



By 2030, the global talent crunch could reach 85.2 million people, resulting in the loss of trillions of dollars in economic opportunity for companies.

Is your recruiting strategy optimized to attract the right fit for your organization?

Recruiting is a time-consuming and costly process. Finding the right fit can be frustrating. Often, the source of mismatch starts internally with misaligned job descriptions and generic company overviews. Engaging candidates begins with a compelling pitch that conveys the personality of your company and paints a picture of the employee experience.

During this program, leaders will:

- Define company brand
- Determine how brand contributes to culture
- Convey culture in candidate experience
- Design candidate experience from Day 0 to Onboarding
- Develop recruiting templates and materials
- Identify high-impact channels and touchpoints
- Identify how to leverage ATS and AI for automation

Program at-a-glance

Duration 5 weeks

Time commitment 15 hours
Three 1-hour work sessions weekly

Target Audience 3-5 HR/Recruiting leaders

Format Interactive Learn & Do sessions facilitated by coaches and HR executives

About Synthology

We help our clients unlock the human potential within their workforce by providing solutions across the talent spectrum – from Recruiting and Onboarding, Performance and Succession Management, Workforce Planning & Analytics, to Learning and Leadership Development.

Certified B-Corp status and Woman-Led Business. Visit synthology.co.

For more information email sales@synthology.co