Tech Recruitment Academy

Team Training Proposal for [Client.Company]



Today's Recruiting Challenges

Recruitment teams and staffing agencies we work with usually struggle with the following:

- Recruiters are not familiar with IT terminology and don't know how the "IT world" works.
- Recruiters are **not confident** when interacting with hiring managers and IT candidates because they don't speak the same "IT language."
- It takes a long time to find qualified candidates and identify A-players.
- Recruiters cannot conduct professional IT candidate screening and create a valuable report.
- Consultants who focus on sourcing use very basic search without advanced strategies.
- Recruiters struggle to get candidates excited and interested in their job opportunities.
- Onboarding new colleagues is hard due to a lack of structured training process.
- It's hard to get everyone on the recruitment team on the same page and set high standards.

Let's see how we can help your team overcome the challenges and get your business thrive...

What Kind of Results Should You Expect

- Comprehensive IT Landscape Understanding: Gain an in-depth understanding of the IT industry, including roles, programming languages, frameworks, tools, and technologies used globally.
- 2. **Effective Candidate Sourcing:** Learn proven strategies for sourcing top IT talent, enabling you to consistently identify and attract qualified candidates.
- 3. **Refined Candidate Screening:** Master the art of evaluating IT candidates' skills, experience, and cultural fit, ensuring you match them accurately with job opportunities.
- 4. **Remote Recruiting Expertise:** Acquire the skills needed to successfully recruit IT professionals for remote work opportunities, catering to the evolving job market.
- 5. **Job Market Insights:** Stay ahead of the curve with insights into the latest IT job market trends and emerging technologies.
- 6. **Placement Success:** Boost your track record of successfully placing IT candidates, leading to increased job placements and career success.
- 7. **Confidence and Competence:** Build the confidence and competence required to excel in tech recruiting, speak with hiring managers and candidates with **increased confidence**.

IT Recruiting Booster Program

We've started training recruiters in 2018 and kept improving our methodology, materials, and delivery.

Over time, we noticed just LIVE sessions are not enough. That's why we developed **self-study courses** and got thousands of students since 2019.

We also noticed just pre-recorded self-study courses alone are not enough for someone to learn effectively. Students often have questions and need additional accountability (reason to complete the sessions). That's why we organize LIVE sessions on Zoom for private clients.

Between 2021 and 2023, we've been hosting **Sourcing Webinars** every Thursday and recorded 100+ detailed guides that focus on specific IT roles. This is the **greatest library** of sourcing strategies.

That's why our latest version of the **IT Recruiting Booster Program** contains:

- 1. Our best materials (mind maps were purchased by 4,000+ customers)
- 2. Interactive lessons (quizzes to increase engagement)
- 3. **Self-study video lessons** (5-10 minute-long explanatory videos)
- 4. Case studies and sourcing guides (100+ real practical examples from real clients)
- 5. **LIVE sessions on Zoom** with a world-class instructor, Michal Juhas, who is an international YouTube content producer with 400+ recruiting videos published and 100k+ audience online.

IT Topics Included

1. Software Development Lifecycle (SDLC)

- Common IT roles
- Typical team setup
- How IT teams work together
- Agile, Kanban, Scrum

2. Software Engineering Roles

- Frontend, Backend, Full-stack Web Development
- Mobile App Development

3. Analysts & Architects Roles

- System Analysts, Business Analysts
- Software Architects, Java Solution Architects, etc.

4. Project & Product Management Roles

Project Managers vs. Product Managers

- Delivery Managers
- Scrum Masters and other Agile roles

5. Testing and QA Roles

Application testing, Quality assurance

6. ERP Systems and Modules; CRM systems

- SAP, Peoplesoft, Oracle Netsuite Oneworld
- Functional vs. Technical Consultants
- CRMs: Salesforce Development and Administration, MS Dynamics 365

7. Databases & Data Management Roles

- Databases (Oracle, MySQL, etc.)
- Big Data
- Data Warehousing vs Data Integration; ETL
- Cloud Data Integration (e.g., Informatica, Snowflake etc)

8. Cloud Technologies, Infrastructure, Automation:

- Cloud Platforms (AWS, GCP, Azure)
- Infrastructure
- Automation, DevOps

9. CyberSecurity Roles:

DevSecOps, Identity and Access Management (IAM)

10. Hardware & Integration Roles:

- Hardware and IoT
- Architectural Roles, Enterprise Architect, Systems Architect, Applications Architect
- Integration projects (API's, Mulesoft and other similar tools)
- Mainframe Technologies

IT Recruiting Topics Included

1. Analyzing IT job requirements

Students will learn how to analyze technical job req's, ask good questions, and be perceived as professional recruitment consultants by hiring managers and clients.

2. Sourcing IT candidates

Students will learn how to find qualified IT candidates using advanced search strategies.

3. Screening IT candidates

Students will learn how to interview IT candidates, ask qualification questions, and identify who's a good fit to selected IT jobs.

4. Preparing IT candidate reports

Students will learn how to prepare valuable candidate reports for clients and hiring managers.

Core Training Modules

The length of the program depends on how much time your colleagues can allocate per week. We can schedule the LIVE sessions **during** or **after working hours** at your team's convenience.

Module	Topic/Content	Self-Study	LIVE on Zoom
1: The IT Essentials	Explanation of IT terminology and how the IT world works - explained in simple language with mind maps for non-tech audience (HR & Recruiters)	4 hours video self- study video lessons + quizzes	1 hour - practical LIVE workshop
2: A nalyzing IT job requirements	 How to identify the key must have's How to ask hiring managers good questions and add value in the process How to make the JD more interesting/exciting 	2 hours self-study in the eLearning portal + mind maps + quizzes	1 hour - practical LIVE workshop with real-world case studies
3: IT Job Pitch & IT Candidate Attraction	 How to pitch job opportunities to IT candidates in an interesting way What are different IT candidate segments most interested in Effective promotion on social media and during 1-on-1 calls 	2 hours self-study in the eLearning portal + mind maps + quizzes	1 hour - practical LIVE workshop with real-world case studies

Module	Topic/Content	Self-Study	LIVE on Zoom
4: IT Talent Sourcing	 How to find IT candidates with LinkedIn Recruiter using the right IT keywords and advanced filter strategies 	2 hours of self- study + 1 hour of sourcing challenges	1 hour - practical LIVE workshop with real-world case studies
	How to use advanced Boolean queries to segment talent pools		
	How to source on GitHub, Google, and using new Al tools		
5: Screening IT Candidates	How to prepare a good screening report	2 hours self-study + screening	1 hour - practical LIVE workshop on
	What questions to ask IT candidates	challenges	Zoom
	How to determine who is a good fit		
Self-Study For The Certification	Review slides, mind maps, quizzes, and worksheets	2-5 hours of self-study	OPTIONAL Q&A session if needed
Online Certification Exam	A 60 minutes online test with open questions and multiple-choice questions.	An option to re-take the test if failed (75% threshold)	-

Pricing

eLearning Platform Access

Enroll your team in our eLearning platform for one month or the whole year. The monthly access is a great option for your **new joiners**, and senior recruiters can benefit from the unlimited annual access to **case studies**, **sourcing guides**, **and popular mind maps**.

You can see calculations for a different number of people in the table below:

Name	Unit Price	# of People	Subtotal
One Month Access for One Person	€450,00	1	€450,00
Great for a new joiner onboarding training			
Including video courses, mind maps, and quizzes			
Annual Access - One License	€1.290,00	1	€1.290,00
Including video courses, mind maps, and quizzes			
With certification exam and certificate of completion			
Annual Access - Two Licenses	€650,00	2	€1.300,00
Including video courses, mind maps, and quizzes			
With certification exam and certificate of completion			
Annual Access - Three Licenses	€590,00	3	€1.770,00
Including video courses, mind maps, and quizzes			
With certification exam and certificate of completion			
Annual Access - Four Licenses	€550,00	4	€2.200,00
Including video courses, mind maps, and quizzes			
With certification exam and certificate of completion			
Annual Access - Five Licenses	€490,00	5	€2.450,00
Including video courses, mind maps, and quizzes			
With certification exam and certificate of completion			
Annual Access - Six Licenses	€449,00	6	€2.694,00
Including video courses, mind maps, and quizzes			
With certification exam and certificate of completion			
Annual Access - Ten Licenses	€449,00	10	€4.490,00
Including video courses, mind maps, and quizzes			
With certification exam and certificate of completion			
Annual Access - 15 Licenses	€449,00	15	€6.735,00
Including video courses, mind maps, and quizzes			
With certification exam and certificate of completion			

Structured LIVE Training

This private team training includes access in the eLearning platform until your colleagues complete the certification exam.

Name	Unit Price	# of People	Subtotal
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Complete IT Recruiting Booster Training Program LIVE	€1.490,00	1	€1.490,00
with One-on-One Coach			
Pricing for one person with 1-on-1 coaching			
Including eLearning platform, mind maps, and quizzes			
Including five Zoom sessions			
Complete IT Recruiting Booster Training Program LIVE	€1.190,00	3	€3.570,00
with Instructor on Zoom (5 x 60 min)			
Pricing for a group of 2-5 people			
Including eLearning platform, mind maps, and quizzes			
Including five Zoom sessions			
Complete IT Recruiting Booster Training Program LIVE	€790,00	6	€4.740,00
with Instructor on Zoom (5 x 60 min)			
Pricing for a group of 6-9 people			
Including eLearning platform, mind maps, and quizzes			
Including five Zoom sessions			
Complete IT Recruiting Booster Training Program LIVE	€690,00	10	€6.900,00
with Instructor on Zoom (5 x 60 min)			
Pricing for a group of 10-14 people			
Including eLearning platform, mind maps, and quizzes			
Including five Zoom sessions			
Complete IT Recruiting Booster Training Program LIVE	€590,00	15	€8.850,00
with Instructor on Zoom (5 x 60 min)			
Pricing for a group of 15-19 people			
Including eLearning platform, mind maps, and quizzes			
Including five Zoom sessions			
Complete IT Recruiting Booster Training Program LIVE	€490,00	20	€9.800,00
with Instructor on Zoom (5 x 60 min)			
Pricing for a group of 20+ people			
Including eLearning platform, mind maps, and quizzes			
Including five Zoom sessions			

NOTE: This offer is only valid until [Document.ExpirationDate]. Prices are VAT excluding. **Get your team go through the Academy and watch them close candidates faster and easier!**

Sample Sessions & Videos

- LIVE private session
- YouTube videos

Testimonials

- https://techrecruitmentacademy.com/testimonials
- Trustpilot reviews

What Recruiters Who Completed The Program Say About Its Impact

The screenshots below are from the exit assessment form:

- What will you do differently in the future based on this training?
 Before starting this training I ignored candidates' hard skills about the job posting. I just did broad searches and submitted without screening properly, but I've been able to do better searches through this training and now screen candidates better.
- What will you do differently in the future based on this training?
 I definitely gained more knowledge in the technical part, I understand more about technologies that I did not know before and that has made a difference in my interviews, I use more and more effective Boolean aids
- What will you do differently in the future based on this training?
 I feel that I have much more knowledge about the frameworks of each programming language.
 Additionally, learning different interview styles and how to organize the process in a more user-friendly way will be very beneficial for my professional journey.
- What will you do differently in the future based on this training?
 Ask better questions in screening calls and pitch job opportunities differently
- What will you do differently in the future based on this training? From this training, I learned a lot about the importance of keeping a close track of messages, contacts, and candidates reached out; so, I'll start using some of the tracking sheets the teacher explained during the different lessons. I also learned a lot more about booleans, so I will be applying all of this new knowledge to improve the quality of my sourcing process.

What will you do differently in the future based on this training?

Based on this training I learned that keeping track of candidates, messages, follow ups and others gives me control over what I am doing and better visibility for process improvement, I found many of the tools and tracking sheets that were shared very useful and I have started to use some of them for bolean search processes which I find very effective.

What will you do differently in the future based on this training?

Sourcing: Utilize Boolean search and keywords to narrow down the search and find the right talent. Recruitment: Prepare for interviews with the right questions to assess if the candidate meets the job requirements. Apply my new knowledge about technologies.

What will you do differently in the future based on this training?

After this training, I will be able to conduct more precise searches, avoiding long lists of unsuitable candidates. I will ensure that the job description is clear, concise, and highlights the most important aspects to better sell the vacancy. Additionally, I will focus on understanding what candidates are looking for first to make the role sound more appealing, both in the job description and when reaching out to them on LinkedIn or by phone. Lastly, now, with a better understanding of IT, I will also be able to have a better idea of what the client is looking for and what the candidate is talking about it, which will also help me engage with them better.

- What will you do differently in the future based on this training?
 - Based on this training, I will make sure to prepare clear and concise self-assessment questions for candidates, use advanced Boolean queries for more precise searches, and rewrite job descriptions to be more engaging and effective before posting them.
- What will you do differently in the future based on this training?

Based on this training, I have acquired strong skills in understanding what a client is looking for. We know that IT is a big world with many technologies and diverse roles, so we have to prepare ourselves to know who is the right candidate, how to find the candidate how to proceed during an interview, asking the right questions and evaluating the things that the client needs.

What will you do differently in the future based on this training?

I will create better titles giving a better idea for candidates on the exact programming language or framework needed for the job. I will be able to prepare better questions while speaking with Hiring Managers and candidates as I have a better overall understanding of the roles and tools they use.

- What will you do differently in the future based on this training?
 - I think my approach would change to hunt candidates and i would do it in more strategic way, ask candidates right set of questions and my discussion with candidates would be more engaging rather then just copy pasting things
- What will you do differently in the future based on this training?

I'll proceed with my employeer doing tech recruiting for him, besides it'll help me to focus on extra tasks like better finding buyer personas for my additional selling activities

- What will you do differently in the future based on this training?
 - I plan to implement a more structured interview process, utilizing standardized templates for screening questions to ensure consistency and fairness across candidate evaluations. I also aim to incorporate advanced Boolean queries in my candidate searches to refine and target potential candidates more effectively. Additionally, I'll prioritize rewriting job descriptions before posting them, ensuring they're tailored, inclusive, and accurately reflect the current needs of both the role and the company. These changes will enhance the quality and efficiency of the recruitment process, ultimately leading to better candidate matches.
- What will you do differently in the future based on this training?

I will ask more questions relevant to the job posting and get more information. will find suitable candidates in quick time. build rapport with the candidates in a better way!

- Imagine you work on this FullStack role (see a screenshot).
 Write down five-six straightforward qualification questions for candidates to answer Yes/No so you would know who is a perfect fit for this vacancy.
 - 1. How many years of experince in full stack development?
 - 2. What is the Java and Angular or react latest version currently using?
 - 3. How fluent you are in German speaking?
 - 4. if the position is more back than the would you be confortable with that?
 - 5. How strong you are with Linux?
- Imagine you work on this FullStack role (see a screenshot).

 Write down five six straightforward qualification quantions for a

Write down five-six straightforward qualification questions for candidates to answer Yes/No so you would know who is a perfect fit for this vacancy.

Do you have 3+ Full stack Development experience?

How strong are you with Backend development?

Have you worked with Frameworks (Angular/React/react Native)?

Can you elaborate your experience with NoSQL MongoDB?

Have you worked with Readhat Single OS (Key Cloak)?

Have you worked with any invoices?

- What will you do differently in the future based on this training?
 Will maintain an effective talent pool, so that I can reach out to them once I get the right opportunity. Will use LinkedIn recruiter. We will create self-assessment questions and a template before screening a candidate.
- What will you do differently in the future based on this training? Basically everything that I have learned. Starting from asking the HM questions about the company, team, product that the candidate will be potentially joining. To analyzing the job requirements to tailor my Boolean search accordingly. Preparation of self-assesment questions with the screening questions. Crafting messaged that are engaging and not boring to pitching the job on various channels so it actually make the candidates want it.
- What will you do differently in the future based on this training? I will definitely work on how to make the job appealing while posting it or sending it by email with the job description. So better focus on what can interest the candidate first, to have a higher rate of responses and good candidates to filter. Another very useful addition would be to always study the job and technologies required, and understand what the candidate usually looks for when searching for a new position, to have nicer calls and get to the point of the interview part. This would make me more confident while speaking of technologies I do not have expertise of over the phone, and the candidate more at ease, knowing I have an idea of what he/she is talking about.
- What will you do differently in the future based on this training?
 I will try more options in boolean. I will do more focused job ads. I will be able to speak more relevantly with candidates. Have better preparation for hiring managers.

We help IT recruiters around the globe fill more IT vacancies and earn more commissions or bonuses. Start recruiting IT candidates with confidence... even if you've never worked in IT before!

30,000+ 4,500+ 38 subscribers countries customers

Recruiters from awesome companies around the globe use our mind maps, courses, and materials to get better at IT recruitment:



















































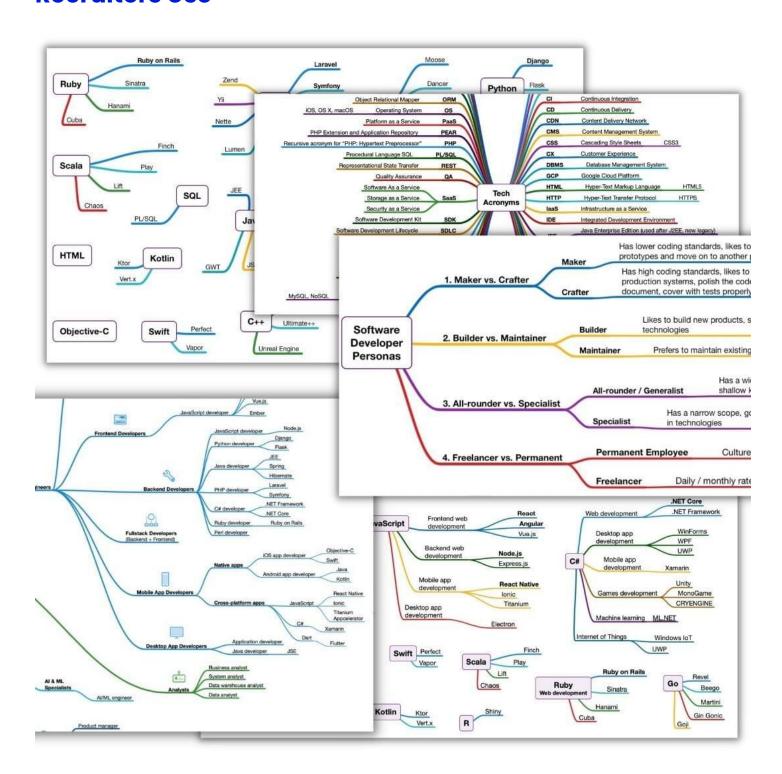
Get Unlimited Access To Pre-recorded Training

- 10+ video courses specific for IT recruiters
- 400+ video lessons
- 80+ Sourcing webinars
- 70+ Mind maps with 30+ tutorial videos
- Courseware, quizzes, worksheets

Easy to understand explanations with real-life examples accompanied by worksheets, mind maps, and slide handouts that you can print out and fill in so you can keep them on your desk for future

reference.

Get Access To Proven Mind Maps That Thousands Of Recruiters Use



The Greatest Collection Of Sourcing Webinars

Get Unlimited Access For The Whole Team To IT Sourcing Tactics So You Can Find Qualified Candidates Faster And Easier... Even If You've Never Worked In IT!

Get access to the greatest library of IT talent-sourcing strategies. Michal has recorded 90+ webinars, each 45-60 minutes long, where he explains how to find qualified candidates for hard-to-fill roles such as:

Product Manager



Fullstack Node.js



C# .NET with 3D



Next.js React Dev



Senior C# Engineer



System Analyst



IT Support Specialist



Sourcing w/ ContactOut



Python w/ Hospitality



Sourcing w/ Google X-Ray



Cloud Database Eng.



Product Manager



Java Engineer



Golang Engineer



Senior Frontend



iOS Expert



Technology Training For IT Recruitment & Sales Teams

Java Engineer



Frontend Data Charts



Sourcing Strategy



Product Owner



System Administrator



Python Backend Dev



Fullstack TypeScript



QA Engineer



IT Product Manager



PHP Laravel Developer



PHP Vue.js Developer



Frontend React



Frontend w/ SEO exp.



СТО



DevOps Engineer



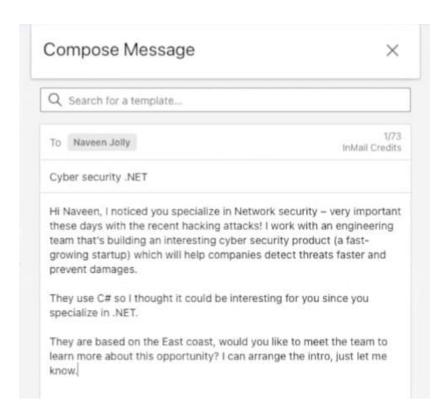
Android Developer



Get Detailed Boolean Searches



Get The Exact Messages That Michal Has Sent To Qualified Candidates



About Tech Recruitment Academy

At <u>Tech Recruitment Academy</u>, we started training recruiters on IT fundamentals, IT recruitment, and IT sourcing strategies in 2018. Over the last two years, we've been fortunate to work with recruitment agencies in the US, Europe, India, Singapore, and Thailand.

How Can We Help

We've been recruiting and hiring IT talents to our IT teams for the last 15 years. Now, you can tap on our IT recruitment expertise thanks to...



1. Hands-on Workshops

Our workshops are popular among senior recruiters who are looking for ways to level up their recruitment game, attract more IT candidates, increase their conversions, and generally get better in their daily activities.



2. On-site Training

The "IT Roles Seminar" is popular among HR managers, Talent Acquisition specialists, and recruiters because it provides a great overview of the most common—and confusing—IT positions, tools, languages, and frameworks which those IT professionals frequently use.



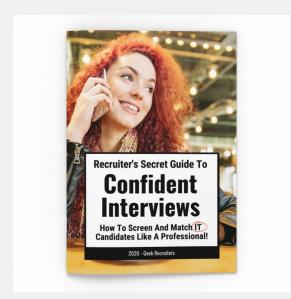
3. Online Academy

Our online Academy is the most comprehensive library for recruiters and headhunters in IT. Complemented with group webinars, it can get your team from A to B in no-time.

Additional training material

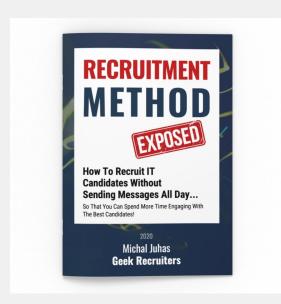


Clear Job Requirements: How To Analyze Technical Job Descriptions And Ask Great Questions Your IT Managers

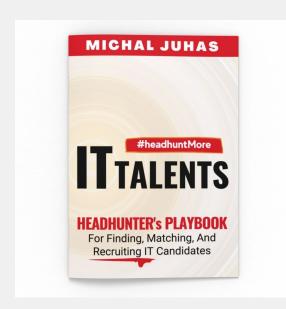


Recruiter's Secret Guide To Confident Interviews: How To Screen And Match IT Candidates Like A Professional!

Testimonials



Recruitment Method Exposed: How To Recruit IT Candidates Without Sending Messages All Day



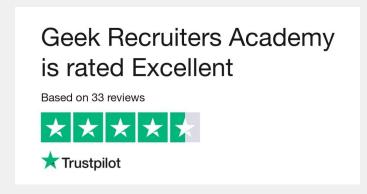
IT Talents: Headhunter's Playbook For Finding, Matching, And Recruiting IT Candidates "All of the roles I met and struggled with last year were covered. Now I feel I have an overall picture about these IT roles and I will be able to ask relevant questions from both candidates and hiring managers."

Szilvia Blasko, recruiter, Budapest (Hungary)

"I was able to learn about the IT positions that I am working on. I'm able to speak more confidently with the candidates over the phone and explain certain positions."

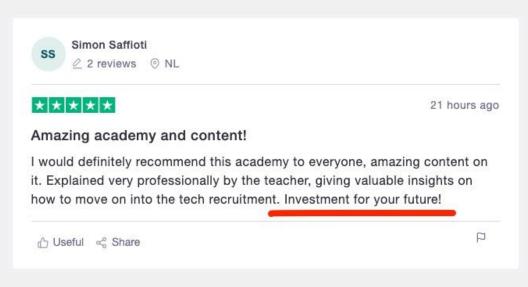
Luis Tello, recruiter, Budapest (Hungary)

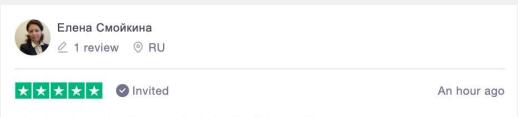
What do recruiters write on **Trustpilot**





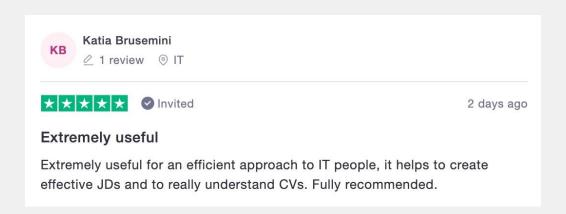


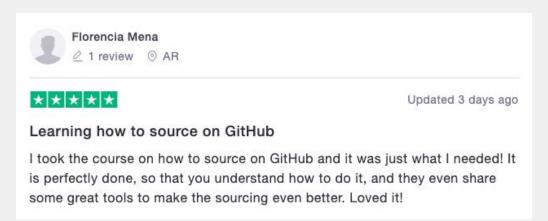




The best navigation materials for IT searfing

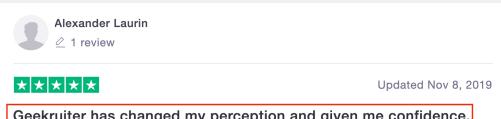
The training from Geekrecruiters helps faster and easier getting down in new role of IT recruiter, especially for non-technical recruiters. The charts provided during the course structure all the information and navigate in technical terms. I would like to say greate thanks to Michal and all his team who helps to organise this course.





We've trained and onboarded hundreds of recruiters

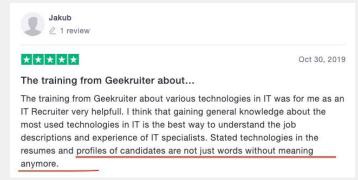




Geekruiter has changed my perception and given me confidence.

Geekruiter has been an amazing help. I am an experienced sales recruiter who has wanted to get into IT, but have found that the roles and responsibilities of technical professionals daunting and over-whelming. Since I have become a member of this community (and taken the courses), I have learned a great deal in an incredibly short amount of time. Now I read IT resumes with fascination and when I speak to technical people, I am not afraid and only interested.





Contact Information

Mr. Michal Juhas

+421 905 114 682 michal@techrecruitmentacademy.com <u>LinkedIn profile</u>



Michal has co-founded companies in the Czech Republic, Thailand, and Slovakia. The biggest one, where he served as a CTO, has reached 100 mil. USD in annual gross booking volume. As the CTO, Michal has hired and led on-site and remote software development teams and was responsible for innovation and product management.

In 2019, with his business partner they started EdTech Labs Group with a goal to help businesses recruit and build IT teams who deliver great software. Their clients include well-known companies from Europe and the US.

Michal also serves as a consultant and trusted advisor to CEOs, CTOs, and business owners who want to use modern digital marketing and sales strategies to grow their business.