AI for HR and Recruitment: transform your practices in 2 days

2 days to master AI and revolutionize your HR practices

Learn to master artificial intelligence to optimize your recruitment processes in just 2 days. A practical training for HR and recruiters, combining theory and concrete applications of AI tools such as GPT-4 and LinkedIn Recruiter.



- **Impact of AI on HR:** discover the challenges and opportunities of AI for HR
- **Automate** everyday tasks with AI to save time and simplify work
- **Create** job offers and messages that attract the best talents like a magnet
- **Speed up** recruitment and reduce the time needed to fill a position
- **Unearth** hidden talent, identify and attract rare and scarce profiles using advanced AI sourcing techniques

Throughout this training, you will explore AI, its possibilities and its limits and put into practice your knowledge through **practical workshops, case studies and the development of a concrete action plan**.

AI FOR HR AND RECRUITMENT: IMPACT, CHALLENGES AND OPPORTUNITIES

In a world of recruitment undergoing major transformation, artificial intelligence (AI) has become an essential tool for **human resources professionals** who wish to optimize their recruitment process. This two-day practical training, specially designed for HR and recruiters, will teach you how to leverage cutting-edge technologies, such as GPT-4 and LinkedIn Recruiter, to attract, select, and engage the best talents more effectively. You will discover how AI can revolutionize every step of your recruitment strategy, from sourcing to candidate engagement, while remaining compliant with ethical and legal standards.

TRAINING OBJECTIVES

- **Understand the impact of AI in recruitment**
  You will learn how to use the latest AI tools to automate and improve each step of the recruitment process, from candidate sourcing to engagement.
- **Leverage GPT-4 and other technologies for advanced recruitment**
  You will be able to create powerful prompts to generate attractive job offers, personalized messages, and optimized employer branding strategies.
- **Improve the efficiency and innovation of HR processes**
  With AI tools, you will develop intelligent automation methods for sorting applications, designing adaptive tests, and improving initial interactions with candidates.
- **Develop an AI-based attraction and engagement strategy**
  You will learn how to use advanced strategies, such as HR growth hacking and viral content creation, to increase the visibility of offers and attract talent.
- **Create personalized tools for candidate engagement**
  Using GPT-4 and AI chatbots, you will design candidate tracking systems and automated offer recommendations, while optimizing negotiations and offer acceptance rates.

COURSE PROGRAM

Day 1

Morning - Theory, demonstration and interaction

8:30 - 9:00: Welcome and networking

- Welcome coffee and ice-breaker on the challenges of modern recruitment

9:00 - 10:30: AI revolution in recruitment

- Introduction to key concepts of AI for recruitment
- Overview of essential AI tools (GPT-4, LinkedIn Recruiter, Talentsoft)
- Ethical issues and GDPR compliance in the use of AI

10:45 - 12:30: Mastering GPT-4 for advanced recruitment

- Creation of powerful prompts
- Advanced techniques for generating attractive job offers
- Demonstrations and exercises: drafting personalized outreach emails, innovative job description, employer branding pitch

12:30 - 13:30: break

 FREE LUNCH - Networking time

Afternoon - Practical exercises and concrete applications

13:30 - 15:00: LinkedIn Recruiter enhanced by AI

- Advanced search techniques to unearth rare profiles
- Use of GPT-4 to analyze and interpret LinkedIn profiles
- Creation of sequences of personalized and automated outreach messages

15:15 - 16:45: Talent attraction strategies with AI

- Creation of viral content for employer branding with GPT-4
- HR growth hacking techniques to increase the visibility of offers
- Setting up an AI-assisted employee referral system

16:45 - 17:30: Summary and action plan

- Development of an AI-driven sourcing and attraction strategy
- Definition of KPIs and objectives for Day 2

Day 2

Morning - Theory, demonstration and interaction

8:30 am - 9:00 am: Welcome and review of day 1

- Sharing of first experiences and adjustments

9:00 am - 10:30 am: Intelligent automation of the recruitment process

- Creation of intelligent application forms with Tally and GPT-4
- Setting up automation workflows with Make (formerly Integromat)
- Demonstration: Automation of initial sorting of applications and personalized responses

10:45 am - 12:30 pm: Next generation assessment with AI

- Design of adaptive skills tests with GPT-4
- Using AI video avatars for initial interviews (ex: Synthesia, D-ID)
- Behavioral analysis by video: setup and interpretation

12:30 pm - 1:30 pm: break

 FREE LUNCH - Networking time

Afternoon - Practical exercises and concrete applications

1:30 pm - 3:00 pm: Solving recruitment challenges with AI

- Practical workshop: use of GPT-4 to solve complex recruitment cases
    - Case 1: Strategy to recruit a scarce profile

    - Case 2: Improving diversity in the recruitment process
    - Case 3: Reducing recruitment time for a critical position

3:15 pm - 4:45 pm: Conversion strategies and candidate engagement

- Creation of a personalized AI chatbot for candidate tracking (with GPT-4 and Dialogflow)
- Setting up an AI-based job recommendation system
- AI-assisted negotiation techniques to increase the acceptance rate of offers

4:45 pm - 5:30 pm: Conclusion and implementation plan

- Synthesis of key learnings
- Development of a 30-60-90 day action plan
- Setting up a system for monitoring and continuous improvement

WHO IS THIS TRAINING FOR?

- **Recruiters** looking to take it to the next level
- **HR Managers** wanting to modernize their recruitment processes
- Talent acquisition professionals looking for a competitive edge
- **Managers** involved in recruitment and wanting to optimize their time
- **Startups and scale-ups** in rapid growth needing efficient hires
- **HR Professionals** in sectors facing a talent shortage (IT, engineering, etc.)

PREREQUISITES

- No specific degree required, open to all skill levels.
- No specific skills required, although familiarity with digital tools and social networks is a plus.

COURSE MATERIAL & SOFTWARE

- The training presentation will be distributed to all participants in paper and digital format.
- To attend this training, you must have a computer and a valid email address to create a free account on ChatGPT (it can also be done on a smartphone). To make the most of some advanced features, access to the paid version of ChatGPT may be necessary.