

# The Recruiting Leadership Lab

*Intensive Scenario-Based Training and Development for Corporate Recruitment Leaders*

## Who should attend?

RecruitingLabs' Leadership Workshop is reserved for high potential corporate recruiting managers who want to grow their careers. No vendors, sponsors, or third party recruiters. Maximum of 20 attendees per event.

## What is the Recruiting Leadership Lab?

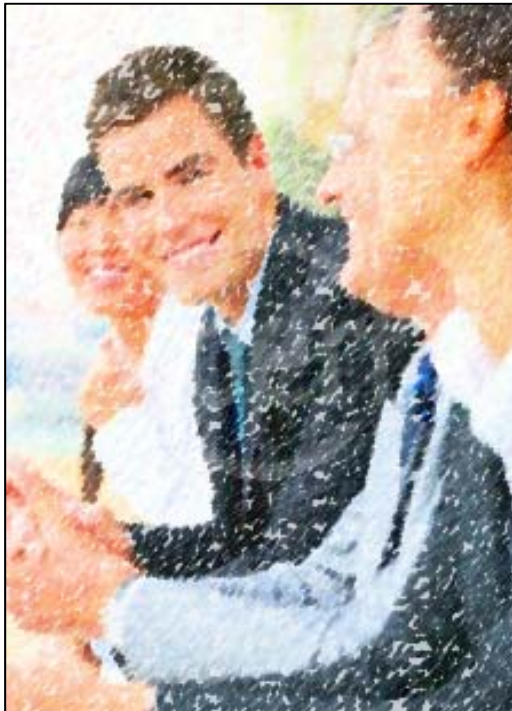
It's probably unlike any training or workshop you've ever attended.

### Get Ready to Work

1-3/4 days filled with hands-on, scenario-based exercises, intensive case-study problem-solving, and best-practice sharing that helps current and future corporate recruiting leaders learn the skills and develop the tools to lead more effectively.

We won't focus on sourcing, social media tools, or candidate closing. Instead, we'll go deep into the world of corporate recruiting leadership and learn about recruiting strategy, recruiting team performance management, prioritization, executive influence, and more.

**When:** Nov 15-16, 2011  
▪ Tues 8am-5:30pm + DinnerLab  
▪ Wed 8am-3pm  
**Where:** Mountain View, CA  
**Tuition:** \$2,500  
**Register:** [www.RecruitingLeadershipLab.com](http://www.RecruitingLeadershipLab.com)



### RecruitingLabs Alumni Companies:



### Recruiting Leadership Lab Faculty

John Vlastelica leads Recruiting Toolbox, a consulting firm that's helped companies like Nike, World Bank, Google & Salesforce recruit better. He's also led recruitment functions for Amazon and Expedia. Guest faculty **Andrew Carges** has led recruitment functions for companies like Siebel, SuccessFactors, Microsoft, and SunGard.

## Competencies and Development Focus Areas

- Executive Influence
- Strategic Thinking
- Team Leadership
- Recruiting Strategy
- Prioritization and Setting Direction
- Business Acumen
- Communication
- Problem Solving
- Developing Others
- Organizational Savvy

## What Will You Learn?

- How to Build and Present a Quality Business Case
- How to Create and Communicate Recruiting Strategy
- How to Prioritize and Gain Commitment
- How to Justify Resources
- How to Measure and Optimize Recruiter Productivity
- How to Identify and Leverage the Right Recruiting Metrics
- How to Manage and Improve Your Departmental Brand and Reputation

*Where corporate recruiting leaders go to build skills & competencies.*

RecruitingLabs<sup>SM</sup>

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**RecruitingLabs<sup>SM</sup>**  
*Get there. Faster.*

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## Day 1: Activity and Focus

## Competency Development

### Breakfast / Introductions

#### Building the Business Case: What it Really Takes to Get Your Project Funded

*Interactive Problem Solving Exercise*

- **Inputs:** Identifying and gathering the right data; structuring the justification; aligning to business priorities; evaluating ROI
- **Outputs:** Identifying the audience; presenting the business case in the most compelling way; linking to business outcomes; gaining commitment
- **The top 5 mistakes to avoid when building your business case**

Business Acumen; Problem Solving; Setting Direction; Strategic Thinking; Influence; Communication

#### Strategy 101: Building the Strategy for a Short Term Request

*Case Study: The Major Hiring Initiative*

- **Inputs:** Defining the problem, evaluating tradeoffs, extrapolating ROI, capacity modeling, gaining commitment expanding the resource pool, evaluating risks
- **Outputs:** Managing expectations (Quality, Cost, Time), gaining alignment, communication strategies
- **Pushing Back on unrealistic requests**

Problem Solving; Setting Direction; Strategic Thinking; Influence; Executive Presence

### Lunch and Networking

- Rest and reset your brain, develop new relationships

Career Management; Building Relationships

#### Strategy 201: Developing, Aligning, and Communicating the Big Plan(s)

*Case Study: Building the Annual Strategy*

- **10 Key Questions you must ask before making a strategic decision**
- **The 4 P's of Plan Communication**
- **Inputs:** Business strategy; Seeing beyond the horizon: interpreting and defining macro trends; organizational development phases
- **Outputs:** Building the plan; gaining alignment, communication strategies and tactics

Problem Solving; Setting Direction; Strategic Thinking; Influence; Executive Presence

### GroupSolve Exercise (Peer Problem Solving)

Problem Solving; Collaboration

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#### Going Beyond: Communicating Above Your Job Level and Influencing Executives

*Case Study: We Have Liftoff - The New Business Launch*

- **Determining what is most important to an executive team**
- **Selling the project with data:** structuring the sale; other preparation
- **Selling the project with effective storytelling:** making it real and getting them to remember
- **Effective Business Translation**

Communication; Setting Direction; Executive Presence

### GroupSolve Q&A with John and Andrew

Problem solving; Collaboration

### DinnerLabs Interactive Dinner Experience

Career Management; Building Relationships

Day 2: Activity and Focus	Competency Development
<b>Breakfast and Check- Ins</b>	
<p><b>GOHIO: Internal Branding</b></p> <ul style="list-style-type: none"> <li>• Key Elements of Effective Internal Brand Management</li> <li>• Developing your Team’s Value Proposition</li> <li>• Adopt a Pet Project – Going Beyond the Core Mandate</li> <li>• Strategic Partnering: Procurement, HR, Marketing, PR, Legal, Administrative Assistants</li> </ul>	Organizational Savvy; Building and Maintaining Relationships; Strategic Thinking
<p><b>This Job Would Be Easy if it Weren’t for the People: Part I</b></p> <p><i>Case Study: Optimizing Recruiting Team Performance</i></p> <ul style="list-style-type: none"> <li>• Defining the mandate for the department</li> <li>• Clarifying roles; understanding motivators; diagnosing performance issues</li> <li>• Defining recruiter success and building your scorecard</li> </ul>	Setting Direction; Developing Self and Others; Strategic Thinking; Leadership
<b>Lunch</b>	
<p><b>This Job Would Be Easy if it Weren’t for the People: Part II</b></p> <p><i>Case Study: Helping Your Team of Recruiters Engage the Business</i></p> <ul style="list-style-type: none"> <li>• The Keys to Effective SLAs</li> <li>• Recruitment Metrics: How to use them. What executives care about. What no one cares about.</li> <li>• 5 Key Questions every Recruiting Leader should ask their Executives</li> </ul>	Setting Direction; Strategic Thinking; Leadership; Business Acumen
<p><b>BestPracticesLab Peers share their best practices</b></p>	Problem Solving; Collaboration
<b>Debrief and Wrap Up</b>	

**1.) Learn Valuable Skills:**

We've spent countless hours developing a curriculum that will accelerate your professional development: learn the skills, develop the confidence and expand your competencies to race up the learning curve.

**2.) Accelerate Your Career:**

As Recruiters, there are a number of ways to build skills... but that isn't true for recruiting leaders... most of the lessons are learned from the School of Hard Knocks. Build skills, learn the tools, and build competency in the areas that will help you get ahead.

**3.) Gain Access to Tools and Templates:**

We've spent hours upon hours of our cumulative careers building business cases and "pitch decks" to gain funding for new ideas. Need to pitch an idea? Learn what works and what doesn't.

**4.) Network With Top Recruiting Leaders**

At RecruitingLabs, you will meet and develop strong ties with other Recruiting Leaders at some of the world's top companies. Expanding your network is a key career strategy.



### You're invited

I'd like to personally invite you to participate in The Recruiting Leadership Lab 2011, an intensive scenario-based training and development event for corporate recruitment leaders. Join 20 of your colleagues in this one-of-a-kind event held in Mountain View, California on November 15-16, 2011.

### Why we created The Recruiting Leadership Lab

We started RecruitingLabs because:

- The demands on corporate recruiting leaders are increasing.
- There is not a reliable resource for corporate recruiting leaders to develop the competencies, skills, and tools to lead their functions to excellence.
- Most recruiting leaders do not invest enough in their own professional development.
- We have found a unique, experiential way to leverage lessons we have learned through successes and failures in our 30+ years of corporate recruitment experience and consulting.
- Creating a practical, real-world, non-traditional professional development curriculum will help recruiting leaders win in their jobs.

### Why you should attend

I think the 2 days that you invest with Andrew Carges (Guest Faculty and current VP Global Recruiting, SunGard), myself, and other high caliber recruiting leaders will change your career trajectory; if you are willing to work, we believe we can accelerate your development to help you achieve more success as a corporate recruiting leader.

Our tagline really sums up our goals for The Recruiting Leadership Lab: "Get there. Faster."

Please join us.

Sincerely,

*John Vlastelica and Andrew Carges*

Learn more at [www.RecruitingLeadershipLab.com](http://www.RecruitingLeadershipLab.com)