



## **ORGANIZATIONAL TALENT MANAGEMENT SERIES**

### **COURSE OBJECTIVES**

#### **Developing High-Impact Surveys:**

Course Description: Data-driven decision-making is a hallmark of organizational life, but the quality of any data driven initiative is only as good as the data used in that decision. With the advent of cheap and often free online survey platforms organizations can quickly and efficiently utilize surveys to gather data. This course will focus on providing the skills to understand how to maximize survey efforts in your organization. This course will inform students to become skilled consumer of external survey systems and provide basic understanding of how to create surveys that will be reliable and valid.

#### **Course Objectives:**

Upon completion of this course, you should:

1. Apply the major theories, principles, and practices of organizational survey research.
2. Recognize traditional (paper and pencil) and online survey structure.
3. Identify the organizational uses of surveys.
4. Design surveys in order to answer organizational questions.
5. Create reliable and valid survey questions.

#### **Survey Analysis for Data-Driven Decision-Making:**

Course Description: This course builds on Surveys 1 by providing an in-depth understanding of the recommended approaches for administering, interpreting, communicating, and making decisions based on organizational surveys. (Surveys Part 1 is a pre-requisite). This course will focus on providing the skills to understand how to maximize survey response and analyze the results of surveys. This course will instruct students on how to successfully interpret and communicate the results of organizational surveys to utilize survey results to drive organizational decisions and change.



Course Objectives:

Upon completion of this course, you should:

1. Apply the theory and methodology of surveys to traditional and online administration.
2. Recognize and utilize online techniques for strong survey administration
3. Identify best practices in survey sampling and increasing response rates.
4. Apply basic data analysis to interpret survey data.
5. Create survey reports and disseminate survey data to aid in decision-making.

**Elevating Your Hiring Process Using Structured Interviews:**

Course Description: Selection of the right employees is an important human resources function. The most commonly used selection tool is the in-person interview. This course will focus on providing the skills to understand how to maximize selection accuracy through best practices in interview design, interviewing skills, and consistent interview scoring in your organization. This course will inform students to become skilled consumer of externally available structured interviews and provide basic understanding of how to create structured interviews to improve successful hiring.

Course Objectives:

Upon completion of this course, you should:

1. Apply the major theories, principles, and practices of interviewing.
2. Recognize the types of interviews and the advantages of using structured interviews.
3. Identify the organizational uses of interviews.
4. Design structured interviews to improve selection.
5. Apply scoring techniques to interviews to aid in selection.
6. Recognize the legal considerations in interviewing.



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