

Recruitment Self-Paced Webinar Series

Introduction

We have curated a series of webinars from LinkedIn learning to offer hiring managers and HR professionals resources on best recruitment practices.

These webinars provide the flexibility to either view the entire course at one time, or you can opt for the modularized format, which allows you to learn the skills and knowledge in smaller chunks (modules). As these are self-paced, you can pause and return to the webinar at a later time.

The webinars are free to all Columbia University employees. Please note that you ***must log on to LinkedIn with your CU credentials*** to access the webinars on the [LinkedIn Learning](#) platform.

Webinar Selection

General Recruitment	Diversity-Related Recruitment
Behavioral Interviewing Techniques	Diversity Recruiting
Hiring an Employee for Managers	Fair and Effective Interviewing for Diversity and Inclusion
Performance-Based Hiring	Inclusive Mindset
Recruiting Talent with Social Media	Recruiting Diverse Talent as a Hiring Manager
Virtual Interviewing	Uncovering Unconscious Bias in Recruiting and Interviewing

General Recruitment

[Behavioral Interviewing Techniques](#)

Length: 77 min. | Format: Modular | Target Audience: ***HR Professionals*** | CE Credits: HRCI, SHRM
Facilitator: Barbara Bruno, Staffing and Recruiting Executive

Summary:

The webinar offers practical strategies for planning and conducting job interviews, including screening, courtesy, and panel interviews. Additionally, the course offers tips on elevating a candidate's experience and networking with future talent.

Modules:

- Introduction
- Preparation
- Interviews
- Evaluate and select
- Improve the candidate experience
- Future Actions
- Conclusion

Learning Objectives:

By the end of the workshop, participants will be able to determine the purpose of the interview, set interview expectations upfront, and ask effective questions to evaluate and select the best candidate.

Hiring an Employee for Managers

Length: 39 min. | format: whole or modular | Target Audience: **Managers**

Facilitator: Gabriella Parente-Neubert, Organizational Development Executive

Summary:

The webinar outlines the critical steps of the recruitment cycle, offering a holistic approach to preparing for an interview, interviewing, and hiring qualified candidates.

Modules:

- Introduction
- Defining your goals
- Interviewing candidates
- Putting the pieces together
- Conclusion

Learning Objectives:

By the end of the workshop, participants will have an outline of the steps they need to take to make a great hire, including how to define their hiring goals, how to find and interview candidates, how to identify red flags, how to make the offer, and onboard the most qualified candidate.

Performance-Based Hiring

Length: 42 min. | Format: Modular | Target Audience: **HR Professionals** | CE Credits: HRCI, SHRM

Facilitator: Lou Adler, President, Adler Group

Summary:

This course outlines the value of performance-based hiring, an end-to-end, four-step process for hiring top talent.

Modules:

- Introduction
- Performance-Based Hiring Overview
- Expanding the Talent Pool
- Preparing Performance-Based Job Descriptions
- The Performance-Based Interview
- The Talent Score Card
- Conclusion

Learning Objectives:

By the end of the course, participants will HR professionals will have explored techniques on expanding talent pools, creating job descriptions that deliver the highest quality applicants, interview techniques to uncover what leads to performance, and making the best hiring decisions.

Recruiting Talent with Social Media

Length: 64 min. | Format: Modular | Target Audience: **Managers and HR Professionals** | CE Credits: PMI
Facilitator: Bert Venrdonck, Content Training Director, LinkedIn

Summary:

This course shows how to leverage the top social media platforms—LinkedIn, Twitter, and Facebook—to find and attract top talent.

Modules:

- Introduction
- Getting Started
- Hands-On with LinkedIn
- Hands-On with Twitter
- Hands-On with Facebook
- Time-Saving Tools
- Conclusion

Learning Objectives:

By the end of this course, participants will learn to find qualified candidates and write compelling articles, posts, and tweets that attract talent. Additionally, participants will learn to post job openings on LinkedIn and Facebook and get time-saving tools and techniques to help them spend more time sourcing qualified candidates.

Virtual Interviewing

Length: 46 min. | Format: Modular | Target Audience: **Managers & HR Professionals** | CE Credits: HRCI, SHRM
Facilitator: Barbara Bruno, Staffing and Recruiting Executive

Summary:

This course outlines the benefits of virtual interviews and offers tools for preparing and conducting compelling virtual interviews.

Modules:

- Introduction
- Benefits of Virtual Interviews
- Preparation Needed
- Video Interview to Attract and Hire the Best Talent
- Effectively Follow Up, Pre-Close, Nurture, and Onboard Remotely

Learning Objectives:

By the end of the course, participants will gain tools for organizing a virtual interview process and access and attract top-tier candidates. In addition, the course reviews the benefits of virtual interviews and nurturing candidates through a virtual process.

Diversity-Related

Diversity Recruiting

Length: 65 min. | Format: Modular | Target Audience: **Managers & HR Professionals** | CE Credits: HRCI, SHRM
Facilitator: Stacey Gordon, Founder, and CEP of Rework Work

Summary:

This course explains how to confidently approach the topic of bias and successfully address it when recruiting. In addition, this course outlines the most common mistakes that recruiters make as well as ways to assess your current recruiting strategy to achieve success.

Modules:

- What is Diversity Training
- Steps Involved for Diversity Recruiting
- Increase Workplace Diversity
- Update your Diversity Recruiting Process

Learning Objectives:

By the end of this course, participants will learn to demonstrate impartial interviewing techniques and identify ways to improve diversity in the recruitment process.

Fair and Effective Interviewing for Diversity and Inclusion

Length: 65 min. | Format: Modular | Target Audience: **Managers & HR Professionals**
Facilitator: Vernā Myers, VP, Inclusion Strategy, Netflix

Summary:

Barnard alumna, Vernā Myers, teaches skills for interviewing, an important but sometimes overlooked aspect of an inclusive hiring process. The course outlines three critical barriers to fair and effective interviewing across differences: our cultural diversity lens, discomfort with a difference, and stereotypes and biases.

Modules:

- Introduction
- Accounting for our cultural diversity lens
- Overcoming our discomfort with difference
- Checking our stereotypes and biases
- Tips for fair and effective interviewing

Learning Objectives:

By the end of the course, participants will gain tips for fair and effective interviewing and recognizing stereotypes and biases.

Inclusive Mindset

Length: 55 min. | Format: Modular | Target Audience: **Managers & HR Professionals** | CE Credits: PMI
Facilitator: Dereka Blackmon, CEO Inclusion Design Group

Summary:

This course examines the research about the critical roles that diversity and belonging play in creating and fostering a robust organizational culture.

Modules:

- Introduction
- Inclusive Mindset: Why It Matters
- Be Brave: Lean into the Discomfort
- Be Humble: Respect Diverse Experiences
- Be Dedicated: Commit to Awareness and Advocacy
- Conclusion

Learning Objectives:

By the end of this course, participants will learn how to cultivate safe spaces by acknowledging common challenges that can come from privilege, mistakes, ignorance, or insensitivity and learn ways to create and foster inclusive communities.

Recruiting Diverse Talent as a Hiring Manager

Length: 64 min. | Format: Modular | Target Audience: **Managers** | CE Credits: PMI

Facilitator: Christie Lindor, Workplace Culture & Inclusion Strategist

Summary:

This course focuses on the importance of diversity recruiting efforts, and offers a guide to help develop a diversity hiring strategy, increase the candidate pool, and remove bias from the screening and interview process.

Modules:

- Introduction
- Develop a High-Impact Strategy for Diversity Hiring Success
- Increase Your Diverse Candidate Pool
- Catapult Your Diverse Candidate Recruiting Screening Process
- Putting It All Together: Diverse Candidate Interviews and Evaluation
- Conclusion

Learning Objectives:

By the end of the course, participants will learn ways to plan for a bias-free recruitment process, create more diverse recruiting teams for more diverse hiring and adopt best practices for candidate screening, interviews, and evaluations. Plus, learn how to make your efforts authentic by understanding candidates' motivational triggers and factors when weighing new roles and opportunities.

Uncovering Unconscious Bias in Recruiting and Interviewing

Length: 51 min. | Format: Modular | Target Audience: **Managers & HR Professionals** | CE Credits: HRCI, SHRM

Facilitator: Dr. Tana Session, Organizational Development Strategist

Summary:

This course offers ways to define a number of unconscious biases and how the biases can impact your decision-making, and how you can combat them when recruiting and hiring qualified candidates.

Modules:

- What is Unconscious Bias?
- The Common Unconscious Biases in Recruiting and Interviewing
- Strategies to Minimize Bias in the Recruiting and Interview Process
- Conclusion

Learning Objectives:

By the end of the course, participants will understand what the term "unconscious bias" means, explore different types of biases, and understand how those impact decision-making. The course concludes with outlining strategies to minimize bias in the recruiting and interview process, such as finding diverse candidates to fill positions, using diverse panel interviews, and utilizing interview scorecards.