



Detailed program

Bootcamp

Price 1990CHF/1850€ per pers

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- Data is your most valuable asset
- Definition of Sourcing
- The Sourcing Ecosystem
- Intake Briefing: Understanding a job before sourcing
- Build a keyword search
- Practical exercise on your ATS/jobboard
- Sourcing on Google and social networks: advanced booleans
- X-Ray Search from LinkedIn/ Stackoverflow /Facebook /Github /ResearchGate
- The wonderful world of Google Dorks
- Google Custom Search Engines (CSE)
- LinkedIn Recruiter Next Level
- Find contact details
- Behavioural Sourcing Demonstration
- Extensions, tools, blogs and people to follow

Day 1

- Personal branding
- Image, profile presentation and other LinkedIn details
- Test and improve your SEO
- Who should you accept on LinkedIn
- Latest modifications to the algorithm
- How to create a post that drives engagement and traffic
- Job description VS job advertisement
- Marketing VS Recruitment Marketing
- Understand the "Why" of a job.
- The theory of the coefficient of friction
- Neuroscientific principles reapplied to outreach messages
- Job/Money/Location
- Personalisation VS Hyperpersonalisation
- Phone screens: Preloading and miracle question
- It's time to go Sourcing and see what you've learned.

Day 2

Bootcamp
Program