



# Certificate in Workforce Planning and Talent Management

## Objectives

This certificate programme addresses the need for today's HR practitioners to enhance competency in talent sourcing, staffing and manpower planning. Consisting of three main areas and conducted by highly experienced HR professionals, the programme will allow you to acquire up-to-date knowledge and useful advice on sourcing and selecting talent.

## The course will cover:

- Workforce Planning & Acquisition Strategies
- Talent Matching Psychometric Tools – Interview, Assessment & Talent Matching
- Talent Management 4Ps – Policy, Process, Procedures & Deployment

## Course Information



(11 Modules, 33 Hours)



Cantonese (with English materials)



HKIHRM, Units 1810-15, 18/F, Millennium City 2, 378 Kwun Tong Road, Kwun Tong, Kowloon, Hong Kong  
(3-minute walk from Ngau Tau Kok MTR station, exit A)



For enrolment and general enquiries:  
please contact us on 2837 3812 / 3834 or via email: [certificate@hkihrm.org](mailto:certificate@hkihrm.org)

## Module 1: Manpower Planning as a Strategic HR Function – Quality VS Quantity

- Manpower planning as a strategic HR function
- Alignment of manpower plan with business objectives
- Consequences of poor manpower planning
- Techniques in dealing with manpower surplus or shortage
- Methodologies in manpower planning
- Handling manpower planning
- Merge and acquisition case study
- What is succession planning
- Succession planning process

## Module 2: Sourcing and Staffing Strategies – HR Professional Competencies

- Introduction of sourcing and staffing
- Measure manpower supply market
- Three fundamental questions and one-stop sourcing and staffing planning
- Evolving role of HR in sourcing and staffing
- Partnering with line department, enhance HR credibility
- HR professionalism in sourcing and staffing functions

## Module 3: Outsourcing and Insourcing Recruitment – Recruitment Advisor

- Purposes of outsourcing and insourcing
- Comparison of outsourcing vs insourcing
- Advantages and potential pitfalls of outsourcing and insourcing
- Vendor assessment – factors to be considered to choose the right vendor
- Selecting and engaging recruitment consultants

## Module 4: Recruitment Policy – New Source of Talent Approaches and Methods

- Concept of recruitment
- Recruitment policy
- Possible recruitment approaches in different scenarios
- Methods and channels for recruiting talent
- Suggestion on alleviating talent shortage
- Innovative strategies – new source of talent
- Five ways to attract the candidates

## Module 5: Recruitment Policy – Recruitment Process and Employer Branding

- Recruitment process
- Build employer brand during recruitment process
- Methods for company to build an employer brand and types of employer brand
- How to manage branding throughout recruitment process
- Power of using social media to enhance employer branding
- Evaluation of recruitment

## Module 6: Practicalities – Selection Methods and Skills

- Concept of selection
- Selection process
- Self-audit four stages of a selection process
- Talent calibration – analyse the strengths and limitations of different selection tools and approach
- Concerns on selection approach
- Self-evaluate assessment methods
- Managing line department and candidates expectations
- Explain the common pitfalls in selection in three aspects

## Module 7: Practicalities – Assessment Tools

- The fundamentals: reliability and validity
- Assessment Tools – ability test, personality questionnaire, and assessment centre, etc.
- The mix and match of assessment tools for efficiency and effectiveness
- Use of assessment results for recruitment and development
- Applying the skills through a case study

## Module 8: Practicalities – Competency-based Interviewing

- Essential steps and skills for conducting competency based interviews
- The STAR Model of competency-based interviewing
- Evaluating interviewees' responses effectively
- Building your own competency-based interview question bank
- Integrating interview observations with other assessment results

## Module 9: Employment Legislation – Legal Compliance

- Talent management strategies
- Issues in making appointment offer
- Pitfalls on employment contract
- Genuine occupational qualifications
- Crucial legislation concerning sourcing & staffing
- Equal opportunities
- Personal Data (privacy) Ordinance
- Other legal considerations & legal case updates

## Module 10: Talent Engagement

- Introduction of talent engagement
- Best practice sharing on high technology orientation programmes
- Leverage high technology to engage talent
- How to identify and engage talents in the early stage
- Engage talents through the hiring managers
- Tips to engage contract or outsourcing job through technology
- How to re-engage leavers
- Building a long term talent pool

## Module 11: International HRM – International Resourcing – Managing Expatriates in Asia

- Introduction to international resourcing
- The flow of international talent acquisition
- Managing international assignments
- Expatriates working in Hong Kong
- Sourcing and staffing in Mainland China
- Decide expatriate package
- Global mobility strategies – manage staff to work in Asia