



Consulting and Training | Reach New Heights

Course Name

The Certified Strategic Talent Acquisition Professional (C-STAP)

Sector Name

HR Strategy and Training

Document Type

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The Certified Strategic Talent Acquisition Professional (C-STAP)

Course Introduction

The Strategic Talent Acquisition (STA) Certification course equips HR professionals and recruiters with the knowledge and tools to master strategic recruitment and talent management. In today's competitive business environment, organizations need professionals who can align talent acquisition strategies with business objectives and ensure the best candidates are recruited efficiently.

This course covers strategic talent sourcing, recruitment planning, candidate engagement, stakeholder management, and advanced HR analytics. Participants will learn how to implement effective talent acquisition frameworks, improve hiring efficiency, and support organizational growth through strategic workforce planning.

By completing the Strategic Talent Acquisition (STA) Certification, professionals can enhance their HR leadership skills, improve recruitment outcomes, and drive organizational performance. This course is ideal for HR managers, recruiters, talent acquisition specialists, and HR business partners seeking to elevate their expertise in strategic hiring and talent management

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Target Audience

- ✓ Talent Acquisition Managers and Specialists
- ✓ Recruitment Professionals (in-house and agency-based)
- ✓ HR Business Partners and Generalists are involved in hiring
- ✓ Workforce Planning Analysts
- ✓ Employer Branding Professionals
- ✓ Senior HR Professionals transitioning into a strategic talent role

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Learning Objectives

- ✓ Understand the distinction between tactical recruitment and strategic talent acquisition.
- ✓ Align talent acquisition practices with organizational vision, mission, and workforce plans.
- ✓ Build and communicate a compelling employer brand to attract top-tier candidates.
- ✓ Apply innovative sourcing and recruitment marketing strategies.
- ✓ Implement structured, bias-free assessment and selection processes.
- ✓ Use analytics and technology, including AI and ATS, to enhance recruitment effectiveness.
- ✓ Integrate DEI (diversity, equity, and inclusion) practices into every stage of hiring.
- ✓ Design robust onboarding and retention strategies to support long-term engagement.
- ✓ Develop a comprehensive, data-informed talent acquisition strategy for their business unit or organization.

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Course Outline

✓ DAY 01

Strategic Talent Acquisition Framework

- ✓ Understanding Talent Acquisition vs. Recruitment
- ✓ Differentiating between tactical recruitment and strategic talent acquisition
- ✓ The evolving role of talent acquisition in organizational success

Aligning Talent Acquisition with Business Strategy

- ✓ Identifying organizational goals and workforce planning
- ✓ Developing a talent acquisition strategy that supports business objectives

Employer Branding and Value Proposition

- ✓ Crafting a compelling employer brand
- ✓ Communicating value propositions to attract top talent

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Course Outline

✓ Day 02

Sourcing and Recruitment Marketing

- ✓ Talent Sourcing Strategies
- ✓ Leveraging job boards, social media, and professional networks
- ✓ Engaging passive candidates and building talent pipelines

Recruitment Marketing Techniques

- ✓ Utilizing content marketing to attract candidates
- ✓ Measuring the effectiveness of recruitment campaigns

Diversity and Inclusion in Sourcing

- ✓ Implementing strategies to attract diverse talent
- ✓ Addressing unconscious bias in sourcing processes

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Course Outline

✓ Day 03

Candidate Assessment and Selection

- ✓ Designing Effective Assessment Processes
- ✓ Developing competency-based interview frameworks
- ✓ Utilizing assessment tools and psychometric testing

Structured Interviewing Techniques

- ✓ Conducting behavioural and situational interviews
- ✓ Training interviewers for consistency and fairness

Legal and Ethical Considerations

- ✓ Ensuring compliance with employment laws
- ✓ Maintaining candidate confidentiality and data protection

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Course Outline

✓ Day 04

Technology and Analytics in Talent Acquisition

- ✓ Leveraging Technology in Recruitment
- ✓ Implementing Applicant Tracking Systems (ATS)
- ✓ Utilizing AI and automation in screening processes

Talent Acquisition Metrics and Analytics

- ✓ Identifying key performance indicators (KPIs)
- ✓ Analysing data to improve recruitment strategies

Continuous Improvement and Feedback Loops

- ✓ Gathering feedback from candidates and hiring managers
- ✓ Refining processes based on data insights

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Course Outline

✓ Day 05

Onboarding and Strategic Workforce Planning

- ✓ Effective Onboarding Practices
- ✓ Designing onboarding programs that enhance retention
- ✓ Integrating new hires into organizational culture

Succession Planning and Talent Development

- ✓ Identifying high-potential employees
- ✓ Creating career pathways and development plans

Strategic Workforce Planning

- ✓ Forecasting future talent needs
- ✓ Aligning talent acquisition with long-term organizational strategy

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
June 13, 2027	June 17, 2027	5 days	4250.00 \$	KSA , Riyadh
Sept. 28, 2026	Oct. 2, 2026	5 days	4250.00 \$	UAE , Dubai
Nov. 16, 2026	Nov. 20, 2026	5 days	4250.00 \$	UAE , Dubai
Jan. 25, 2027	Jan. 29, 2027	5 days	4950.00 \$	Spain , Madrid

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