MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

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RECRUITMENT, SELCTION & RETENTION STRATEGIES

"Attract, Hire, and Retain Top Talent through Proven, Strategic HR Practices"

Schedule

Date	Venue	Fees (Face-to-Face)
26 – 27 Feb 2026	Dubai, UAE	USD 1995 per delegate
04 – 05 Mar 2026	Kuala Lumpur, Malaysia	USD 1995 per delegate
22 – 23 Apr 2026	Dubai, UAE	USD 1995 per delegate
24 – 25 Sep 2026	Dubai, UAE	USD 1995 per delegate
23 – 24 Dec 2026	Dubai, UAE	USD 1995 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

Recruiting and retaining the right talent is one of the most critical factors in an organization's success. In today's competitive landscape, organizations need to go beyond traditional hiring approaches to implement forward-thinking strategies that attract high performers and keep them engaged.

This 2-day intensive course is designed to provide HR professionals and hiring managers with the tools to strengthen their recruitment pipelines, refine their selection methods, and reduce turnover through data-driven retention strategies. Through real-world scenarios and practical workshops, participants will learn how to create compelling employer brands, select top talent effectively, and build a culture that supports long-term employee commitment.

Objectives

By the end of this course, participants will be able to:

- Design and implement modern recruitment strategies to attract the right talent
- Build effective selection systems based on job fit, culture fit, and potential
- Use structured interviews, assessment tools, and predictive analytics in hiring
- Develop retention programs that address employee motivation and engagement
- Reduce hiring costs and turnover by improving employee value propositions (EVPs)
- Align talent acquisition and retention efforts with business goals

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Why Attend

- Discover innovative approaches to recruitment and selection
- Learn how to attract passive candidates and reduce time-to-hire
- Build a retention strategy based on employee feedback and behavioral data
- Avoid costly mis-hires by improving interview accuracy and fit assessments
- Improve onboarding effectiveness and early engagement

Target Audience

This program is designed for:

- HR professionals and recruiters
- Talent acquisition managers and team leads
- Line managers involved in interviewing and hiring
- Learning and development professionals
- Anyone responsible for employee attraction, assessment, and retention

Individual Benefits

Key competencies that will be developed include:

- Strategic workforce sourcing and planning
- Interviewing and selection decision-making skills
- Knowledge of employer branding and candidate experience design
- Understanding turnover causes and retention drivers
- Workforce analytics and employee lifecycle optimization

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved hiring outcomes and employee job satisfaction
- Reduced recruitment costs and shorter vacancy cycles
- Strengthened employer branding and candidate engagement
- Lower turnover rates and improved employee loyalty
- More strategic alignment between HR and business objectives

Instructional Methodology

This course blends practical exercises with strategic insight:

- Interactive Briefings – Trends, frameworks, and data-backed recruitment insights
- Case Studies – Analysis of successful recruitment and retention campaigns
- Workshops – Interview planning, EVP design, and retention action planning
- Peer Exchange – Experience sharing on hiring challenges and solutions
- Tools – Sample interview guides, retention survey templates, and onboarding checklists

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Course Outline

DETAILED 2-DAY COURSE OUTLINE

Training Hours: 7:30 AM – 3:30 PM Daily Format: 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Recruitment & Selection Strategy

- Module 1: Talent Attraction and Employer Branding (07:30 – 09:30) • Building a compelling EVP and online presence • Sourcing strategies: job boards, social media, referrals, headhunting
- Module 2: Designing the Selection Process (09:45 – 11:15) • Role profiles, job descriptions, and key selection criteria • Screening, assessment tools, and shortlisting techniques
- Module 3: Interviewing and Candidate Evaluation (11:30 – 01:00) • Behavioral and competency-based interviewing • Avoiding bias and improving predictive hiring outcomes
- Module 4: Workshop – Build a Structured Selection System (02:00 – 03:30) • Participants design a full recruitment and selection workflow

Day 2: Retention Strategy & Workforce Engagement

- Module 1: Causes of Turnover and Retention Trends (07:30 – 09:30) • Why employees leave: internal vs. external factors • Generational trends and post-pandemic expectations
- Module 2: Employee Engagement and Stay Strategies (09:45 – 11:15) • Retention programs: rewards, recognition, career paths, well-being • Managing early attrition and onboarding effectiveness
- Module 3: Measuring Retention and HR Metrics (11:30 – 01:00) • KPIs: turnover rate, cost-per-hire, quality-of-hire • Using employee surveys and exit interviews
- Module 4: Final Exercise – Retention Planning & Improvement (02:00 – 03:30) • Teams develop and present a tailored retention strategy

Certification

Participants will receive a Certificate of Completion in Recruitment, Selection & Retention Strategies, validating their skills in building strategic, efficient, and engaging hiring and retention programs.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

In-House / Customized Training Interested in running this course for your team? Please contact us:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

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