

Grow your career.  
Level up for the future.

# Recruitment and Retention



**Schulich**  
School of Business  
Executive Education

**YORK U**



## Recruitment and Retention

Recruiting and retaining new talent is crucial for organizational growth. With this one-day program, HR leaders and Department Managers can advance to the next level of their careers, strengthening their ability to attract, onboard, support, and retain employees.

Become an effective leader with the ability to discover and keep the best talents in your industry.

**Grow your career.**  
**Level up for the future.**



1-day program



Book this program [online](#)



## Recruitment and Retention

Employees are changing with the times. Recruitment and retention is a fluid process that adapts to the shifting needs of today's new talents. Schulich ExecEd provides up-to-date knowledge and guidance on recruiting, assessing, and onboarding today's employees.

This one-day program is designed by experienced recruiters, with a curriculum that reflects the critical needs of the industry. Learn to be compelling when recruiting employees and how to assess and prepare them for success within your organization. Discover methods of effectively negotiating with and onboarding hires in this digital age.

Three modules will supply you with a structured guideline around which you can centre your recruitment and retention processes.



1-day program



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# Program Highlight



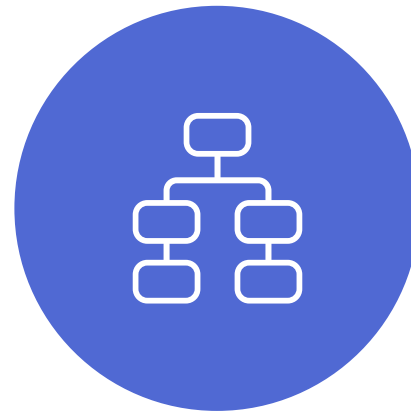
## Marketing Strategies

Learn go-to-marketing strategies for attracting new talent



## Onboarding Process

Develop a defined and transparent onboarding process for higher retention rates



## Advancing Your Career

Gain the skills, knowledge, and expertise needed to prescreen, hire, and retain talent in 3 convenient modules



## World-class Instruction

Learn from seasoned recruiters with over 20 years of experience in the field

# Program Faculty



**Adam Pekarsky**

Adam has been recruiting executives across Canada for over 20 years. Prior to founding P&Co., he was a client partner in the Calgary office of Korn/Ferry International. He holds an LLB from the University of Alberta and a BA from Tufts University in Boston, where he graduated summa cum laude.



**Kate Spencer**

Kate joined the firm in 2018 and is an Associate at P&Co., where she successfully executes on various searches within the legal, not-for-profit, and professional services sectors. She also assists with the research and development of proposals. Kate holds a Bachelor of Communication & Culture from the University of Calgary.

# Program Content



## Attracting Candidates

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- Defining position requirements and determining selection criteria
- Writing a compelling position description, as well as where and how to post your role
- When or when not to work with a recruiter, including how to search for talent online (tips and tricks, Boolean searching, etc.)
- Managing internal and external applications
- Developing screening and assessment procedures for candidates
- Conducting a thorough candidate pre-screen call
- Closing off unsuccessful applicants
- Scheduling interviews with multiple candidates efficiently whilst avoiding confidentiality breaches

## Assessing Candidates

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- Do's and Don'ts of candidate interviewing  
How to conduct a proper behaviour-based interview
- How to manage a shortlist and communicate effectively with 'active' candidates through the process
- When or when not to use online psychometric assessment tools, what they are and what they do and do not tell you
- How to conduct a thorough reference check and to listen for what's not being said
- Drafting an offer letter
- Handling offer negotiations and determining what's a reasonable ask from an unreasonable: when to give, when to dig in, when to walk away

# Program Content



## Onboarding Candidates

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- Once hired, how to effectively onboard a candidate, particularly in a virtual environment
- How to get new hires busy quickly, and establishing/demonstrating value with internal and external stakeholders
- How to handle training and integration into the team culture
- Check ins with reports and peers at regular intervals
- Troubleshooting new hire integration
- How to manage high performers and provide a career roadmap through the organization

# Participant Profile

This program covers the three most pressing areas of recruitment and retention: attracting, assessing, and onboarding new talent. It is recommended for leaders or first-level managers.

- who work in or closely with HR departments
- with concerns about recruiting employees who align with the organization's purpose and goals
- whose goal is to improve retention and satisfaction within the workplace



# Why a Certificate at Schulich ExecEd?

There will no longer be a single transition from graduation to work in one's life.

Because few of us have the same job for life, we constantly have to re-invent ourselves, learn new skills and adapt to the changing marketplace and business environment. Today's professionals and executives must be able to quickly develop and fine-tune personal business skills to adapt and grow.

## **We are #1 Business School in the country**

We have the privilege of being ranked #1 and teaching top students from around the world.

## **Our Program is Unique**

Distinction from growing competition in the job market.

## **We Provide a Combination of Skill Specialization & Range**

Deepen your current skills and acquire new ones.



# About Schulich ExecEd

At Schulich ExecEd, the professional development arm of the world class Schulich School of Business, all our programs are non-degree, mid-career acclaimed qualification that employers recognize and that you can add to your CV.

## We provide:

- Short programs building an individual business skill have industry recognized credentials for that skill
- Certificate programs build a wider skill set with a number of key skills
- Masters Certificates are an intense dive into Leadership, Management or specific Business skillsets. This is our highest mid-career professional development business school certification

## Key Stats:

- Ranked #1 business school in Canada
- Ranked #12 in global MBA ranking
- Educated over 80,000 professionals across the world.
- Delivered over 4,000 programs virtually and in-person
- 96% of our graduates used knowledge or skills from the program on the job
- 87% of our graduates reported improved job performance
- Worked with over 500 companies worldwide

Over 450 leading faculty in areas of management, leadership, communications, finance, marketing, business development and strategy





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