates

Which Competencies The Course Will Help You to Build

Build Competencies

Hire strategically

Attract the best talent

Effectively perform
screening

Gather in-depth insights
when interviewing

Interpret candidate's body
language, and non-verbal
cues

Select based on cultural fit

Avoid common recruiting
pitfalls

What Kind of Results You Will Be Able to Achieve

Achieve Results

Select employees who will be happy

Save tens of thousands of dollars per candidate in recruiting agency costs

Build stronger teams

Achieve competitive advantage more easily

Avoid hundreds of thousands in employee turnover costs

This Course is For You If You Want To



- Find candidates yourself
- Obtain in-depth insights about a candidate
- Attract the best talent, and help your company to grow
- Position your company as a top choice for employment
- Weed out candidates who are just fishing around
- Perform psychological assessment of candidates
- Enhance your interviewing expertise
- Save tens of thousands of dollars in the need to re-hire and re-train candidates who didn't meet expectations

Benefits of the Course

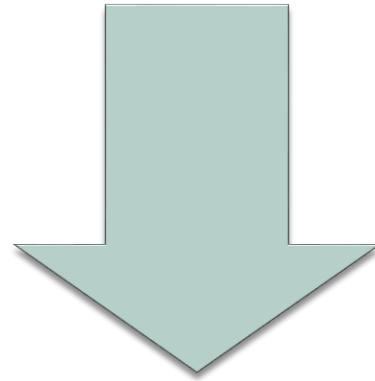
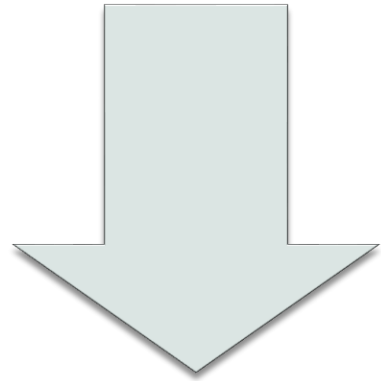
- Establish your company as a top choice
- Select top notch candidates
- Leverage our Strategic Recruiting Framework
- Ensure alignment of candidate's goals
- Achieve happier workforce
- Reduce churn
- Improve profitability
- Gain a better competitive position



What We Will Accomplish In the Course

Candidates who
are actively
looking

Candidates who
can be persuaded
to switch
companies



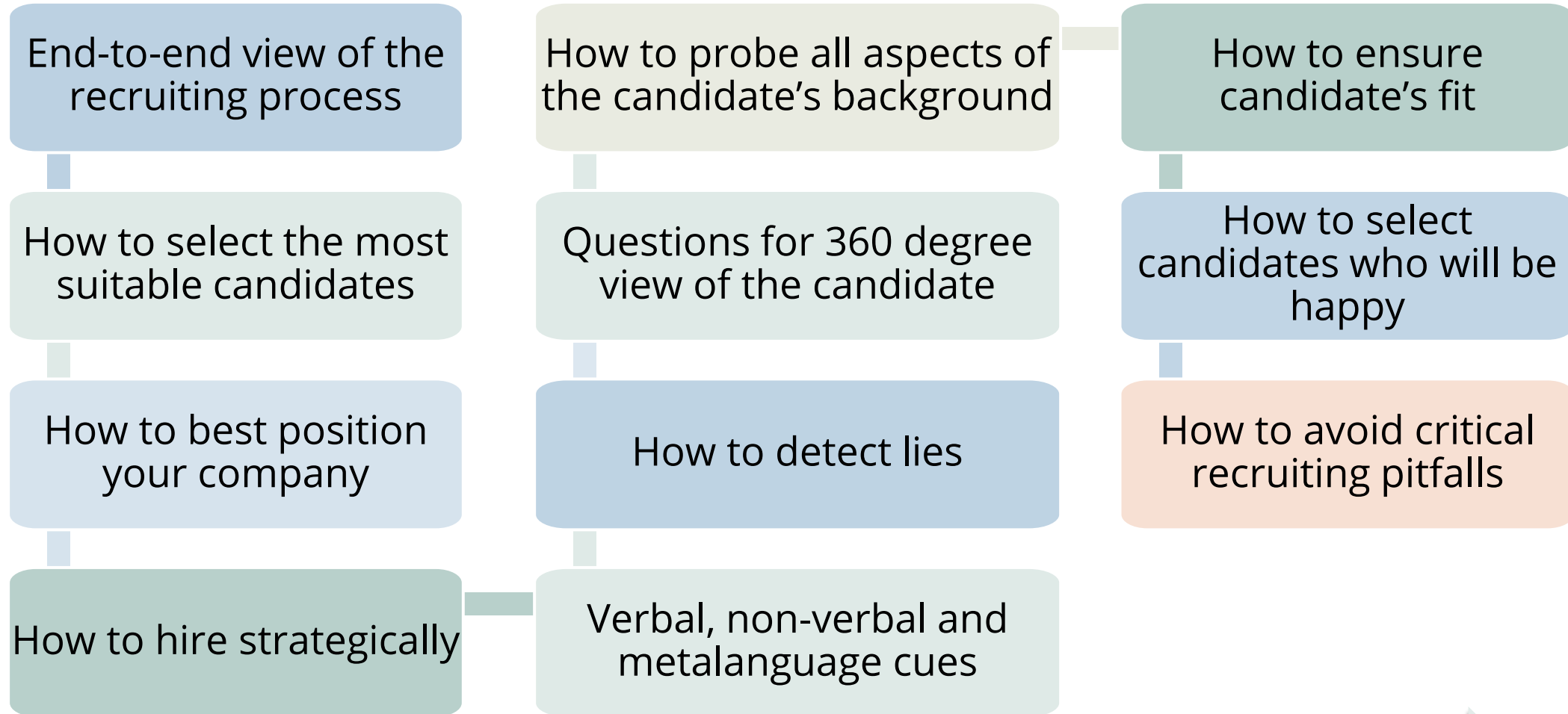
Corporate
Needs

Bridging the Talent Gap

Talented, motivated,
and happy employees

Practical and Actionable Recruiting Strategies and Techniques

What You Will Learn



Over 120 Practical Techniques and Strategies in 35 Lessons

What Kind of Outcomes You Will Get

