



SCANDINAVIAN ACADEMY
For Training and Development

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Course: Advanced Selection, Interviewing & Recruitment Skills (Professional Recruitment Analyst)

Code	City	Hotel	Start	End	Price	Language - Hours
HT-457	Marrakesh (Morocco)	Hotel Meeting Room	2026-07-12	2026-07-16	3450 €	En - 25

Introduction

In today's business world, Interviewing has been identified as a critical management skill. Proven results have concluded that the "Old Style" interview is a failure. Published results show it's less than 1.5% likely to be successful. The new approach to interviewing is to use the behavioral approach - as recommended by psychologists. The approach once mastered will transform your ability to interview effectively. Also featured in this advanced program will be explanations and demonstrations of psychometric tests and personality questionnaires. This technique - once mastered can be used for appraisal and disciplinary interviews. Interviewing techniques have advanced so much in the last few years no one who has not been trained since 2008 is probably not currently competent to interview.

Highlights of this program:

- You will experience the new complete interview process
- The course focuses specifically of the new advances in psychology and behavioral techniques
- The program is very practical; you will gain the confidence and techniques to be effective as soon as you return to work
- The program is conducted so you have the opportunity to build on your experiences under the expertise of the course presenter



Objectives

By the end of this programme you will be able to:

- Recognise the complexities of recruitment and selection in today's modern environment
- Understand and be able to implement the new recruitment and selection process
- Be able to identify and write recruitment criteria for use in advertising, short listing and constructing effective interview questions.
- Be able to demonstrate to others how the new process will save time and increase dramatically interviewing effectiveness.
- Consider the concept of and know when to use testing, and personality questionnaires and when assessment centres are appropriate.
- Be able to design and use the two step questioning technique which has numeric scoring.

Training Methodology

Very practical, interactive, seminar with a high level of delegate participation. There will be illustrative DVD examples and throughout the program group work. All of the training will be carried out in a relaxed supportive atmosphere.

Organisational Impact

Recruitment is a critical management tool and nowadays requires a very high level of skill and ability, organizations sending delegates on this program can expect:

- Maximise time, effort and costs and effectiveness of the recruitment procedure
- Utilize existing information to construct high quality interview questions that are



score able

- Use a new process that will reduce the possibility of litigation
- Be able to use the new behavioural system as an effective tool to aid recruitment
- Have up to date knowledge of the latest testing approaches and tools
- Be able to know which personality profilers work and more importantly - those that don't.

Personal Impact

- You will assess your own understanding and experience in recruitment and selection
- You will know the nine stages in a successful recruitment
- You will get to practice the skills required during the interview process - many of which apply to development and succession planning
- You will develop personal action plans for improvement - particularly the balanced score method and the new behavioural questioning system
- You will have carried out an interview using the technique gathered
- You will be able to use techniques to discover when documents are falsified or when the candidate is not telling the truth.

SEMINAR OUTLINE

DAY 1 : Where Are We Now - Current Skills and Knowledge Vs New

- Why interviews are often so ineffective
- Examining your current skill levels - Knowledge - exercise
- Examining your current - skills - exercise
- Interviewing first practice
- Interviewing - observing others
- Interviewing - What its like being interviewed
- The Myths about interviewing - pre 2008 opinions



- Completing your personality profiler

DAY 2 : The New Process of Interviewing - New Approach, New Results

- The new recruitment/interview model explained
- Why we need a change
- Review and discussion
- STEP 1: Jobs descriptions and terms of reference their role in the process
- Putting the criteria behavioural map together - what is criteria?
- STEP 2: Practice exercise gathering criteria information for future use - creating the job advert
- Practice exercise -putting steps 1 & 2 into action
- STEP 3: New approach to shortlisting - how to save lots of time

DAY 3 : Testing, Personality Profiling and Assessment Centres

- STEP 4: Testing - the three groups of testing - why do we need testing?
- Psychometric Test Vs Occupational tests - latest advancements
- Design and use of local ability test - practical example - group exercise
- Other testing you may want to consider - examples
- STEP 5: Personality profiling - advances in profiling - from "Type" profile to occupational profiles
- Personality profiling - what we use it for - what results you can expect
- Profile example and exercise - your own profiles

DAY 4 : Questioning Techniques and Observing Body Language

- STEP 6: The new approach to interview questions
- Sign posting - advantages for the interviewer and interviewee
- The construction and use of knowledge based questions - demonstration and practice
- The purpose and use of probing questions
- Starting the interview correctly - practice in groups



- How many people on the interview panel to make questioning meaningful?
- STEP 7: design and layout of the interview room
- STEP 8 How to use body language - practical examples and demonstrations

DAY 5 : Putting Interviewing Skill into Practice

- Review of learning to date
- Practicing introductions - group team exercise
- The real cost of bad interviewing
- Practical interview - Interview 1
- Practical Interview - Interview 2
- Practical interview - Interview 3
- Making the final selections and necessary professional actions
- Program review - updating skill and knowledge sheets



The Scandinavian Academy for Training and Development adopts the latest scientific and professional methodologies in training and human resource development, aiming to enhance the efficiency of individuals and organizations. Training programs are delivered through a comprehensive approach that includes:

- Theoretical lectures supported by PowerPoint presentations and visual materials (videos and short films).
- Scientific evaluation of participants before and after the program to measure progress and knowledge acquisition.
- Brainstorming sessions and practical role-playing to simulate real-life scenarios.
- Case studies tailored to align with the training content and participants work nature.
- Assessment tests conducted at the end of the program to evaluate the achievement of training objectives.

Each participant receives the training material (both theoretical and practical) in printed form and saved on a CD or flash drive. Detailed reports, including attendance records, final results, and overall program evaluations, are also provided.

Training materials are prepared professionally by a team of experts and specialists in various fields. At the end of the program, participants are awarded a professional attendance certificate, signed and accredited by the Scandinavian Academy for Training and Development.

Program Timings:

- 9:00 AM to 2:00 PM in Arab cities.
- 10:00 AM to 3:00 PM in European and Asian cities.

The program includes:

- A daily Coffee Break provided during the sessions to ensure participants comfort.