

socialtalent 

# All Content Prospectus



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# Recruiting

Great hiring is the basis of business success.

Finding the right talent accelerates innovation, performance, and growth. SocialTalent's online Recruiting training enables organizations to drive better hiring and business outcomes.

From upskilling your team to training new recruiters and building repeatable processes, our expert-led content ensures your TA team has the skills and confidence to attract, find, and hire the best talent.

The Recruiting solution is aimed at Sourcers, Recruiters, Talent Advisors, Recruiting Leaders, and HR Business Partners.



# Recruiting

## Sourcing Talent

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Search Basics [Learn more >](#)

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Engaging Talent [Learn more >](#)

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Searching Job Boards [Learn more >](#)

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Social Sourcing [Learn more >](#)

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LinkedIn Sourcing [Learn more >](#)

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LinkedIn Extended Features [Learn more >](#)

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Overcoming LinkedIn Search Limitations [Learn more >](#)

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The Research Before Sourcing [Learn more >](#)

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Sourcing Like a Spy: Advanced Sourcing Techniques for Truly Passive Talent [Learn more >](#)

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Advanced Technical Sourcing [Learn more >](#)

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Building Your Sourcing Process [Learn more >](#)

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Using Advanced Search Techniques for Talent Mapping [Learn more >](#)

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Effective Sourcing Models [Learn more >](#)

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Advanced X-Ray Searching [Learn more >](#)

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Personal Branding [Learn more >](#)

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Essential Copywriting Principles of Job Advertising [Learn more >](#)

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Talent Attraction on Social Media [Learn more >](#)



# Recruiting

## Screening & Shortlisting

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Predicting Success for Recruiters

[Learn more >](#)

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Reasonable Accommodations (RAs): How to Build an Inclusive Assessment Strategy

[Learn more >](#)

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Interviewing: Roleplays & Demonstrations

[Learn more >](#)

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Assessments 101

[Learn more >](#)

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Decoding Psychometric Assessments

[Learn more >](#)

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Shortlist with Success

[Learn more >](#)

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Understanding Candidate Motivation

[Learn more >](#)

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The Job Offer: Preparing and Selling

[Learn more >](#)

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The Job Offer: Closing & Making the Offer

[Learn more >](#)

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Reference Checking Essentials

[Learn more >](#)

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How to Decline External Candidates

[Learn more >](#)

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How to Give Internal Candidates Feedback Post-interview

[Learn more >](#)

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# Recruiting

## Candidate Experience

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- Candidate Experience: What Candidates Really Want [Learn more >](#)
- 
- Candidate Experience: How Candidates Decide Their Next Move [Learn more >](#)
- 
- Designing Great Candidate & New Employee Experiences [Learn more >](#)
- 
- The importance of candidate experience in interviewing [Learn more >](#)
- 
- Selling to Top Talent Motivators [Learn more >](#)
- 
- How to Give Great Feedback to Candidates [Learn more >](#)
- 
- Giving Candidates Career Guidance [Learn more >](#)
- 
- Why the Human Approach Wins at Candidate Experience [Learn more >](#)
- 
- Candidate Experience: An Intuit Case Study [Learn more >](#)
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- Designing Great Candidate and New Employee Onboarding Experiences [Learn more >](#)
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- Introduction to the Power of Moments [Learn more >](#)
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- The Power of Moments: Onboarding and Candidate Experience [Learn more >](#)
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- Onboarding Remote Workers: The Best Practice Guide For Recruiters & Hiring Managers [Learn more >](#)
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- Empathy-Based Remote Onboarding: An IBM Case Study [Learn more >](#)
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- Onboarding a Multigenerational Workforce [Learn more >](#)
- 
- Acing the Leave of Absence Experience [Learn more >](#)



# Recruiting

## Talent Advisory

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Talent Advisor: Introduction

[Learn more >](#)

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Talent Advisor: Planning

[Learn more >](#)

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Talent Advisor: Sourcing Strategy

[Learn more >](#)

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Talent Advisor: Interviewing & Selling Strategy

[Learn more >](#)

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Influence and Being a Talent Advisor

[Learn more >](#)

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Talent Advisor: Diversity Strategy and Coaching Hiring Managers

[Learn more >](#)

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Talent Advisor: Critical Conversations With Hiring Managers

[Learn more >](#)

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Stacy's Secret Sauce: Recruit Like a Boss!.

[Learn more >](#)

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Leadership Recruiting for Corporate Recruiters

[Learn more >](#)

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Hiring for Senior & Executive Roles

[Learn more >](#)

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Executive Recruiting: Framing the Search

[Learn more >](#)

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The Talent Broker: How to Stand Out as an Executive Recruiter

[Learn more >](#)

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# Recruiting

## Talent Strategy

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Talent Pipelining [Learn more >](#)

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Hiring for Hypergrowth [Learn more >](#)

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Own and Optimize your Candidate Pipeline [Learn more >](#)

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Large Project or Ramp-Up Hiring [Learn more >](#)

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The Metrics for Resource & Recruitment Capacity Planning [Learn more >](#)

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Agile Methodologies In Recruiting [Learn more >](#)

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Storytelling for Recruiters: The 7 Stories Recruiters Must Tell [Learn more >](#)

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An Introduction to Employer Branding [Learn more >](#)

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Building Your Employer Branding Strategy: Your Playbook to Success [Learn more >](#)

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Implementing Your Employer Brand Strategy [Learn more >](#)

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The Quest to Quantify: Measuring the Impact of Your Employer Brand [Learn more >](#)

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Employer Branding Campaigns [Learn more >](#)

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How to Create Truly Engaging Recruiter Content [Learn more >](#)

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Planning & Preparing for a Negotiation [Learn more >](#)

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Developing Your Concession Strategy [Learn more >](#)

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Competitive Negotiation Tactics & Counter-Measures [Learn more >](#)

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# Recruiting

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- The Personal Gear: Relationships in Negotiation [Learn more >](#)
- 
- The Collaborative Gear: Win-Win Negotiations [Learn more >](#)
- 
- The Role of Persuasion in Negotiation [Learn more >](#)
- 
- A Talent Acquisition Approach to Internal Mobility [Learn more >](#)
- 
- Welcome to Your Career in Recruiting [Learn more >](#)
- 
- The Journey of a Job Opening [Learn more >](#)
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- The Stakeholders in Hiring [Learn more >](#)
- 
- Sourcing 101 for Non-Sourcers [Learn more >](#)
- 
- Data Integrity as a Recruiter [Learn more >](#)
- 
- Early Careers Hiring: What You Need to Know [Learn more >](#)
- 
- Proactive Learning to Accelerate Your Career: How to Do It [Learn more >](#)
- 
- Recruiting During a Crisis: COVID-19 and Beyond [Learn more >](#)
- 
- Recruiting While Working From Home [Learn more >](#)
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- Start Networking [Learn more >](#)
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- How to Create Truly Engaging Recruiter Content [Learn more >](#)
- 
- Creating Impactful Job Ads [Learn more >](#)
- 
- Unlocking Pay Transparency [Learn more >](#)



# Recruiting

## Using AI

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Introduction to AI [Learn more >](#)

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Maximizing Productivity with AI [Learn more >](#)

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How to use AI Ethically in the Workplace [Learn more >](#)

## Hiring with AI

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AI in Recruitment: A Human-Centric Approach [Learn more >](#)

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How to Use AI to Elevate Your Role as a Talent Advisor [Learn more >](#)

## Industry Expertise

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An Intro to Hiring B2B Sales Professionals [Learn more >](#)

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An Intro to Hiring Retail and B2C Sales People [Learn more >](#)

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Technical recruiting with the Alignment Framework™ [Learn more >](#)

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Frontend developer: Deep dive on a technical role [Learn more >](#)

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UX designer: Deep dive on a technical role [Learn more >](#)

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Product manager: Deep dive on a technical role [Learn more >](#)

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Backend developer: Deep dive on a technical role [Learn more >](#)

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DevOps: Deep dive on a technical role [Learn more >](#)



# Recruiting

## Recruitment Leadership

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Finding Your Purpose for TA Transformation

[Learn more >](#)

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Laying the Groundwork: The How

[Learn more >](#)

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Evaluate the Current State

[Learn more >](#)

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Strategise - Build your Roadmap

[Learn more >](#)

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Transform

[Learn more >](#)

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Optimize

[Learn more >](#)

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TA Transformation Case Studies

[Learn more >](#)

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Recruiting leadership: Becoming more strategic

[Learn more >](#)

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Recruiting leadership: Developing your team

[Learn more >](#)

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Recruiting leadership: Driving culture change

[Learn more >](#)

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The Metrics for Resource & Recruitment Capacity Planning

[Learn more >](#)

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The Magic KPI for Recruiting Success

[Learn more >](#)

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Launching Your TA Transformation Journey

[Learn more >](#)

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# Recruiting

## Essential RPO Skills

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My Role as an RPO Recruiter

[Learn more >](#)

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My Role as an RPO Sourcer

[Learn more >](#)

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How is Your RPO Assignment Measured?

[Learn more >](#)

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Managing Client Relationships as an RPO Recruiter

[Learn more >](#)

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Developing Your Career as an Agency Recruiter

[Learn more >](#)



# Interviewing

Hiring is at its best when it's a team sport! Our online Interviewing training will equip your hiring managers, interview panelists, and everyone involved in the hiring process with the skills and knowledge to run more effective, efficient, and successful interviews.

The interviewing solution is designed for hiring managers, interview panelists, TA, and HR.



# Interviewing

## Interviewing Essentials

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Interviewing Level 1

[Learn more >](#)

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Interviewing Level 2

[Learn more >](#)

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Interviewing Level 3

[Learn more >](#)

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Diversity, Bias, Legal

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The Importance of Candidate Experience in Interviewing

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Creating a Great Interviewing Process

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Selling to Top Talent Motivators

[Learn more >](#)

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Licensed to Hire: Power Refresher

[Learn more >](#)

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Predicting Success Lite

[Learn more >](#)

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How to Decline External Candidates

[Learn more >](#)

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How to Give Internal Candidates Feedback Post-interview

[Learn more >](#)

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Interviewing Skills: Predicting Success for Recruiters

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Interviewing: Roleplays & Demonstrations

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Reasonable Accommodations (RAs): How to Build an Inclusive Assessment Strategy

[Learn more >](#)

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# Interviewing

## Inclusive Hiring

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Diversity + Inclusion + Talent

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Diversity & Inclusion: Your Role as an Interviewer and Hiring Manager

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Inclusion Spotlight: How to Build a Fair Interview Process for Disabled People

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Inclusion Spotlight: Transgender and Non-binary People in the Workplace

[Learn more >](#)

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Inclusion Spotlight: How to Build a Fair Interview Process for People From Low Socioeconomic Backgrounds

[Learn more >](#)

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Building a Neuro-Inclusive Hiring Process

[Learn more >](#)

## Candidate Attraction

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Becoming a Talent Magnet: For Hiring Managers

[Learn more >](#)

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Storytelling for Hiring Managers: The 5 Stories You Must Tell

[Learn more >](#)

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How to Build a Successful Employee Advocacy Program

[Learn more >](#)

## Hiring Criteria

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Hiring Criteria Level 1

[Learn more >](#)

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Hiring Criteria Level 2

[Learn more >](#)

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Making Great Hiring Decisions Level 1

[Learn more >](#)

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Making Great Hiring Decisions Level 2

[Learn more >](#)

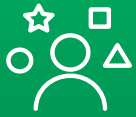


# Diversity, Equity and Inclusion

Diversity, Equity, and Inclusion need to infuse every stage of the talent journey for happy, healthy, and successful teams. DEI is difficult to get right and needs continuous effort from all levels within a company.

Our online DEI training solution enables organizations to build strong cultures of DEI and inclusive workplaces at scale with in-depth training on inclusion in the workplace, sourcing and interviewing diverse talent, and inclusive leadership.

The DEI solution is for TA, everyone involved in interviewing, people leaders, and individual contributors at every career stage.



# Diversity, Equity & Inclusion

## Inclusive Hiring

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Talent Advisor: Diversity Strategy & Coaching Hiring Managers

[Learn more >](#)

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Sourcing for Diversity

[Learn more >](#)

---

Reasonable Accommodations (RAs): How to Build an Inclusive Assessment Strategy

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Unconscious Bias in Hiring – How Our Brains Affect Our Decision Making

[Learn more >](#)

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Building a Neuro-Inclusive Hiring Process

[Learn more >](#)

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Inclusion Spotlight: How To Build A Fair Interview Process For Disabled People

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Spectrum of inclusion

[Learn more >](#)

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Recruiting Internationally

[Learn more >](#)

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Recruiting & Working Across Cultures

[Learn more >](#)

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Building an Inclusive Hiring Process for People from All Walks of Life

[Learn more >](#)

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Inclusion Spotlight: How To Build A Fair Interview Process For Disabled People

[Learn more >](#)

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Inclusion Spotlight: How To Build a Fair Hiring Process for People From Low-Socioeconomic Backgrounds

[Learn more >](#)

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Inclusion Spotlight: How to build a fair hiring process for trans and non-binary people

[Learn more >](#)

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# Diversity, Equity & Inclusion

## Inclusive Leadership

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Psychological Safety 101: The What, Why and How [Learn more >](#)

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Let's Talk About It: Growth Conversations in the Workplace [Learn more >](#)

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Embracing Intersectionality and Our Blindspots [Learn more >](#)

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Racial Awareness for Leaders [Learn more >](#)

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Trust-Driven Inclusive Leadership [Learn more >](#)

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Supporting Women in the Workplace [Learn more >](#)

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Creating a Culture That Supports Women in Leadership [Learn more >](#)

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Measuring DE&I success [Learn more >](#)

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The Multigenerational Workplace [Learn more >](#)

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## Allyship

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Diversity, Equity & Inclusion 101 [Learn more >](#)

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Diversity, Equity & Inclusion: Connecting to Your Why [Learn more >](#)

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The Manual for Being an Ally [Learn more >](#)

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Pronouns: It's Not Just About Your Email Signature [Learn more >](#)

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Understanding Microaggressions [Learn more >](#)

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# Diversity, Equity & Inclusion

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Embracing Intersectionality and Our Blind Spots

[Learn more >](#)

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Inclusive Language - Our Words Matter

[Learn more >](#)

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LGBTQI+ Inclusion in the Workplace

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Supporting Women in the Workplace

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Creating a Culture That Supports Women in Leadership

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# Onboarding

Get onboarding-smart with content that goes deeper than typical checklists or templates.

Align Talent Acquisition, people leaders, and new hires with insights on talent strategy, onboarding experiences, allyship, company culture, and productivity skills.





# Onboarding

## Onboarding New Hires

- 
- Onboarding: Your Role as a Leader [Learn more >](#)
- 
- Starting Power: Conversations to Onboard and Re-Board Employees [Learn more >](#)
- 
- Introduction to the Power of Moments [Learn more >](#)
- 
- The Power of Moments: Onboarding and Candidate Experience [Learn more >](#)
- 
- The Power of Moments: Connecting to Our Purpose [Learn more >](#)
- 
- The Power of Moments: Mentoring for Growth [Learn more >](#)
- 
- Coaching & Mentorship [Learn more >](#)
- 
- How To Become An Effective Mentor [Learn more >](#)
- 
- Managing Your Professional Brand as a Leader [Learn more >](#)
- 
- Networking for Leadership [Learn more >](#)

## Talent Strategy

- 
- Designing Great Candidate and New Employee Onboarding Experiences [Learn more >](#)
- 
- Onboarding Remote Workers: The Best Practice Guide For Recruiters & Hiring Managers [Learn more >](#)
- 
- Onboarding a Multigenerational Workforce [Learn more >](#)
- 
- Acing the Leave of Absence Experience [Learn more >](#)
- 
- Empathy-Based Remote Onboarding: An IBM Case Study [Learn more >](#)



# Onboarding

## Culture and Values

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How to Be a Social Brand Ambassador for Your Organization

[Learn more >](#)

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## Interpersonal Skills

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Strategies To Achieve Work Life Satisfaction

[Learn more >](#)

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Starting Power: How to Set Yourself up for Success in Your New Job

[Learn more >](#)

---

Start Networking

[Learn more >](#)

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Managing Your Professional Brand as a Leader

[Learn more >](#)

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Managing Your Professional Brand: The Power of Feedback and Networking

[Learn more >](#)

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How to Succeed in Your New Role

[Learn more >](#)

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How to Succeed as a Newly Promoted Manager

[Learn more >](#)

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How to Create an Impressive Personal Brand

[Learn more >](#)

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How to Be a Great Networker

[Learn more >](#)

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How to Work Effectively from Home

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How to Be a Great Communicator at Work

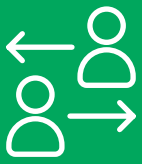
[Learn more >](#)

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How to Be More Productive

[Learn more >](#)

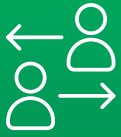
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# Career Mobility

Get career-smart with training from leading talent strategists, personal development experts, and career coaches.

Our content empowers the three personas needed for successful internal mobility programs: existing employees, people managers, and Talent Acquisition.



# Career Mobility

## Managing My Career

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Start Networking [Learn more >](#)

---

Managing Your Professional Brand as a Leader [Learn more >](#)

---

Proactive Learning to Accelerate Your Career: How to Do It [Learn more >](#)

---

Up is Not the Only Way: How to Navigate Your Career Ladder [Learn more >](#)

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Five Critical Career Conversations for Growth [Learn more >](#)

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How to Prepare and Plan for a Promotion [Learn more >](#)

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How to Write Your CV for an Internal Position [Learn more >](#)

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How to Get Promoted [Learn more >](#)

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How to Set Yourself up for Interview Success [Learn more >](#)

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How to Prepare for a Job Interview [Learn more >](#)

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How to Manage the Outcome of a Job Interview [Learn more >](#)

---

How to Prepare for an Internal Interview [Learn more >](#)

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## Personal Development

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How to Be More Productive [Learn more >](#)

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How to Make a Powerful Presentation [Learn more >](#)

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# Career Mobility

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How to Be the Best Version of You

[Learn more >](#)

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How to Be a Great Communicator at Work

[Learn more >](#)

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How to Manage Change and Conflict in the Workplace

[Learn more >](#)

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How to Avoid Burn Out

[Learn more >](#)

## Career Coaching

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Managing Your Professional Brand as a Leader

[Learn more >](#)

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Networking for Leadership

[Learn more >](#)

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The Core Leadership Behaviours to Retain and Develop Your People

[Learn more >](#)

---

Up is Not The Only Way: Navigating the Career Ladder With Your Employees

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How to: Retain Your Best People - The Stay Interview

[Learn more >](#)

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Are You a Talent Hoarder?

[Learn more >](#)

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Introduction to the Power of Moments

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The Power of Moments: Mentoring for Growth

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Coaching and Mentorship

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How To Become An Effective Mentor

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How to Retain and Develop Your People

[Learn more >](#)



# Career Mobility

## Talent Strategy

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The Talent Broker: How to stand out as an Executive Recruiter

[Learn more >](#)

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A Talent Acquisition Approach to Internal Mobility

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Using Advanced Search Techniques for Talent Mapping

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Hiring for Senior & Executive Roles

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Executive Recruiting: Framing the Search

[Learn more >](#)

---

How to Give Internal Candidates Feedback Post-interview

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## Using AI

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Introduction to AI

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Maximizing Productivity with AI

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How to use AI Ethically in the Workplace

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# Leadership

It's never been more important to ensure that company leadership is optimized, at all levels. From people managers to C-suite, the trickle-down impact that engaged, positive, empathetic leadership can have on the rest of the business cannot be understated.

SocialTalent's online Leadership training empowers anyone who is managing a team to guide, nurture, motivate, and engage their teams with empathy and purpose in mind.



# Leadership

## Empowering Teams

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The Leadership Test: The Fundamentals Of Employee Engagement

[Learn more >](#)

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The Leadership Test: One To One Employee Communication

[Learn more >](#)

---

Introduction to The Power of Moments

[Learn more >](#)

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The Power of Moments: Recognition

[Learn more >](#)

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The Power of Moments: Igniting Change

[Learn more >](#)

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The Power of Moments: Mentoring for Growth

[Learn more >](#)

---

The Power of Moments: Meetings and Events

[Learn more >](#)

---

The Power of Moments: Connecting to our Purpose

[Learn more >](#)

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Recruiting Leadership: Becoming More Strategic

[Learn more >](#)

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Recruiting Leadership: Developing Your Team

[Learn more >](#)

---

Recruiting Leadership: Driving Culture Change

[Learn more >](#)

---

The Metrics for Resource & Recruitment Capacity Planning

[Learn more >](#)

---

The Magic KPI for Recruiting Success

[Learn more >](#)

---

Launching Your TA Transformation Journey

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# Leadership

## Inclusive Leadership

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Psychological Safety 101: The What, Why and How

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Diversity, Equity, Inclusion And Belonging: Connecting To Your Why

[Learn more >](#)

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Inclusive Language: Our Words Matter

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Embracing Intersectionality and Our Blindspots

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Understanding Microaggressions

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A Guide to Inclusive Language

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The Manual for Being an Ally

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LGBTQI+ Inclusion in the Workplace

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Racial Awareness for Leaders

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Trust-Driven Inclusive Leadership

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Recruiting & Working Across Cultures

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# Leadership

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Let's Talk About It: Growth Conversations in the Workplace

[Learn more >](#)

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Moving Through Stress as a Manager

[Learn more >](#)

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Boundary-setting for Leaders and Managers

[Learn more >](#)

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Freeing Ourselves and Our Team from the Inner Critic

[Learn more >](#)

## Hiring Manager

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Becoming a Hiring Manager

[Learn more >](#)

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Leading the Hiring Process as a New Manager

[Learn more >](#)

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Applying Good Hiring Practices to New Scenarios

[Learn more >](#)

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Effective Hiring

[Learn more >](#)

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Leadership Recruiting for Hiring Managers

[Learn more >](#)

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Becoming a Talent Magnet: For Hiring Managers

[Learn more >](#)

---

Storytelling for Hiring Managers: The 5 Stories You Must Tell

[Learn more >](#)



# Leadership

## Leading Hybrid Teams

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- Great management starts with the right mindset [Learn more >](#)

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  - Communicating effectively with your team [Learn more >](#)

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  - Unlocking Team Performance by Managing Through Relationships [Learn more >](#)

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  - Effectively Managing Performance and Motivation [Learn more >](#)

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  - Making meetings work [Learn more >](#)

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  - Keeping your teams connected [Learn more >](#)

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  - Managing performance effectively using the cultivation mindset [Learn more >](#)

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  - Mastering the One-on-One Conversation [Learn more >](#)

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  - Making feedback work [Learn more >](#)

## Communication

- 
- How to Avoid People Pleasing and People Using [Learn more >](#)

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  - How to Avoid Communication Blunders [Learn more >](#)

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  - Accountability and team performance [Learn more >](#)

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  - How to Successfully Manage Conflict as a Leader [Learn more >](#)

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  - Giving Feedback and Negotiating as a Leader [Learn more >](#)



# Leadership

## Results Orientation, Team Strategy

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How to Maximize Performance as a Manager

[Learn more >](#)

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How to Grow Your Career as a Manager

[Learn more >](#)

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Tactics that drive results

[Learn more >](#)

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## Personal Development, Collaboration

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Coaching for Leaders: What Got You Here Won't Get You There

[Learn more >](#)

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Successful Networking as a New Manager

[Learn more >](#)

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The Essential Networking Skills for New Managers

[Learn more >](#)

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# Get Work-Smart with SocialTalent

Trusted by



For more details about how we can help your organization build work-smart teams, please contact [sales@socialtalent.com](mailto:sales@socialtalent.com)

